



ACR+

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ASSOCIATION  
OF CITIES  
AND REGIONS  
FOR RECYCLING  
AND SUSTAINABLE  
RESOURCE  
MANAGEMENT

# Waste prevention at European level: challenges and good practices

**Seminar on Waste Prevention: EWWR Initiatives**

Philippe Micheaux Naudet, ACR+, Tuesday 2 October 2012



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# ACR+: an international network of public actors active in waste and sustainable consumption matters

**90 members**

**23 countries**

**1400 local and regional authorities**

**You are welcome to join us!**

**Technical reports**

**Conferences & workshops**

**Campaigns & projects**

**News & information**

**Follow up & input EU legislation**

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1. A little bit of context
2. Is it possible to reduce waste?
3. The European Week for Waste Reduction and other projects



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# 1. A little bit of context



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**Waste prevention  
is not recycling**

# A little bit of context: What is waste prevention?

## Directive EC/2008/98 (“Waste Framework Directive”)

### Article 3:

- Measures taken before waste is created
  - ▶ Strict avoidance (e.g. promoting tap water)
  - ▶ Reduction at source (e.g. home composting)
  
- Including reuse (e.g. flea markets)
  
- Quantitative and qualitative
  - ▶ adverse impacts of generated waste
  - ▶ content of harmful substances in the waste





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# A little bit of context: Why addressing waste prevention?

## European Legal provisions

### → Waste management hierarchy – Art. 4

- ▶ Priority order in legislation and policy
- ▶ Waste prevention is the first priority



### → National waste prevention programmes – Art. 29

- ▶ By 12 December 2013
- ▶ Local waste prevention programmes for implementing national plans

### → Promotion of re-use of products and preparation for re-use – Art. 11

- ▶ Re-use centers (social economy at local level)



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# A little bit of context: Why addressing waste prevention?

## Economic and environmental costs

### → Waste collection and management

- ▶ Facilities and service
- ▶ The collectivity has to pay for the costs



### → Greenhouse gas emissions

- ▶ Lifecycle of products
- ▶ Methane from landfills
- ▶ CO2 from trucks collecting waste
- ▶ CO2 from incineration plants and other waste management plants





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## 2. Is it possible to reduce waste?

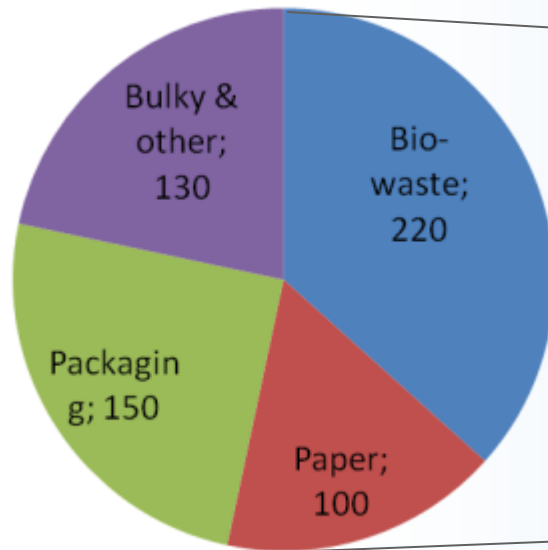




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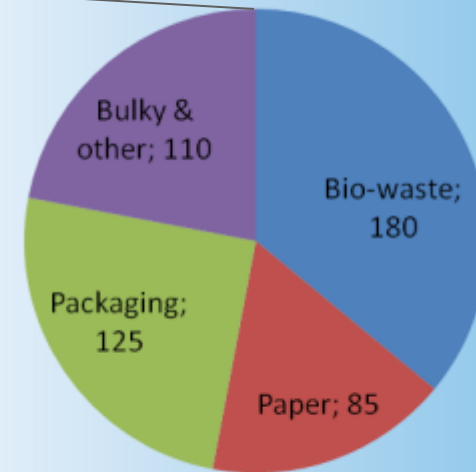
# ACR+ -100 kg benchmark: Examples show that it is possible

## Waste generation EU 15 in kg/inh/y



600 kg/inh/y  
in the  
Netherlands,  
Austria, etc.

## Waste generation EU 15 in kg/inh/y (with prevention)



**-100 kg or  
-15%**

**600 kg/inh/y**



**500 kg/inh/y**



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# ACR+ benchmarks for bio-waste

## EX: GREEN SCAPING & SMART GARDENING

Province of Vlaams Brabant (Belgium)  
... slow growing grass

40% less mowing,  
50% less clipping

**EU  
BENCHMARK  
-10 kg**

## EX: ACT AGAINST FOOD WASTAGE (food = 20-30% of total CO2 emissions)

Oporto Region-Lipor (Portugal)  
... serving the right portion

20-25kg less per  
restaurant/day

**EU  
BENCHMARK  
-10 kg**

## EX: COMPOSTING AT SOURCE (individuals, neighbourhood, green areas)

Rennes Metropole (France)  
... community composting

93kg less per hhd/year

**EU  
BENCHMARK  
-20 kg**



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# ACR+ benchmarks for packaging

## EX: ENCOURAGING REFILLABLE/RETURNABLE PACKAGING

Gipuzkoa (Spain)  
... refillable glass bottles

20%  
reduction

**EU  
BENCHMARK  
-12 kg**

## EX: PROMOTING TAP WATER

Brussels Region (Belgium)  
... water fountains in schools

40%  
reduction

**EU  
BENCHMARK  
-2 kg**

## EX: FIGHTING EXCESSIVE PACKAGING

Munich (Germany)  
... ban on disposable crockery

95% reduction  
during events

**EU  
BENCHMARK  
-10 kg**



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### 3. The European Week for Waste Reduction and other projects



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# The European Week for Waste Reduction

17-25 NOVEMBER 2012 !

## ➤ Awareness raising on waste prevention

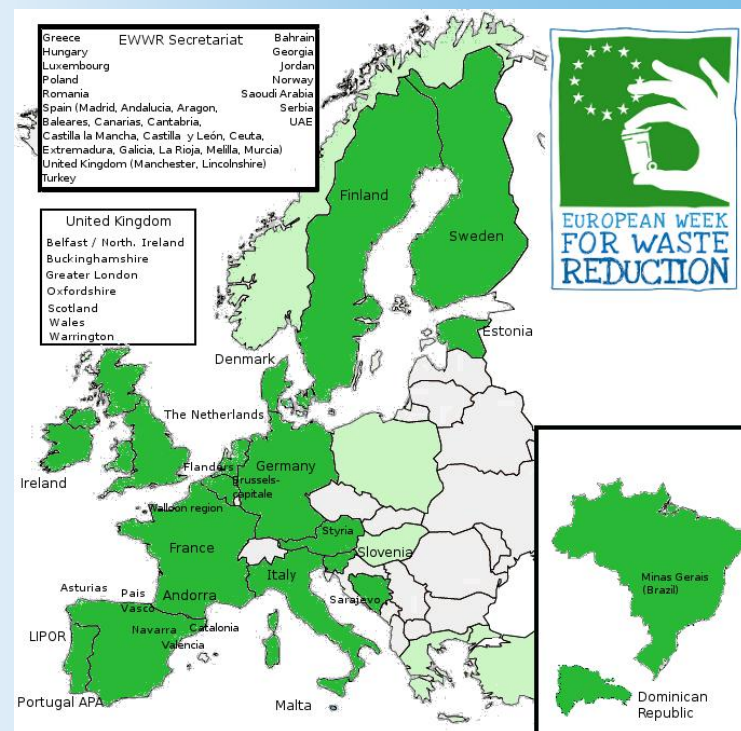
- More than 7000 actions registered in 2011
- Ideas, tips and methodologies
- Awards highlighting the best actions

## ➤ Multiple levels involved

- launched with LIFE+ programme, European partnership, Technical Secretariat (ACR+)
- National, regional or local coordinators (decentralised approach)

## ➤ For European citizens

- in the office, at school, in shops, etc.



[www.ewwr.eu](http://www.ewwr.eu) and [Facebook page](#)

Seminar on Waste Prevention: EWWR Initiatives, Madrid, 2 October 2012



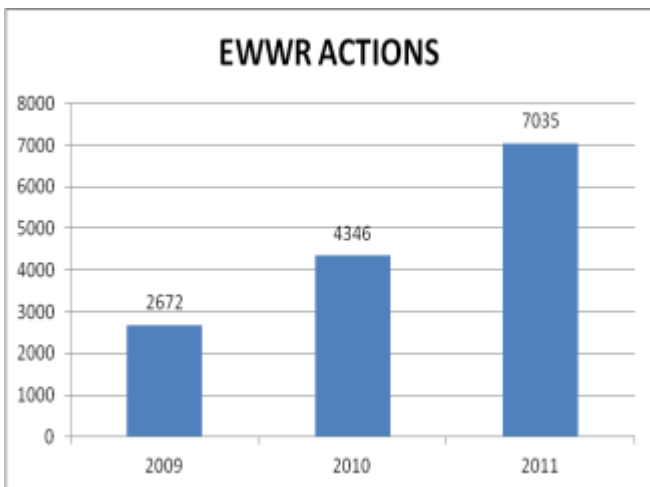


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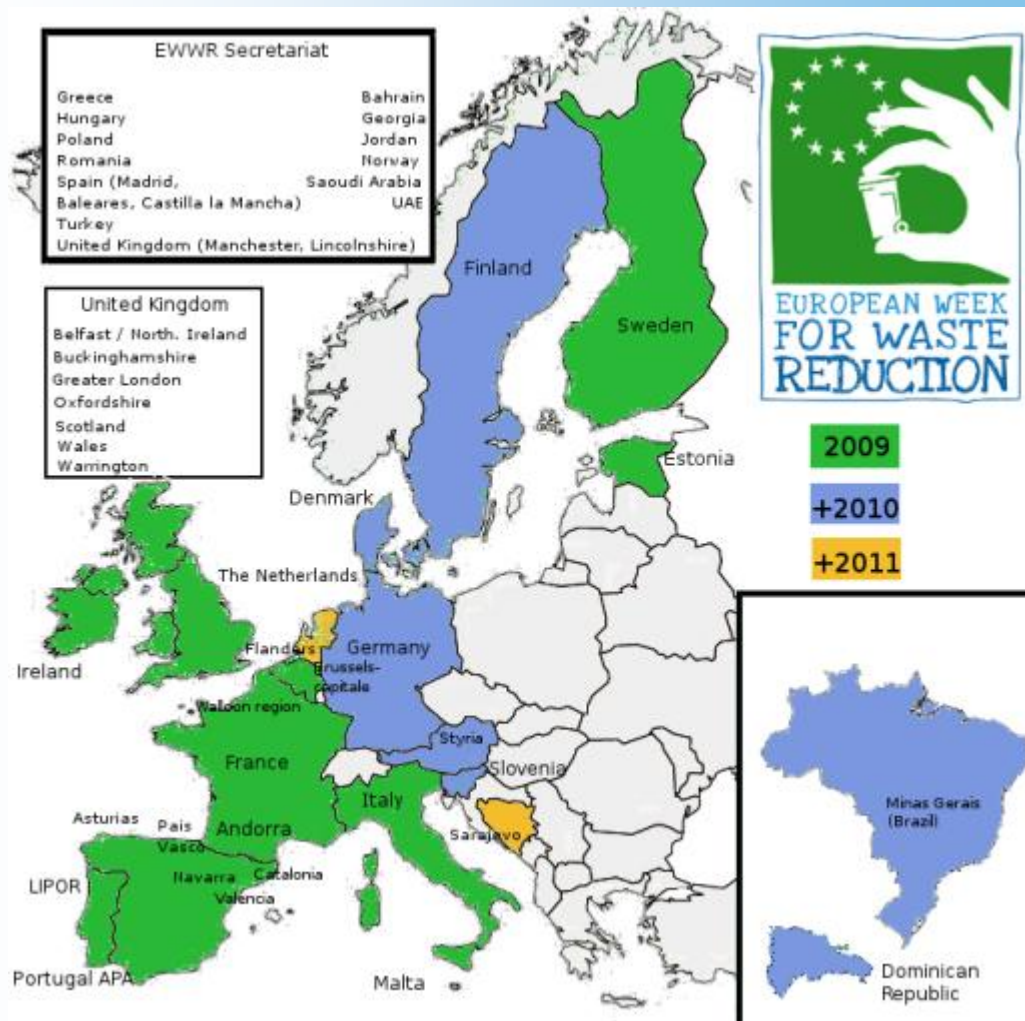
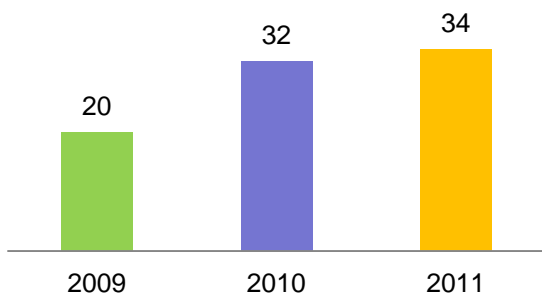
# EWWR evolution from 2009

## More Organisers, more territories, more actions

### EWWR ACTIONS



### EWWR Organisers







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# The EWWR advertising tools

- A visual identity available
- Promotional tools available
  - Web Banners
  - A signed e-mail
- An e-newsletter
- Posters and exhibitions
  - EWWR promotional Poster
  - Week presentation Poster
  - Prevention Exposure (5 panels)
- Promotional video



EUROPEAN WEEK FOR WASTE REDUCTION 17th - 25th NOVEMBER 2012





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# A communication toolkit available on website / private area

- **Booklets, guides and brochures**

- presentation week leaflet
- Shopping list notebook

- **Others documents**

- Game « The race of waste reduction »
- No Junk Mail sticker

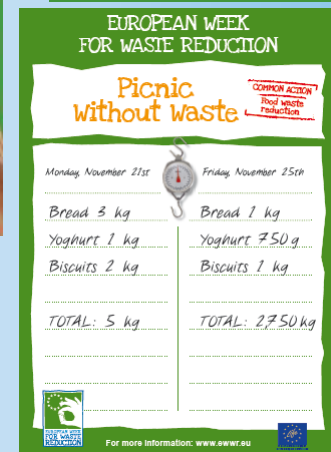
- **Common actions**

- Paper waste reduction
- Food waste reduction
- Repair/reuse
- Excessive packaging waste reduction

- **Clean-up days**

- **Evaluation of the EWWR**

- 3 survey (Organisers, project developers, young and adults participants)







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# Game on [www.ewwr.eu](http://www.ewwr.eu)

## Test your knowledge !

→ Waste quiz game

→ Comic strip

“Attack of the killer Muckwads!”

→ Online game

“Empty garbage bin”

### Déchets-Scan

Comme noter

Avant d'aller faire vos courses, établissez-vous la liste des produits dont vous avez besoin ?

- Souvent
- Quand j'y pense, mais je fais plutôt mes courses spontanément sans trop savoir ce qu'il me reste chez moi ou ce dont j'ai besoin
- Non, j'oublie à tous les coups



Summary Search 3 / 16

### What if planet Earth turned into a giant garbage bin?

Every year, Europe generates an enormous amount of waste, nearly 2 billion tonnes! That's a enough to fill up a train 20 times longer than the distance from Paris to Moscow. Can you imagine what that does over two years, three years... decades? As this waste is sent to the land, it's not under control. The green grass of our fields is transformed then decomposed cause of air pollution. Moreover, illegal dumping pollutes the soil, and when rainwater falls in the surface, it runs to the landscape and pollutes it from the top and from the bottom.

What happens to our rubbish? It is taken to disposal centres (garbage dump or plants) or incinerated?

How can we keep this massive invention of waste at bay? There is a solution that saves the amount of waste produced by changing your behavior. The best way of reducing it is to reduce your own waste. It's an advice as that with these words in mind, you can safely reduce the amount of waste produced and you can reuse your funds and benefit to the world.

Basically, to reduce waste, just try not to create it in the first place. Starting your rubbish is also a good habit, but it isn't the same as reducing waste, since the waste is already there.

Remember to stop giving away natural resources. It's things people do to the environment, but we still need to be careful and responsible.

### What is eco-consumption?

If you buy environmentally friendly products that generate less waste, you are an eco-consumer. To go even further, use your appliances for as long as possible, having them clean and in good repair so you don't need to replace them. At home, you can also take care to make food by choosing buying dates. As a consumer, as well you can use rechargeable batteries and you can choose to buy products without toxic packaging. The eco-consumer will also be interested in other things like reusing water. And for new clothes, don't forget about thrift shops for gently used clothing and a good deal. But washing and drying clothes are also a bit of a headache!

You will see there are plenty of simple tips for buying eco-consumers. It's easy to see those who are reducing their waste every day. You can be an Earth-friendly super hero too!



### OPÉRATION POUBELLE VIDE !

Pour réduire la production des déchets de la famille "Jettour", glissez chaque geste sur le smiley approprié... en un minimum de temps ! Allez, c'est parti pour 7 questions !

Question N°1

Sur votre boîte aux lettres, vous inscrivez :

Faites glisser chaque image sur les cases appropriées

		
Stop Pub, non à la publicité, ou aux journaux municipaux !	Factures non acceptées	Voisins envahissants prisés de se tenir à l'écart
		

Question suivante



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# The European Week for Waste Reduction

## Some EWWR actions in pictures





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# The European Week for Waste Reduction



## Some good practices: “Welcome to Poubellec’h”, France

- EWWR 2009 awards winner (Jury’s favourite)
- Initiator/coordinator: Communauté des communes de la Presqu’île de Crozon
- Description: An educational game designed to raise awareness among Crozon’s inhabitants about actions that lead to the production of less waste





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# The European Week for Waste Reduction



## Some good practices: Better than new: 100% old campaign, Spain

- EWWR 2010 awards winner (Administration category)
- Initiator/coordinator: Environmental Authority of the Barcelona Metropolitan Area
- Description: A broad waste prevention campaign carried out across the Barcelona Metropolitan Area, which promotes various strategies, including repair and reuse, responsible consumption, preference for tap water and composting







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# The European Week for Waste Reduction



## Some good practices: 49% Less Food Wasted, Sweden

- EWWR 2011 awards winner (Educational establishment category)
- Initiator/coordinator: Bjurhovda School
- Description: A project to reduce the amount of food waste in the school restaurant and showing the results by putting small balls in a transparent tube visible in the restaurant





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# The European Week for Waste Reduction

**17-25 NOVEMBER 2012 !**

## What can be done?



- Be an **Organiser** in areas where there is no one:
  - ▶ If you are a public authority or have a mandate from a public authority
- Be a **Project Developer**:
  - ▶ Refer to the national/regional Organiser
  - ▶ Use expertise of previous years (good practices and case studies)
  - ▶ Every action is important. Let your imagination work!
- Stay informed:
  - ▶ Subscribe to the **EWWR newsletter**
  - ▶ Visit EWWR website: [www.ewwr.eu](http://www.ewwr.eu)



[www.acrplus.org](http://www.acrplus.org)

# Pre-waste



- 3-year INTERREG project (2010-2012)
- 10 partners in Europe (public authorities and waste management experts)
- **To help local and regional authorities improve their waste prevention policies:**
  - ▶ **Guidelines** for planning, implementing and monitoring regional waste prevention policies
  - ▶ **20 best examples of actions for waste prevention** implemented in the European Union by local or regional authorities
  - ▶ **a web tool that enables assessment and monitoring** of waste prevention actions



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# Pre-waste



## Some Pre-waste good practices: Anti-advertising sticker (stop-pub) with legal backing, Belgium



- Waste fraction: Paper - unwanted advertisement and/or free newspress
- Initiator/coordinator: Brussels Environment – IBGE
- Description:
  - ▶ Since 1999, a sticker is available for the mailbox of Brussels residents by which they can **choose not to receive unaddressed advertisements and/or free newspapers**.
  - ▶ The sticker received legal backing through a regional regulation, which entitles individuals to **file a complaint if they receive unwanted advertising and/or newspapers** in their mailbox despite having placed the sticker.





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# Pre-waste



## What can be done?

- Participate to **Pre-waste final conference on 7-8 November 2012 in Brussels**
  
- Use and implement the **guidelines**, the **best practices** and the **monitoring tool** in their waste prevention strategies when they are ready
  
- Stay informed & share your own expertise:
  - ▶ Subscribe to the **Pre-waste newsletter** (pmn@acrplus.org)
  - ▶ More information: [www.prewaste.eu](http://www.prewaste.eu) & [Facebook page](#)



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# Miniwaste



- 3-years LIFE+ project (2010-2012) to demonstrate efficient actions and methods to reduce the generation of bio-waste (food waste, green waste) in cities
  
- The main outputs:
  - ▶ Inventory of 10 **detailed good practices** (with indicators)
    - ▶ Home, community and on-site composting
    - ▶ Fight against food waste
    - ▶ Closed loop gardening
    - ▶ Reuse
  - ▶ **Monitoring / assessment methodologies** and **computerised tool**
  - ▶ **Demonstration actions** in partners area

[www.miniwaste.eu](http://www.miniwaste.eu)





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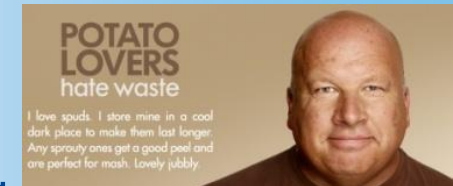
# Miniwaste



## Some good practices: “Love Food Hate Waste” campaign, UK

- Initiator/coordinator: WRAP
- Description: national campaign / local implementation to raise awareness on food wastage reduction (branding, cooking demonstrations, trainings, collaborative website, etc.)
- Involvement of public authorities, retailers and citizens

and save up to  
**£50**  
a month





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# Miniwaste



## What can be done?

- Implement the **inventory**, use the **computerised tool** and replicate **demonstration actions**
- **Interact** with partners and share your expertise by posting comments to the information published on the Miniwaste website
- Take part to Miniwaste **final conference on 20-21 November 2012 in Rennes** (France)
- Stay informed:
  - ▶ Subscribe to the **Miniwaste newsletter**
  - ▶ More information: [www.miniwaste.eu](http://www.miniwaste.eu)



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# Thank you for your attention!

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