CONTENUR

MADRID CITY COUNCIL SERVICES

CASE STUDY



CONTENUR has designed an exclusive family of containers for the city of Madrid, aligned with the strategic guidelines of **Madrid 360.**

REDESIGN	Incorporating Eco-design into the development of the models
RECYCLE	Reusing 600 tonnes of material in the manufacturing of the new models
REPAIR	Specific maintenance and repair services both on-site and in dedicated workshop facilities
RENOVATE	Components can be replaced individually without affecting the overall unit



Project Scope



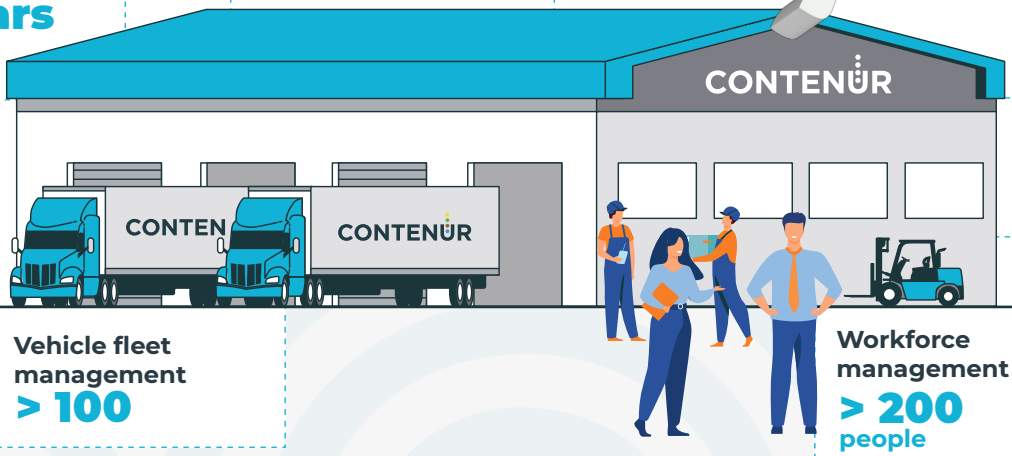
All districts of Madrid

21

Service provided to more than **3 million** inhabitants

Amount **€148M**

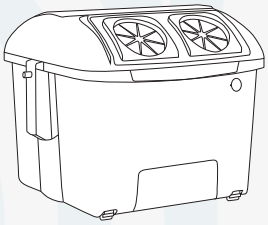
Duration **6 years**



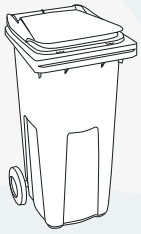
Exclusively dedicated facilities

Vehicle fleet management **> 100**

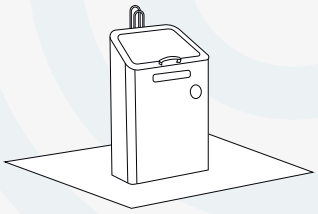
Workforce management **> 200** people



More than **30,000** **large-capacity** bins



More than **280,000** **individual-use** bins



Implementation of **underground** containers

SOME RELEVANT DATA:

- Design of an **exclusive container for the city of Madrid.**
- **Daily container cleaning, washing and sanitisation services:** these services are carried out in three shifts—morning, afternoon and night—throughout the year.
- **Management and response** to more than 400 daily incidents.
- **Accessibility audit** for all containers in the city.
- In the **first year,** the following were installed on the streets:
  - **More than 75,000** individual-use bins.
  - **More than 19,000** 4-wheel bins.
  - **More than 30,000** large-capacity bins.

Service management procedure

A **comprehensive analysis is carried out of the incidents received** from the city's IT management platform and citizens' feedback.

The digitalization of 100% of the jobs allows us to obtain the necessary data to **size, plan, execute and supervise** all services.

As a result, an **immediate, optimal, and efficient** response is provided.



Designed for the citizen.

Designed for a 360 Madrid.

Service management data

1

24H SERVICE, 365 DAYS A YEAR

2

1,500 INDICENTS/WEEK
18 day / shift teams according to district

3

400 INDICENTS PER DAY IN < 48 HOURS

4

2,400 WEEKLY PHONE CALLS
15 technicians for incident management

5

DAILY MECHANICAL WASHING ROUTES FOR SIDE- AND REAR-LOADING BINS.
These services are carried out in three shifts— morning, afternoon and night— throughout the year

6

INTENSIVE WASHING OF 1,600 REAR-LOADING 4-WHEEL BINS PER WEEK
Night service to improve efficiency

7

400 ROAD SEPARATORS REPAIRED/WEEK
Repair in welding workshop

8

ALREADY RENEWED:

- **75,000 2-WHEEL** bins
- **19,000 4-WHEEL** bins
- **30,000 SIDE-LOADING + CRANE-LIFT RANGE** bins
- **800 TEXTILE** fraction bins
- **50 UNDERGROUND CONTAINERS**
- **3,000** delimiting **ROAD SEPARATORS**
- **250** accessibility **PLATFORMS**



SERVICE QUALITY PLAN AND CONTINUOUS IMPROVEMENT

MANUFACTURING OF THE NEW CONTAINERS WITH RECYCLED MATERIALS

AUTOMATION OF SERVICES AND UNIFICATION OF PROCESSES

REAL-TIME UPDATED INVENTORY





100% DIGITALIZATION OF SERVICES
Exponential improvement in data quality

CREATION OF COMPLETE ISLANDS
Optimization of public space and **improvement of the recycling rate**

EXCELLENCE CERTIFICATION
An **85% service excellence** rating is achieved, with an accredited entity

IMPROVEMENT OF ACCESSIBILITY
Through the installation of **centering devices, platforms** and container arrangement

INCREASE IN SELECTIVE RATE
General waste fraction volume reduction in favor of organic waste and the rest of the selective fractions

IMPROVEMENT OF AWARENESS
Through **information campaigns** about recycling

How we've achieved it



PROFESSIONALISM, PROACTIVITY, EFFICIENCY AND DYNAMISM

PERIODIC AND CONTINUOUS IMPROVEMENT PLAN

ADAPTABILITY TO THE PROJECT

TEAMWORK, COORDINATION BETWEEN DEPARTMENTS

DAILY INVOLVEMENT AND MOTIVATION

ACHIEVEMENT OF GOALS


Envases
SÓLO ENVASES


COMERCIAL BARAJAS
CARNICERIA - CHARCUTERIA
POLLERIA - ALIMENTACIÓN
CHARCUTERIA
POLLERIA
ALIMENTACION
Resto
SÓLO RESTO NO RECICLABLE


Vidrio
Papel y cartón
Papel y cartón



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