



PRESS RELEASE



Municipality of Athens

International Zero Waste Day with 170 Primary School Students

Students from primary schools in Athens took part in the creation of an experiential model community at Agios Thomas Square in Goudi. On the occasion of the International **Day of Zero Waste**, on March 30, they were informed by the Directorate of Cleaning and Recycling of the Municipality of Athens—participating in the **LIFE-IP CEI Greece programme**—and by Appliances Recycling S.A., about the proper management of hazardous household waste, with a particular focus on electrical and electronic equipment.

The Mayor of Athens, **Haris Doukas**, stated: “We are informing the new generation about the importance of recycling. On the occasion of the International Day of Zero Waste, we created a model neighborhood to learn how items and devices we all have at home can be properly reused. Many everyday items, such as mobile phones and computers, can be given a second life. We can now safely manage even hazardous household waste. We learn, we recycle, we change the city.”

From her side, the Deputy Mayor for Cleaning and Recycling, **Olga Dourou**, noted: “Last year, more than 700 kilograms of hazardous waste were collected separately and did not end up in landfill. Within the framework of the LIFE-IP CEI Greece – Circular Economy Implementation in Greece programme, we are expanding our actions and highlighting the importance of the separate collection of hazardous household waste. Our goal is for the circular economy not to remain a theoretical concept, but to become a daily practice for everyone.”

A “city within a city” for the environment

A model experiential community featuring a street market, café-restaurant, hotel, residence, farm, flower shop, city hall, composting facility and landfill site was set up at Agios Thomas Square in the 7th Municipal District. The wooden installations of the educational activity “**Athens Zero Waste – We Learn, We Recycle, We Change the City**” symbolized everyday spaces where waste is generated.

Students actively participated in a system of daily activities that produce different waste streams requiring special management.

In addition, the activities included examples of hazardous household waste such as small electrical and electronic devices, batteries, sprays, nail polish and other household products. At the same time, students were informed about how food waste can be reduced, how the brown bin operates and how organic waste is converted into compost.

Commemorative gifts and educational material were also distributed, aiming to enhance environmental awareness. The initiative forms part of the broader actions of the Municipality of Athens, which participates in the LIFE-IP CEI Greece programme to promote the circular economy and strengthen environmental awareness among citizens.

###END###

For additional photos beyond the attached ones, you can download material from the following link: <https://mab.to/t/NTE98uIN2ja/eu1>

About the "LIFE-IP CEI-Greece – Implementation of the Circular Economy in Greece" Project

The **LIFE-IP CEI-Greece Implementation of the Circular Economy in Greece** project aims to contribute to the implementation of the National Waste Management Plan, the National Waste Prevention Program, and the National Circular Economy Strategy. This initiative promotes a new approach to waste management based on circular economy principles by adopting best practices and behavioral changes to extend product lifecycles, convert waste into resources, and effectively implement the EU's waste legislative package.

More information about LIFE-IP CEI-Greece – Circular Greece "No time to waste " is available at the project's website: www.circulargreece.gr , and on social media:

- <https://www.facebook.com/CircularGreece/>
- <https://twitter.com/CircularGreece>
- <https://www.linkedin.com/company/life-ip-cei-greece-circular-greece/>
- <https://www.instagram.com/circulargreece/>
- <https://youtube.com/@circulargreece>