

## MIESTA PREČ

### CONTEXT

The non-profit organization INCIEN is dedicated to raising awareness and introducing the principles of the circular economy in Slovakia. They help companies, municipalities and people create less waste. And they will help them turn the one they create into a raw material and resource. They propose and implement changes they can make starting today.

As experts, they help to change the economy so that it no longer works at the expense of the environment and climate. They connect and educate all who want to leave the world in a better state than they found it. The project Miesta preč was created in cooperation with the organization INCIEN and the production of the documentary film “Waste is ours”.

Slovakia annually produces more than 2 million tons of mixed municipal waste. Waste produced by households. 55% of this waste ends up in landfills, where we deposit it on the surface of the earth. We are wasting our natural resources, which in many cases are non-renewable and their consumption is growing exponentially every year. People do not accept responsibility for creating waste, their relationship with waste ends at the point of throwing it in the trash. They feel that waste will disappear to Miesta preč.

That's why INCIEN decided to create the Miesta preč' campaign - a map of the places where our waste is lost. The city map is made up of establishments all over Slovakia, it will show you stories and information so that we never have to say again that it makes no sense to solve problems with waste.

They provide mapping of the places where our waste is lost. The city map is made up of establishments all over Slovakia, it will show you stories and information so that we never have to say again that it makes no sense to solve problems with waste, mostly communal / municipal waste, thus, their aim is to cause a positive environmental and social impact.

### THE IMPLEMENTATION

Service design was created internally by the founders, certified cottons are procured by external suppliers from abroad. The project Miesta preč deals with the municipal waste as

the whole burden and opportunity in one. Doesn't focus primarily on the plastics waste rather waste management as such in the hierarchy of the circular economy value hill.

Content creation is a repetitive activity. In cooperation with partners, they will select a company involved in the processing of municipal waste. Together with the team, they will visit it with a camera, they will make a report, which will then reach the recipients through distribution communication channels. At the same time, they will place this business on the map along with its basic description and classification.

The goal is for both the expert and the lay public to answer the question, DOES IT MAKE SENSE? YES IT ALWAYS MAKES SENSE!

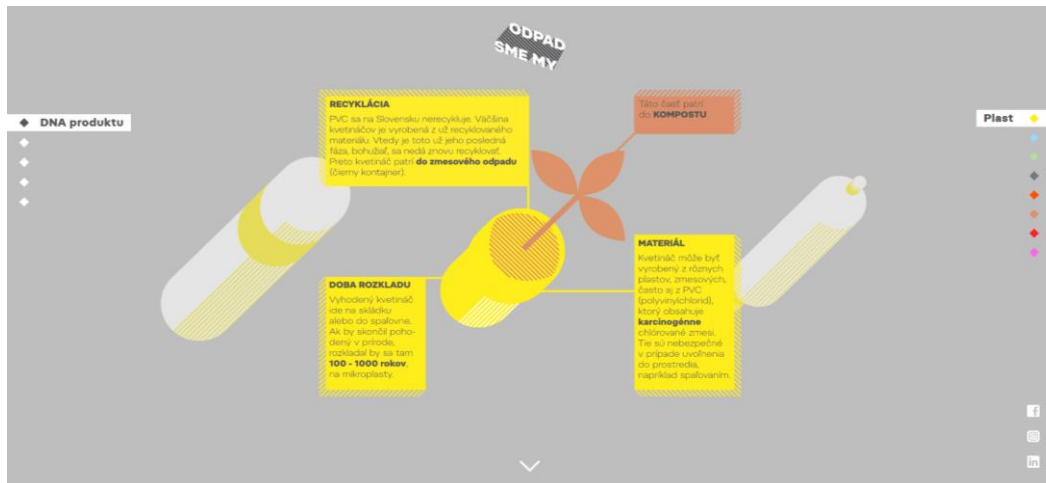
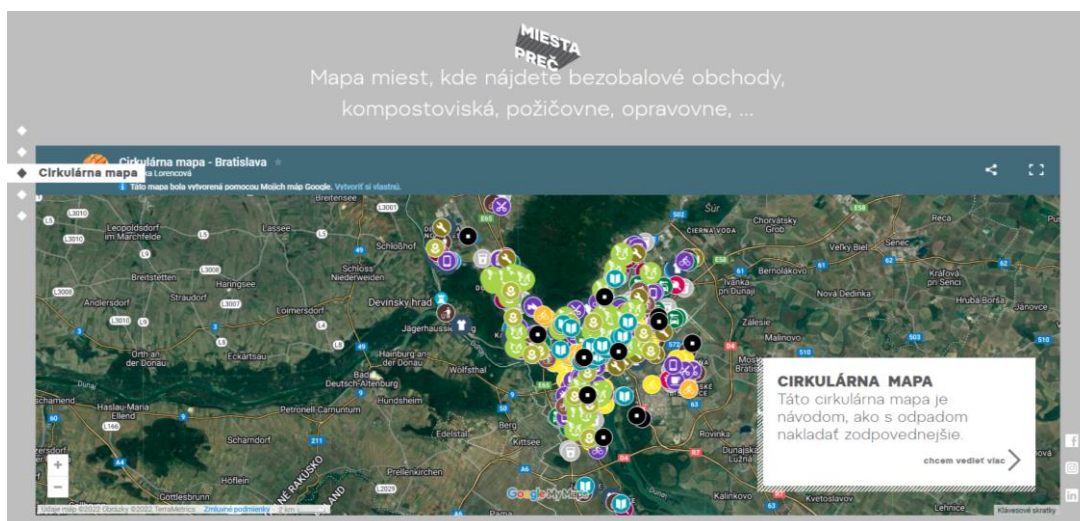
## IMPACT CREATED

Education of the general public by leading and example, i.e. we don't see landfills, incinerators, collection yards, recycling lines or wastewater treatment plants in everyday life, but they do exist. But what do they look like, are these places really invisible and does it really matter where our waste ends up?

They decided to bring these places closer to you with the help of the project Miesta preč, which talks about the life of waste behind the container, points out the need to perceive waste as part of life and draws attention to its impact. The circular map of Bratislava is also part of the Miesta preč project.

## MORE INFORMATION

- Website: <https://www.miestaprec.sk>
- Pictures:



- Videos:

<https://www.youtube.com/playlist?list=PLxq3TcNEEsEN-BvUU6kkeNcUPVOPHOHuy>

- Social Media

Instagram: [https://www.instagram.com/incien\\_sk/](https://www.instagram.com/incien_sk/)

Facebook: <https://www.facebook.com/inciensk>