



جمعية الأرض - لبنان

Association T.E.R.R.E. Liban

Tentons Ensemble de Réaliser un Rêve pour nos Enfants

Let us try together to realize a dream for our children

لنحاول معاً أن نحقق حلماً لأطفالنا

“Papivore Malin”

A paper recycling project since 1995

June 2010



T.E.R.R.E. Liban
Tentons Ensemble de Réaliser un Rêve pour nos Enfants
جمعية الأرض - لبنان علم و خير 106/أد
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1 About T.E.R.R.E. Liban

Founded in 1995, T.E.R.R.E. Liban is an independent Lebanese non-governmental organisation devoted to the creation and implementation of environmental education within Lebanon and has been a leader in the promotion of environmental solutions for sustainable development.

In 2002, the organisation was officially registered under the decree-law 106/AD.

The organisation aims to:

- Spread environmental concepts to all citizens separate from any political or religious concepts.
- Help and preserve the Lebanese natural heritage and its precious environmental biodiversity
- Protect the natural resources and change people's behaviours and habits through environmental education.

T.E.R.R.E. Liban has implemented projects funded by GEF/UNDP-SGP, the Swiss Embassy, the European Union, UNICEF, the Swiss Agency for Development and Cooperation (SDC), the embassy of the Kingdom of the Netherlands and many other donors from the Lebanese private sector.

This document will describe the various projects and campaigns of T.E.R.R.E. Liban, including activities that have already been executed.

2 T.E.R.R.E. Liban mission & vision

1.1 Mission

To raise awareness among Lebanese youth of the principles of public health and sustainable development, and to promote the importance of peace and to educate how to preserve nature resources through singing lecture and training of trainers and practical projects.

1.2 Vision

T.E.R.R.E Liban will make the Lebanese community, the private and the public sector, and the municipalities adopt the sustainable development principles and help to protect natural resources.

"PAPIVORE MALIN"

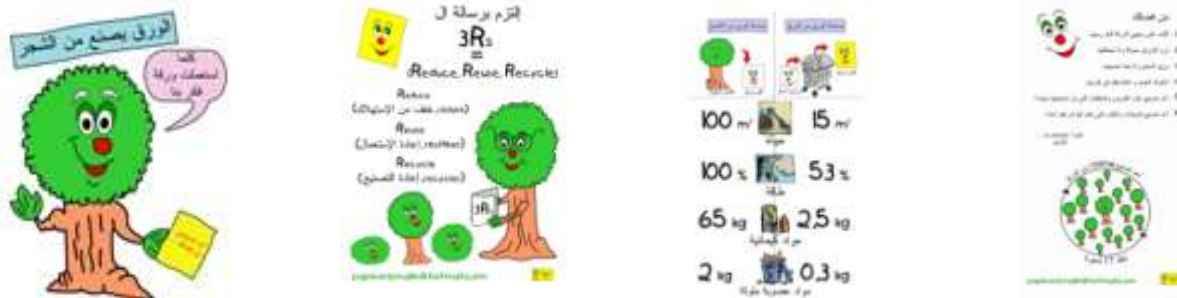
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3 “Papivore Malin” project - Historical overview

The first campaign launched by T.E.R.R.E. Liban in 1995, was “Papivore Malin” project; at that time the organisation was the pioneer in educating people on sorting at source mainly with paper selection and collection in schools.

The organisation started spreading the 3Rs messages, and the importance of recycling paper through some educational information that were posted on a brown box made of recycled cardboard and distributed at schools.



The Syndicate of paper recycling factories in Lebanon supported the campaign and helped the organisation in the collection process.

Few years later on the number of participants and customers that joined the project expanded but the project faced some difficulties since the recycling factories weren't able to collect paper from our customers on a routine basis which caused a decline in the project.

However and because the organization has strong will in preserving the environment it insisted on continuing the collection process.



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4 Project expansion from “Papivore Malin” to N.I.S.R. Campaign

After 11 years of education on sorting at source, the association expanded the concept of “Papivore Malin” and launched in 2006 the N.I.S.R. Campaign.



الحملة الوطنية للتدريب على الفرز والتدوير
National campaign for Initiating Sorting and Recycling
Campagne Nationale pour l'Initiation à la Sélection et au Recyclage

The long term goal of the N.I.S.R. Campaign is to make sorting at source a “popular habit” in Lebanon, whereby all residents will use the same exact colour-coded sorting method: the green bin for organic waste, the red bin for non-organic waste and the white bin for paper and paper products.



NISR in Arabic means “vulture” and the name was purposely chosen as vultures are good guardians of the environment; they feed on dead animals and play an important role in recycling animal remains, thus ridding the environment of potential sources of disease.



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5 Official support for the campaign

MINISTRY OF ENVIRONMENT

On July 2007, the ministry of environment stated its endorsement of the N.I.S.R. Campaign and encouraged all concerned stakeholders to participate and collaborate with T.E.R.R.E. Liban in its initiative. Moreover this campaign is part of the ministry's national strategy for municipal solid waste management.



MINISTRY OF INTERIOR AND MUNICIPALITIES

The ministry of Interior and Municipalities signed a decision on October 4, 2007 asking all municipalities to facilitate the work of T.E.R.R.E. Liban in order to launch the principles of sorting and recycling as an introduction for municipal waste management all over Lebanon.

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6 Executed activities within the first phase of N.I.S.R. Campaign

During the academic year 2007-2008 UNICEF funded the implementation of the first phase of the campaign in all primary and intermediary public schools in Lebanon, and in partnership between T.E.R.R.E. Liban and IRD (International Relief and Development). This phase targeted 300,000 students.

30 training sessions were given for 946 civic education teachers in public schools and in turn they taught their students on the importance of waste selection.

At a later stage, public schools received 15,000 paper boxes for paper waste collection, 4,520 bins, 80 composting bins in rural schools in addition to posters and educational material.

End of project achievements:

- 1,139 schools have adopted the 3Rs doctrine: reduce, reuse and recycle.
- 300,000 students were environmentally aware and engaged.
- 915 municipalities showed their willingness to cooperate with the program.
- Tons of paper trashes were recycled and thousands of trees saved.
- Organic wastes were turned into fertilizer in rural areas.
- Non-organic waste were sent or sold to the nearest recycling factory within every region.

UNICEF offered T.E.R.R.E. Liban a truck for paper waste collection.

It started collecting paper on April 2008.

The truck was the most essential tool for the successful continuity of “Papivore Malin”.



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6 T.E.R.R.E. Liban circulates all over the Lebanese territory



T.E.R.R.E. Liban truck collecting paper waste from Andket - Akkar caza



T.E.R.R.E. Liban truck collecting paper waste from in Hermel - Bekaa

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5 Between April 2008 and May 2010
262,261 Kg of paper have been collected & 4,458 trees have been saved

Name	Paper Quantity (Kg)	Number of trees saved
45 Companies	64,943.00	1104
44 Private Schools	50,071.00	851
13 Institutions, Associations NGOs & Individuals	43,136.00	733
235 Public Schools	40,532.00	689
8 International Agencies	15,726.00	267
3 Hotels	11,220.00	191
8 Ministries & Public Sector	9,146.00	155
3 Architecture Offices	6,335.00	108
2 Banks	6,270.00	107
3 Pharmaceutical companies	6070.00	103
3 Private Universities	4610.00	78
6 Lawyers' offices	2387.00	41
4 Radios & TVs	1815.00	31
TOTAL	266,261.00	4458

* For more details about the public and private sector that joined the "Papivore Malin" project you can visit T.E.R.R.E. Liban website.



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6 How can companies GO GREEN & join “Papivore Malin” cycle?

Does your company have the will to combat climate change?

Does your company want to save trees and reduce air pollution?

Does your company want to make a difference and produce a positive impact on society?
Does your company seek to work on any environmental project this year?

Do you believe that every small step counts?
And that small action can lead to great changes?

GO GREEN & join “Papivore Malin” cycle by following the steps below:

- 1- Make sure you have a storage area of minimum 4m².
- 2- Buy the box “Papivore Malin” including environmental information and instructions for **2,000 LBP per box**.
- 3- Put a box in every room or office and put inside it a nylon bag for **150 LBP per bag**.
- 4- Collect the tied bags in the storage area even if it is located in the open air.
- 5- When the collected quantity is around 250-300 kilograms (not less than 50 bags), call T.E.R.R.E. Liban on 05-923060.
- 6- The organisation will organise a trail within your company’s area and will send its pick up.
- 7- T.E.R.R.E. Liban will ensure the privacy of your organisation’s paper since the truck will finalise its trail on a daily basis and empty the paper waste directly in the recycling factory.

Since T.E.R.R.E. Liban is unable to cover the project expenses on its own, your participation and the revenue gained from selling paper waste to recycling companies will:

***Cover the paper waste collection from public and private schools and offer rewards and environmental products for schools.**

***Cover the awareness campaign of sorting at source on a national level.**

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“Papivore Malin” box



Storage area of 4m²



T.E.R.R.E. Liban pick up collects paper waste

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7 What happens with recycled paper?

Copy books, A4 office papers, bloc notes and note pads are produced from local recycled paper.



Buying these products will support the ecological projects and campaigns of T.E.R.R.E. Liban



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