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RAISING AWARENESS AMONG THE POPULATION REGARDING THE ISSUE OF WASTE MANAGEMENT

Abstract: Along with the growth of the population on earth, the waste generated by human activities is increasing. Today, almost every country in the world has a problem with this issue. We can distinguish the part that is common to all countries and the part that is characteristic only for a specific region or territory. To solve this global problem, leading countries are constantly trying to offer new technologies. It is worth noting the 3R initiative, which was officially launched in Japan in 2005. The term -3R is an abbreviation of the corresponding 3 actions, which are the most important in the waste management process. These are: Reduce, Reuse, Recycle.

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Introduction

Georgia is focused on integration into the common economic environment of the European Union, which is impossible for it without observing the principles of the directives and relevant conventions stipulated in the agreement on association with the European Union. Therefore, it is urgent and a big problem to develop a local, regional and national waste management system that will meet the goals of ecological safety, will be aimed at improving the legislative and normative base of waste management, as well as at the following processes: waste collection, transportation, placement, separation, recycling, utilization, the organization of environmental monitoring, risk assessment and management, the relationship of various state and private structures, organizations on the development of a complex of technological processes related to this issue.

In relation to the above, the main problem is for the population to understand that they should collect household waste at the initial stage and put it in the right place. A special law has been adopted in the European Union, which obliges the citizens of the European Union countries to classify specific 7 types

of waste and send them to appropriate places for recycling. These materials are: aluminum, cardboard, glass, paper, plastic, steel, wood. The modern approach brought another fourth stage - replace, which suggests to replace plastic bottle with glass bottle, polythene bags with paper and others.

All these four stages require raising people's self-awareness and responsibility, which we should teach our children from childhood.

Based on the problem, I decided to conduct a survey (research) among the population of Georgia on issues related to waste management.

First of all, I talked to people who are competent and work in the field of waste management in different directions. In particular, I recorded an interview with Mr. Gocha Varshalomidze, the economist of the city of Batumi, and Davit Chankselian, the lawyer of "Tbilservice" of the city of Tbilisi.

One of the important questions was related to the existing problem, raising awareness among the population regarding waste management issues.

There are different ways to solve this problem:

- lessons in kindergartens and schools;

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We should start teaching about waste separation from kindergarten age. In America, in California, they have included the teaching of waste separation in the kindergarten program. There, children are fed in special packages with cardboard and plastic containers. After eating, children sort the waste themselves.

Classes should be held in schools regarding waste management. Children learn civic education, perhaps one lesson of this subject can be devoted to receiving information on waste separation, and environmental field trips can be organized in schools.

- Providing information on the usefulness of waste management to the population through social media;

One of the ways to raise awareness among the population is through stands. It is necessary to place them in crowded places: universities, schools, shopping centers, tourist areas, so that as many people as possible understand the importance of waste separation. It is also necessary to constantly provide information through social media.

- Financial interest of the population;

According to the data obtained on the basis of the monitoring of waste management processes, the material interest of the population, in particular, the reduction of the cleaning fee tariff in exchange for separated waste.

- "door to door" principle;

In the experience of one small town in Sweden, cleaning companies, services and the municipality managed to switch to separate collection on a door-to-door basis. They came to the families, knocked on all the doors, distributed leaflets to the residents, which described the rules for using separate garbage cans. It turned out to be a turning point. For Sweden, the "door-to-door" principle.

As for the results of the online survey. We present to you the answers and opinions of the respondents on what measures should be taken to raise the awareness of the population in terms of waste management.

- It is desirable to turn garbage recycling into a business. Companies should offer money to the population in exchange for separated waste;

- Separate bins (glass, plastic, paper) with instructions are an important way;

- Motivational projects to encourage the population;

- Providing information to the population through media means: TV commercials, presentations on waste sorting in various shows, sharing the experience of other successful countries with the population on the radio, advertisements on social media pages, distribution of information brochures in neighborhoods, public events to inform the population as much as possible, explaining why waste sorting is necessary, how much harm it puts waste on the earth and how important it is to reduce it. Placement of posters in the streets, articles in magazines and newspapers detailing the benefits of recycling waste;

- display of products made from recycled waste, organization of competitions for objects made from waste in different areas;

- activities related to waste collection and sorting, in which the population will participate;

Thus, based on the answers of the respondents, we have formulated the measures, with the help of which we will raise awareness regarding the waste management process.

In my opinion, it is important to accustom children to sort the waste from the kindergarten age, encouraging activities are needed in order to increase motivation. It is necessary to place more separate bins in the districts and stands where instructions will be indicated as to which bin to place specific waste.

It is important that both the country's government and population are involved in the successful implementation of this complex process (waste management). With the influence of all the listed events and activities, we will be able to solve the most important problem of the modern world - waste management, and over time, sorting waste will become a habit of the population.

Supervisor: Professor Nino Menabde

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