

# DEVELOPMENT OF INFORMATION AND COMMUNICATION STRATEGIES FOR INCREASE OF PUBLIC AWARENESS IN MUNICIPAL WASTE MANAGEMENT IN THE LOW-MIDDLE AND UPPER-MIDDLE-INCOME COUNTRIES

K. ABASHYNA, O. CHERNIKOVA, O. KHANDOGINA, M. PAVLOVA, F. STOLBERG

*Department of Environmental Engineering & Management, O. M. Beketov National University of Urban Economy in Kharkiv, Ukraine*

Currently low-middle income countries are facing the urgent need to change the approach towards the municipal waste management. Environmental legislation and applied approaches need to be revised and updated respectively. Authorities need to find the way to improve the current situation in the municipal waste management (MWM) sphere which is characterized by poor technical condition of the existing facilities, lack of financial provisions, weak legislative enforcement and regulations. Lack of knowledge related to proper municipal waste management both at the authorities' and population's level.

Authors provide identification of the social and communication factors influencing each stage of the municipal waste management, develop recommendations for the low-middle income countries to properly incorporate these factors into the integrated municipal solid waste management system to improve the efficiency of the existing measures and to prepare the population for the newly introduced technologies (using the social marketing tools, best international practices and adopting them to the situation with the limited financial capacities).

The research analysed main features and evaluated impact of the communication and social factors in the collection, transportation, treatment and landfilling of municipal waste. The object of the research is municipal solid waste management in the three countries with the similar historical background, economic and political development, social and living conditions and political targets (low-middle-income countries Ukraine and Moldova in comparison with Georgia, as country with upper-middle-income economy).

Based on assessment of the MWM system in Ukraine, Moldova and Georgia, social and communication indicators and their relation to the environmental, economic and technical indicators of the municipal solid waste management were estimated. Measures for increase of the public awareness and related regulatory requirements were studied, results were compared with examples from the EU countries.

Recommendations for development of information and communication strategies in the field

of environmental education and public awareness in the countries with transition economies were drawn up and will be tested in the case study region in Ukraine.