

# Gender and Waste Data in Serbia

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# Gender and Climate Change

TRAINING HANDBOOK



## Frequently Asked Questions

# GENDER EQUALITY AND CLIMATE CHANGE



# Gender Patterns of Household Waste Management

Conducted a **very first survey on Gender Patterns of Household Waste Management** and consequently initiated a public campaign under the hashtag **#BringYourOwnBottle** (#NosimSvojuBocu) advocating for decreasing the usage of single-use plastics.

636 respondents - urban and rural settlements.

- Almost 70% never separates waste, while every third household sometimes separates, usually plastics.
- Close to 90% uses waste collecting services, almost all public companies. Satisfaction is moderate, and weak when it relates to cleanness and number of containers (especially in south-east Serbia).

# Gender Patterns of Household Waste Management, cont.

- **Obligatory separation of waste** would be mostly or completely supported by 60% of households.
- **Awareness and knowledge about recyclable materials - Plastics, then paper are most common replies.** Next are glass and metal, while other materials are mentioned much rarer.
- **Source of information on recycling** - TV broadcasts (34%) and TV commercials (23%); Internet and social networks were the source of information about recycling for just over 10% of citizens. Direct conversations (within the family, colleagues and friends) are listed in almost 20% of cases.

# Structure of household waste

## WHAT MAKES OUR WASTE?

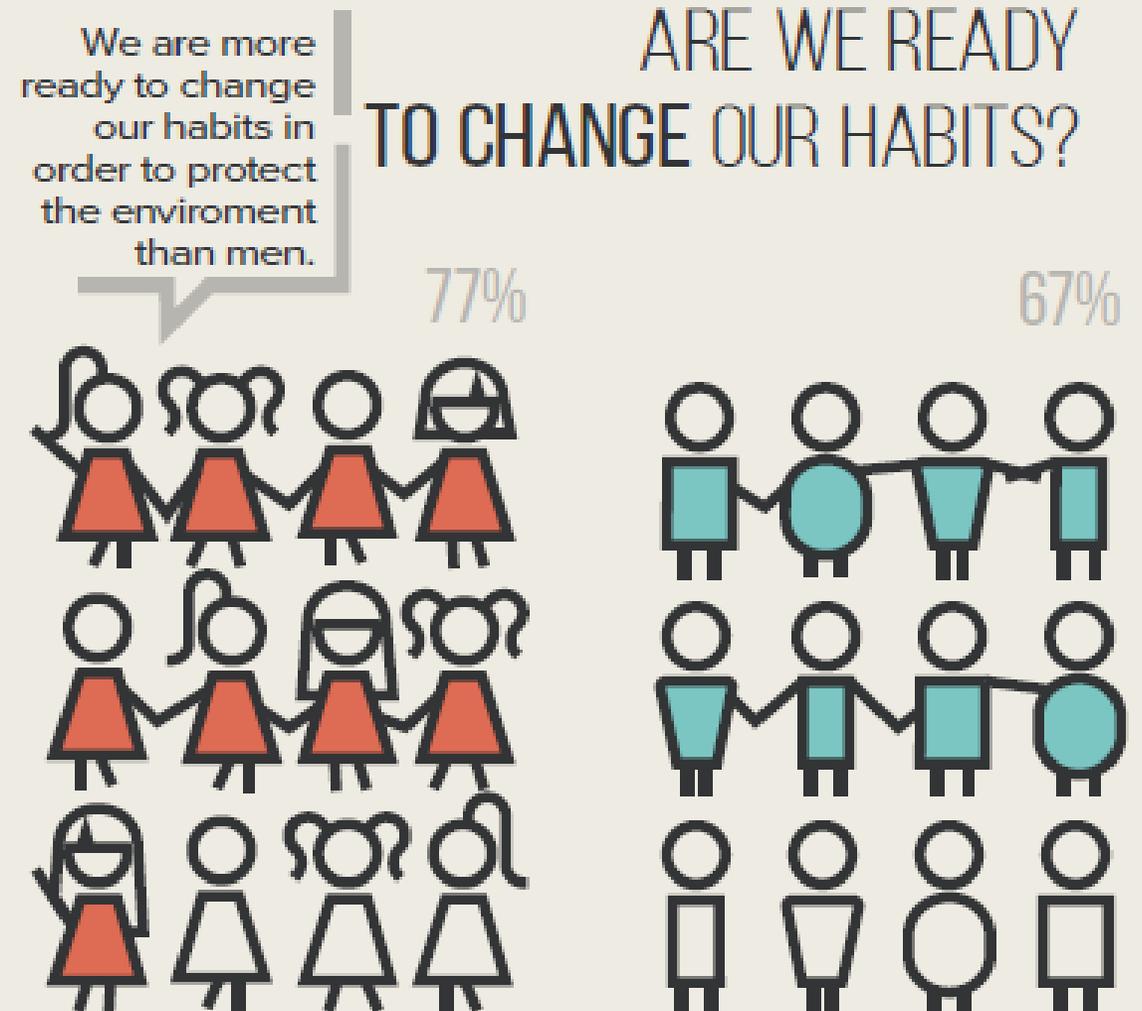


Most of the waste in our households are the remains of food, packaging and plastic which counts up to a quarter of the total waste.



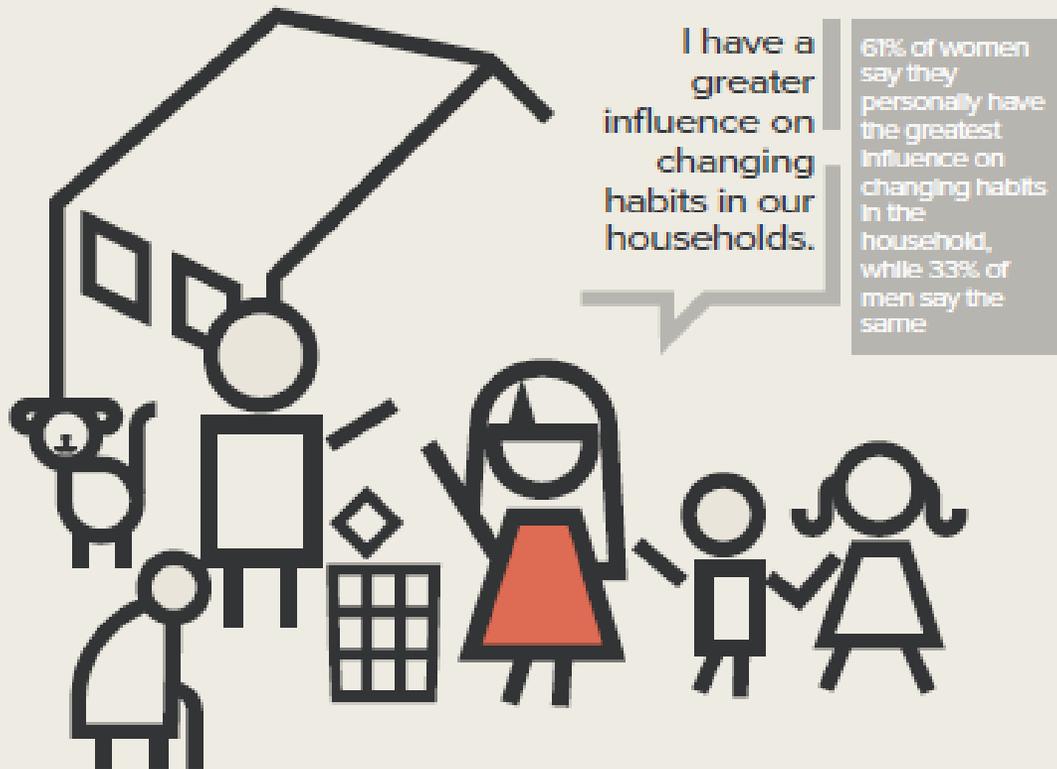
# Women as the main agents of changes

- Women are the key bearers of existing recycling separation (68% compare to 41% of men), as well as of the habit's changes (61%).
- Attitudes are in general more positive among younger respondents, in smaller cities and in south-east Serbia.
- With men, retirees, lower educated respondents, in rural and single households, in Vojvodina, attitudes are in general more negative.



# We showed that we can!

## WHO HAS A GREATER INFLUENCE ON FAMILY HABITS?



- 62% of respondents say they have reduced their use of plastic bags since the supermarkets started charging for them.
- 60% of women and 50% of men support a complete ban on the use of plastics bags.
- Men are more often opposed to the ban (37%), as well as older than 65 (47%), retirees (45%), but also residents of Belgrade (49%).



Mikser



I say **NO**  
to single-use  
**PLASTICS!**

# Timeline





8 November 2019

## Private FB Group Launched

Platform for communication and mutual support for participating women



**220 members**

12 - 14 November 2019

## Individual Meetings w/ Coffee Shop Owners

Discussion on the advantages of sustainable solutions over disposable plastics, preparing for the "challenge" and No-plastic party



**6 venues**

15 November 2019

## The Second Workshop

Facing the amounts of plastic waste each participant collected in a week and brought to the meeting. Agreement that from 23-30 November we will try to reduce single-use plastic. Signing the Oath



**25 women**

23 November 2019

## No-plastic Party

In collaboration with Zaokret Bar, marking the beginning of the "7 days without plastic" challenge





## Online survey + Questionnaire

Measuring Success

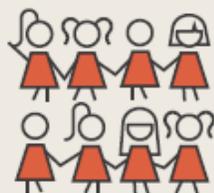


21 women

30 November 2019

## The Second Focus Group w/ Women

Measuring success, identifying major difficulties and challenges which require a systemic solution and support by commercial or governmental sector



8 women

17 December 2019

## Final Public Event

A summary of the results of the action, woman's conversation with the producers and retail chain representatives about more sustainable solutions in mass production and consumables



50 participants  
women, businesses, media



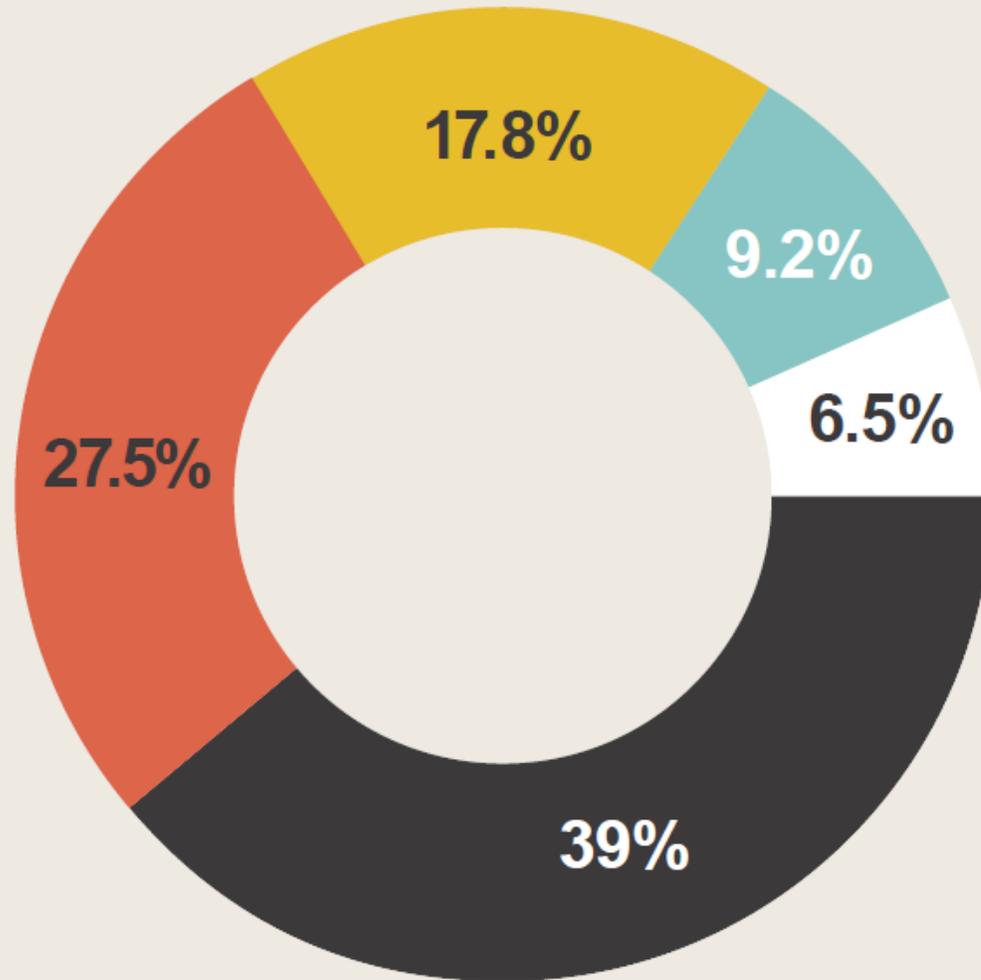
## The Future

Dissemination of the initiative's methodology and scaling up



Photo: UN WOMEN

## Origin of our plastic waste



Food packaging and wrapping

Beverages (PET, tetrapak)

Plastic bags

Takeaway food

Cosmetics and cleaning products



## What a difference a single woman make?

**23.8**

pieces of disposable  
plastic waste



**WEEKLY**

**107**

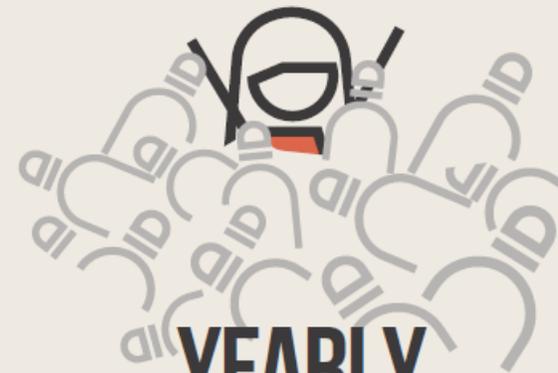
pieces of disposable  
plastic waste



**MONTHLY**

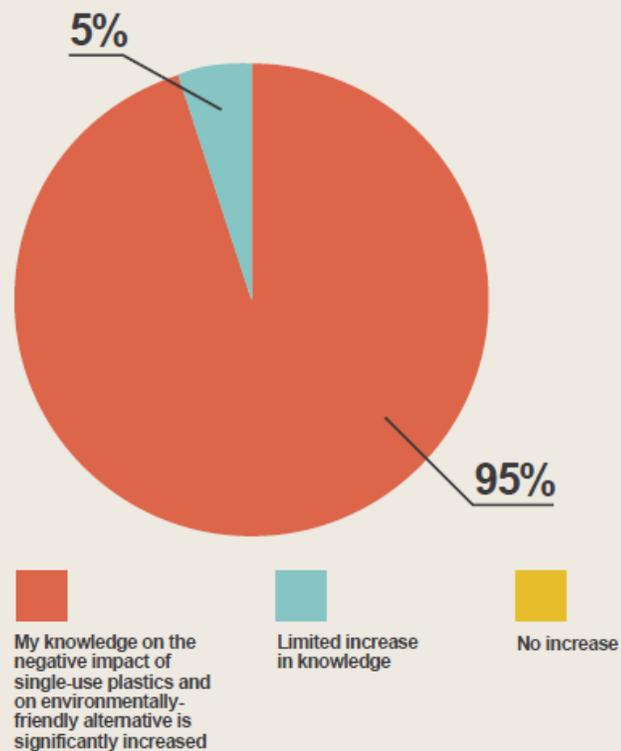
**1237.6**

pieces of disposable  
plastic waste



**YEARLY**

## The effect of the campaign to reduce the use of disposable plastics during the challenge



Percentage of reduction of disposable plastic use during the challenge



## "Business as usual"

Weekly consumption of disposable items  
per coffee shop



=

**350 straws**  
**100 spoons**  
**100 cups**

**400 visitors**

Weekly consumption of disposable plastic items  
in 9 participating coffee shops, before the challenge



=

**3150 plastic straws**  
**900 plastic spoons**  
**900 disposable cups**

*Depending on the season and events frequency*

## The effect of the campaign to reduce the single-use plastic in coffee shops during the challenge

Coffee shop visitors  
who were introduced  
to the campaign's  
goal during the  
challenge:

**3600**  
**VISITORS**

Percentage of  
reduction of the use  
of disposable  
plastic accessories  
by coffee shops  
during the  
challenge



**-90%**



Photo: UN WOMEN

**#kažemNEplastici**

# Thank you for your attention!

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**#kažemNEplastici**