



MOTA-ENGIL

ENVIRONMENT

SUCCESSFUL RECYCLING CAMPAIGNS

**From Concept to
Implementation**

Ana Loureiro

Mota-Engil | 19-06-2025



**OUR LEGACY INSPIRES
AND COMMITS US TO
BUILDING A
BETTER WORLD**

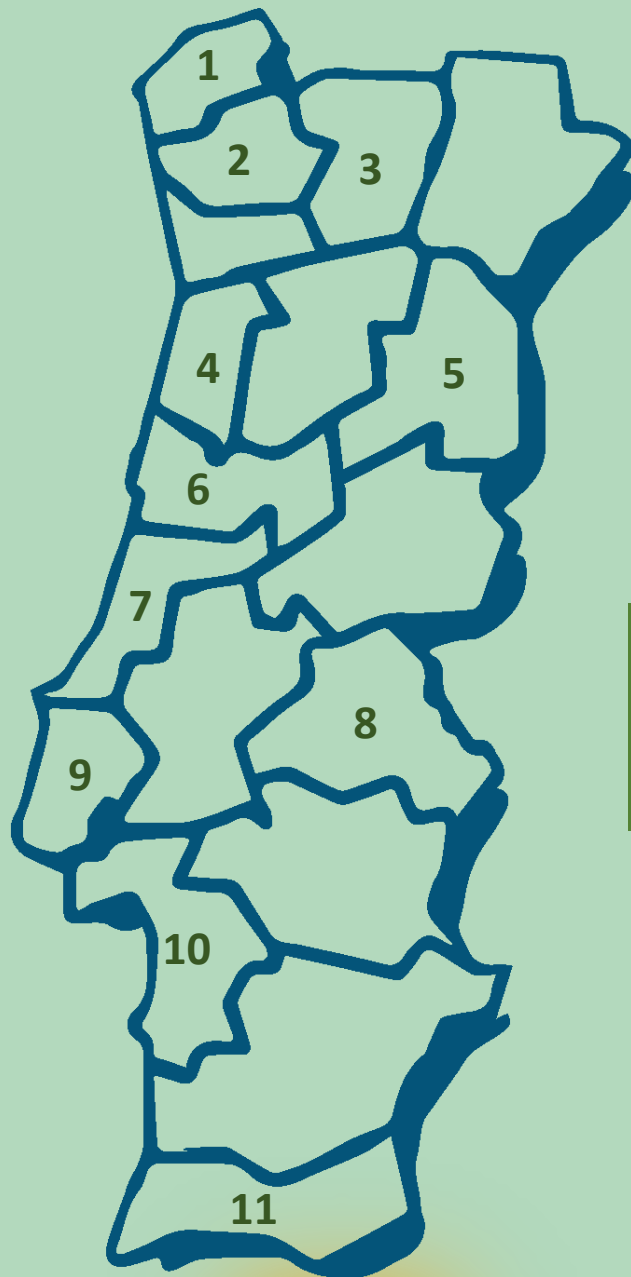
ONE SIZE DOESN'T FIT ALL



11 Concessions

174 Municipalities

- 1  Valorminho
- 2  Resulima
- 3  Resinorte
- 4  Suldouro
- 5  Resiestrela
- 6  Ersuc
- 7  Valorlis
- 8  Valnor
- 9  Valorsul
- 10  Amarsul
- 11  Algar



- 6 Million Inhabitants
- 3074 Workers
- 169 Facilities

3.3 MILLION TONS URBAN WASTE TREATED

506 GWh/year energy exported



399.000 tons packaging
waste recycled



128.000 tons biowaste selectively treated



ROLE OF EACH CITIZEN

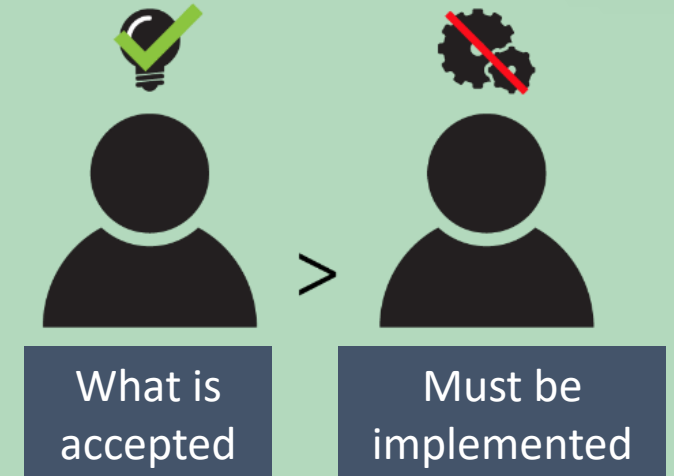
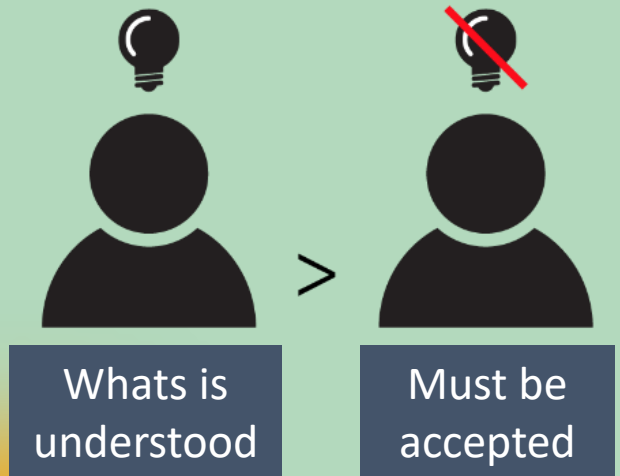
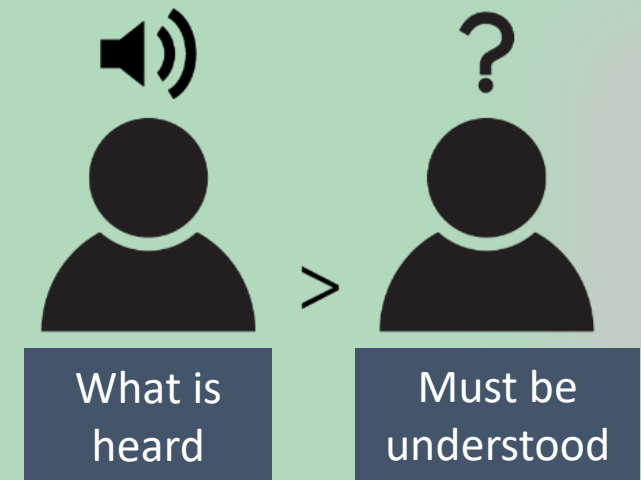
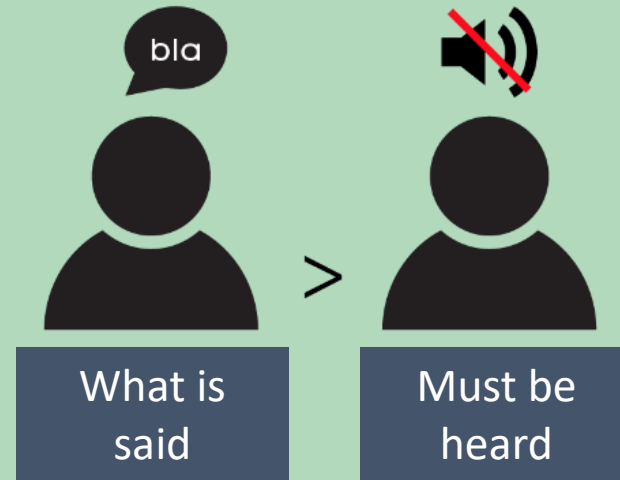


Waste  ducers

**RESOURCE
MANAGERS**

COMMUNICATION WITH CITIZENS

Deconstructing the «Said and done» by OECD





MOTA-ENGIL

ENVIRONMENT

CASE STUDIES

SUCCESSFUL STORIES
PORTUGAL

ENVIRONMENTAL EDUCATION RESOURCE MANAGERS



Environmental education 2024

- 10.5 Million people
- +945.000€ for schools and institutions



(Key Figures 2024)



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+ 54.400
contacts in 2024

THE FUTURE OF THE PLANET IS NOT RECYCLABLE





NIMBY – Not in My Backyard

‘Όχι στην πίσω αυλή μου



ENABLING ATTITUDES

- Understand people's fears and try to minimise them with concrete actions.
- Don't lie, this is a public service that must exist but will eventually be close to some people's homes.
- Minimise the environmental impact of the installation as much as possible
- Involve stakeholders and keep them informed of the work
- Involve the informal sector and do not ignore its existence.

NIMBY – Not in My Backyard

População e autarcas de S. João da Talha contra
localização de Central para queimar lixo.

“Vade Retro” incineradora.

(Jornal Público - 19/09/1994)

**Níveis de Ozono são preocupantes
na zona envolvente à incineradora.**

(Jornal A Capital - 03/05/1999)



2025, March 14th

Operation Good Neighbour



WORLD YOUTH DAY



WORLD YOUTH DAY





MAIS VÍDEOS

VATICANO

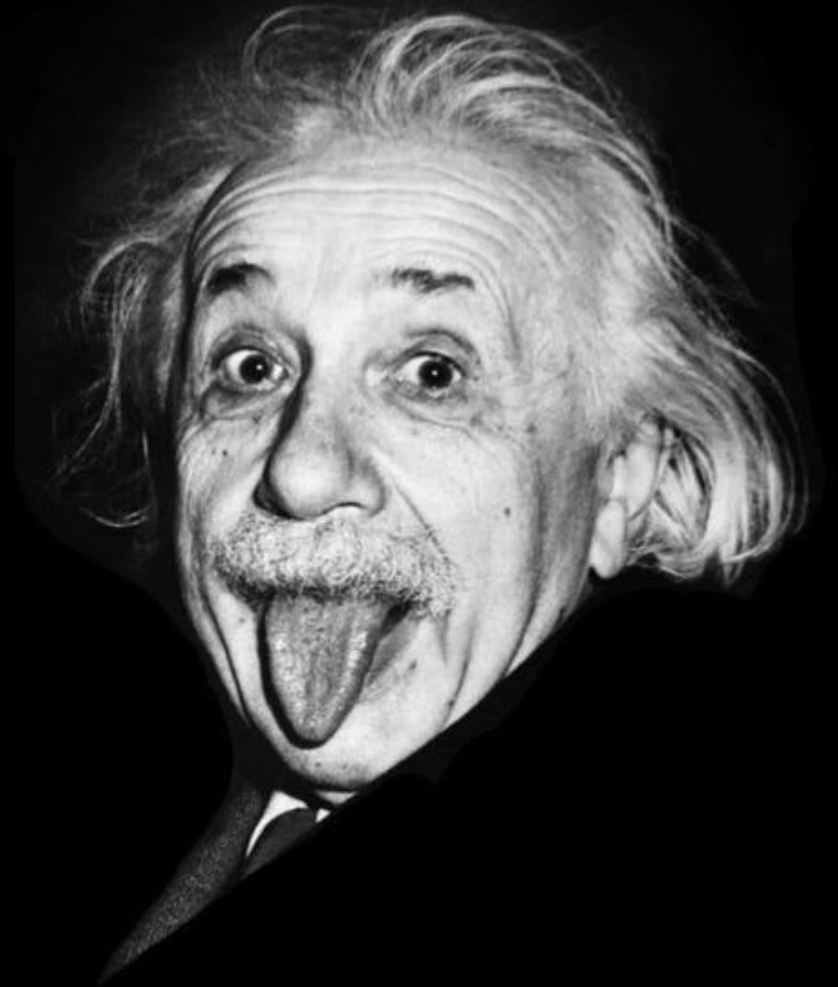
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“Insanity is doing the same thing over and over again and expecting different results.”

Albert Einstein



THANK YOU



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