



## The german model - VKU – forerunner in communal economy

European Symposium dedicated to Urban Cleanliness

AVPU

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Versailles

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# VKU today

- VKU and VKS were merged in two steps in 2003 and 2011
- **Towns Departments of Works:**
  - Main Branches:
    - Energy Supply
    - Gas Supply
    - District Heating
    - Water Supply
    - Sewage
- **Public Waste Management Companies or Municipal Departments:**
  - Main Branches:
    - Waste Management
    - Sweeping and Winter Clearance

## VKU and VKS

- VKS was founded in 1912
- Leading municipal association for
  - ✓ waste management
  - ✓ street cleaning and
  - ✓ winter maintenance
- 430 members (cities with their public enterprises)
- 200 sponsoring members (organised in a sponsoring organisation)
- Target: Strengthen the position of municipal waste management by
  - ✓ effective lobbying
  - ✓ technical and legal advice
  - ✓ supplementary education
- 6 regional subdivisions in VKU for waste-management and city-cleaning
- VKU Sponsoring Association is National Member of ISWA – International Solid Waste Association

# VKU and VKS

## Branch VKS:

### ❖ **Waste Management and City Cleaning VKS**

- » Waste Management
- » **City Cleaning**
  - **Street Sweeping**
  - **Winter Clearing**
- » Rolling Stock
- » Specialised Services
  - » Management of Parking Garage
  - » Facility Management
  - » other



# Definition of Cleanliness I

- By Photograph – suitable method in the 1990's



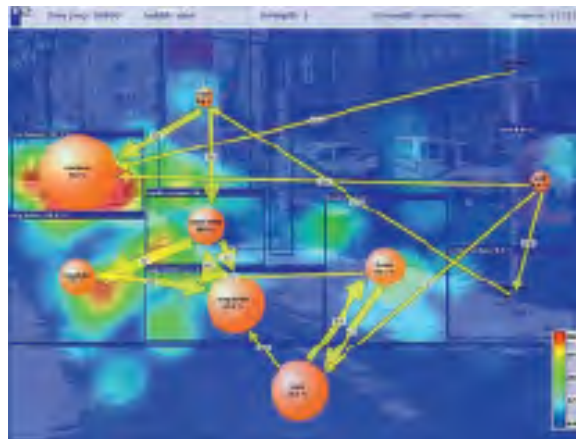
1. Clean
2. Partially slightly dirtied
3. Partially dirtied
4. Partially heavily dirtied
5. All over heavily dirtied

# Definition of Cleanliness II

- **IT-powered statistical analysis – projects running in the 2000's**
  - Randomly recording of the state of dirtying
  - Problem: Saw tooth graphics
  - Many data needed
  - External or own personnel with good training is needed
- **Exact definition of cleanliness and soiling in the preliminary stages**
  - Customer and contractor must find an objective agreement about indicators of dirtying
  - A scale from very clean to very dirty has to be defined (e.g. 1 – 30)
  - The level of dirtying when sweeping is triggered has to be established

# Psychology of Littering I

- What disturbs most?



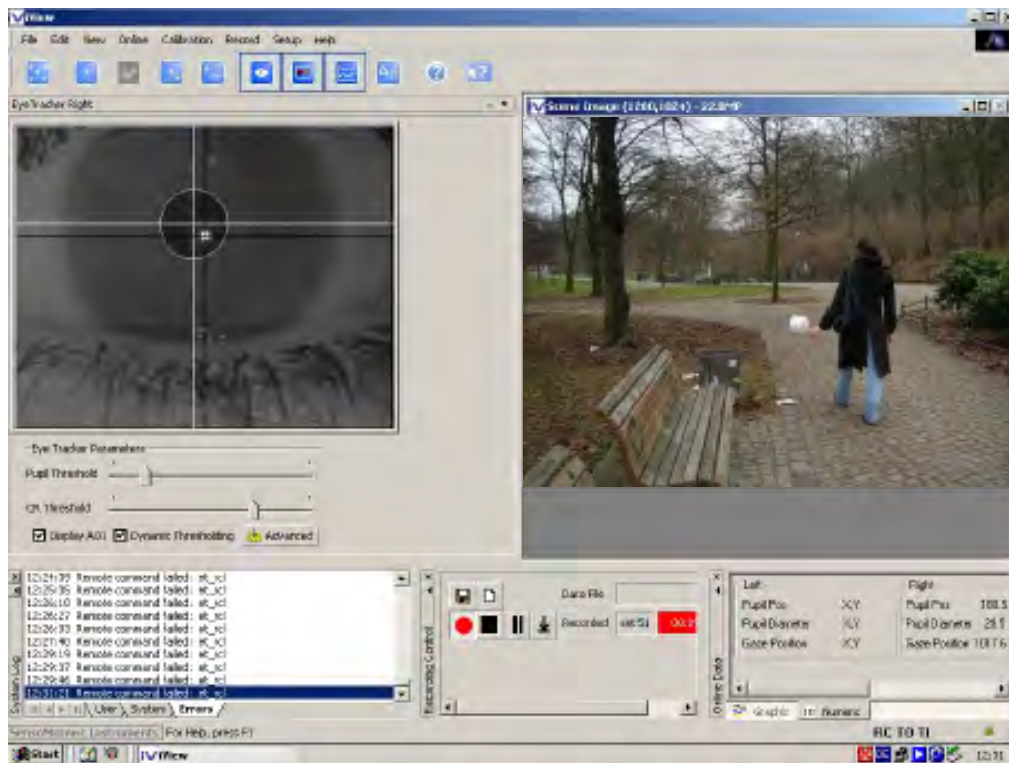
# Psychology of Littering I

- **Results:**
  - **People are very sensitive to littering in their direct surroundings**
  - **The kind of litter and dirt is noticed differentiated; the worst are:**
    - ✓ **Dog dirt on the pavement**
    - ✓ **Household waste on the pavement**
    - ✓ **Destroyed benches at the side of the pavement**
    - ✓ **Dirty glascontainers**
    - ✓ **Dirty public toilets**
  - **Other kinds of litter are not bothering that much**



# Psychology of Littering II

- How do litterers explain (their) littering?



# Psychology of Littering II

- **Results:**

- **Most littering is done by people between 21 and 30**
- **People know very well what is right and wrong**
- **Own behaviour and other people's behaviour is judged differently**

## **Own littering:**

- ✓ No waste bin
- ✓ Laziness
- ✓ Indifference
- ✓ Carelessness
- ✓ Hurry

## **Littering of strangers:**

- ✓ Laziness
- ✓ Indifference
- ✓ No waste bins
- ✓ Lack of education
- ✓ Carelessness

# Measure against Littering

Cigarette-ends – Take-away packaging – Dog-dirt – Bottles - Biowaste

- **Technical:**
  - More waste bins
  - Better visible wastebins
  - Waste bins positioned close to the walking routes
- **Manpower/Employees:**
  - Godparent of an area (sportclubs/students/senior-citizens)
  - Employees for the cleaning of a certain neighborhood (contactperson)
  - Cleaning of certain areas in 2 or 3 shifts

# Technical Support for Sweeping



# New Demands for City Cleaning

- Events
  - City marketing has increased the number of events and the number of visitors
- Organizer
  - The organizers can be made responsible for cleaning of the partyarea but not for the approach
  - Nobody is responsible for spontaneous parties e.g. internet-based flashmobs
- Usage of Leisure Time
  - People spend their leisure time more often in public areas, parks and places, on the bank of rivers and shores of lakes with barbeque, eating and drinking
- Delicate Surfaces
  - Urban development loves natural stones in light colouring on the pavement in the inner cities

# Structural Changes in Sweeping

- Time schedules for street cleaning don't cover the new demands in an acceptable way
- Most dirtying happens on weekends and holidays instead of working days
- There are spots that need much more cleaning than others in the same neighbourhood
- Different technical equipment is needed for certain cleaning services like chewing gum removal, elimination of food and beverage residues
- Highly frequented touristic attractions need cleaning services almost around the clock

# Change in Values

- Production of new goods does not care about waste disposal at the end of the life-cycle
- Enhanced producers responsibility is not a common standard
- Most creative power is used to develop short-lived new products – the garbage of tomorrow
- Very little energy is left to take care about ecological waste disposal and recovery of valuables
- Responsibility for, and protection of common property is old-fashioned, even so people have financed it with their taxes
- A good education is more important than ever to keep a good system of values



**Thank You !**

