

EUROPEAN AWARDS

Communication/Awareness
Category

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PRÉMIOS
Cidade+



LIMPEZA URBANA
Parceria para Cidades
+ Inteligentes e Sustentáveis

ABOUT US



LIMPEZA URBANA

Parceria para Cidades
+ Inteligentes e Sustentáveis

77 Members

34 municipalities and local
public companies

43 private companies

~35% Portuguese population



ALU – Associação Limpeza Urbana is a network of municipalities and stakeholders (public and private) with the aim of:

- promoting urban cleanliness and its services;
- valuing its workers;
- fostering innovation, research and development of innovative and smarter solutions for the sector.

Founded in 2019, ALU promotes synergies between players, working as a **collaboration platform** that helps cities and other public entities responsible for urban cleaning services to design and implement smart, sustainable and circular strategies.

Only public entities have the **power to vote** and decide the future of the Association.

CIDADE+ AWARDS



The Cidade+ Awards, created in 2023 by Associação Limpeza Urbana (ALU), are a **biennial initiative** that celebrates those who drive **innovation, sustainability, and improved quality of life** through **urban cleaning and waste management initiatives**.

The awards recognize **impactful, replicable** projects that help cities become smarter, cleaner, and more sustainable, aligned with the UN SDGs.

Projects or initiatives that:

- Improve urban cleaning and waste collection services;
- Foster technological innovation and citizen engagement;
- Generate significant social and environmental impact;
- Can be easily replicated by other entities.



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THE RULES



Who Can Apply

- Municipalities, public services, companies, NGOs, researchers, and individuals with projects developed during the previous year.

Jury

- Composed by 8 experts representing ALU, local governments, academia, I&D, private sector, Portuguese national institutions (Environment).

Evaluation Focus

- Innovation, sustainability impact, community benefits, organizational results, and replicability.

Prizes

- Winners receive a trophy, public recognition, and €5,000 in each main category, with awards presented at ALU annual summit – ENLU.

THE RULES



Four Main Categories



Innovation & Knowledge

New technologies processes, research, and pioneering projects.



Public Participation & Citizenship

Citizen engagement, awareness, and zero-waste initiatives.



Municipal Strategy for Sustainability

Circular economy, carbon neutrality, and sustainable city planning.



Happy Teams

Staff motivation, safety, training, and workplace well-being.

Three Special Awards (no prize money)

Personality of the Year | Equipment/Technology of the Year | Campaign of the Year

TWO EDITIONS SO FAR



CIDADE+ AWARDS CEREMONY 2023, CASCAIS

47 eligible applications (64 submitted).



CIDADE+ AWARDS CEREMONY 2025, PORTO

51 eligible applications (60 submitted).

WINNING PROJECTS

2025 EDITION

EcoPorto – Centro para a Circularidade da Cidade do Porto

EcoPorto promotes the **reuse and repair** of appliances, furniture to extend their lifespan and reduce environmental impact. Rooted in circular economy principles, **the project helps decrease waste generation and prevents the abandonment of bulky items in public spaces**, improving urban cleanliness and reducing operational demands.

Through repair workshops and awareness activities, EcoPorto encourages citizens to adopt more sustainable consumption habits while providing technical training that creates new job opportunities and supports circular entrepreneurship. Many refurbished items are donated to individuals and local institutions.



Innovation & Knowledge

WINNER



WINNING PROJECTS

2025 EDITION



Public Participation & Citizenship

WINNER



Unidos por uma causa

“United for a Cause,” led by AGERE in partnership with UNICEF, was launched on World Water Day 2024. The campaign turned a simple act—**joining e-billing and direct debit**—into a **global solidarity action**: for each signup, AGERE guaranteed one year of safe drinking water for three people in humanitarian-risk areas.

In one year, 5,954 customers participated, avoiding over 142,000 paper bills, saving water and resources, reducing CO₂ emissions, and enabling a €25,000 donation to UNICEF that supported 13,400 people worldwide.

The initiative combined **digitalization, environmental benefits, and social impact** while **reducing waste generation and strengthening sustainable behaviour**. It became a model of citizen engagement, showing how everyday actions can create meaningful environmental and humanitarian change.

WINNING PROJECTS

2025 EDITION



Municipal Strategy for Sustainability

WINNER



CÂMARA MUNICIPAL
VIANA DO CASTELO



Viana Abraça

Viana Abraça is a flagship **biowaste management** project in Viana do Castelo. Launched in 2019 with €4M of EU and national funding, it combines **home composting in rural areas with smart RFID-controlled biowaste collection in urban zones.**

With over 8,100 composters distributed and more than 14,000 families participating, the project **diverts thousands of tonnes of organic waste from landfill, cuts methane emissions, and boosts circular economy practices.**

Savings are reinvested in local social institutions, and the project promotes **inclusion** through collaboration with APPACDM. It also drives strong environmental education, encouraging long-term sustainable behaviour.

WINNING PROJECTS

2025 EDITION

Safe Teams, Happy Teams

“Safe Teams, Happy Teams” project reflects Veolia’s strong commitment to protecting the physical and mental well-being of its waste collection and urban cleaning workers.

To reduce risks and improve safety culture, Veolia implemented a comprehensive prevention strategy based on five pillars: leadership involvement, risk control, open communication, training and engagement, and continuous monitoring.

The project includes two key initiatives: the “Just Culture” program, which promotes fair and constructive learning from errors, and the “Training Field,” a hands-on local program where workers help identify risks and create real-life training scenarios.

The initiative has significantly improved employee satisfaction and strengthened a culture of respect, safety, and continuous improvement, demonstrating that safe teams truly are happy teams.



Happy Teams

WINNER



WHY CIDADE+ MATTERS



Foster innovation in cities

By rewarding bold ideas and measurable results, they push municipalities and companies to innovate, adopt smarter technologies, and modernize waste management and urban cleaning services.

Best Practices

It gives visibility to successful models, accelerating the spread of best practices across the country.

Extra funding

Winners can use the prize money to invest in their projects.

Healthy competition in private sector

Portuguese companies work hard to improve their solutions.

Inspire Citizens

By showing that cleaner cities depend on shared responsibility.

Happiness at work

Highlights the importance of safe, well-trained, and motivated teams, promoting better working conditions and professional recognition.

WHY CIDADE+ MATTERS



Raising the bar for Portuguese cities

Cidade+ Awards strengthens the connection between urban cleaning and sustainability, circular economy, and climate goals.

It drives transformation and invites national players to think beyond waste collection and improve their strategies and methods for urban cleaning.

Paradigm shift in Urban Cleaning in Portugal

ALU has consistently promoted a paradigm shift in Urban Cleaning, positioning it not only as an operational service but as a **strategic asset for territorial value** and a **core pillar of urban management**.

Urban Cleaning is a fundamental part of public space and daily life, influencing and connecting with multiple areas of local governance.

... Building a strong community.





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