

*Component 3: Exchange of experiences  
dedicated to the identification and analysis  
of good practices*

# **Mapping Report**

*on waste prevention practices  
in territories within EU27*



*6 October 2010*

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## Part I: Introduction

### *1.1 Project context*

This Mapping report is intended for internal communication among Pre-Waste project partner experts for Component 3 “Good Practices”. It is the result of the data collection efforts of all Pre-waste partners between April and September 2010. It was compiled based on CP3-factsheets contributed by the project partners and integrated by Stephanie Mantell (IBGE).

As agreed at the first expert group meeting on 29 April 2010 in Ancona, this mapping focuses on waste prevention practices that have been implemented in territories within EU27 and that could be transferred to other territories by local/regional authorities.

Waste prevention includes strict avoidance of waste generation, qualitative and quantitative reduction at source, and reuse of products. Waste prevention does not include recycling of materials and separate waste collection.

### *1.2 Selection of top 50 Good Practices*

The 105 good practices - 94 factsheets and 11 other leads - presented in this mapping report will serve as basis for the discussion at the upcoming CP3 Expert group meeting in Roquetas de Mar on 19-21 October 2010 in view of the selection of 50 good practices.

The GPs collected to date focus on individual waste prevention actions and should be considered in the wider context of waste prevention planning at local and regional level.

Ahead of the Roquetas meeting, by Wednesday 13 October at the latest, all partners are kindly asked to identify those that interest them most at this stage in view of potential transposition into their territory:

- Among all the factsheets, identify the top-10 which you would definitely like to see included in the final 50 Good Practices (maximum 3 of your own)
- Among the factsheets proposed by each partner (and the other leads), identify at least one and up to three for each which you find most relevant to you.

This opinion poll will serve as a basis for discussion. The final selection should take into account the preferences expressed, but also aspects such as thematic and geographical diversity, data availability, innovative character, the possibility to apply indicators etc.

During the discussions it should be clarified whether the GPs contained in the mapping report at this stage, respond to the needs and expectations of the project partners or if the mapping should be further complemented.

### *1.3 Next steps*

Once the top-50 Good Practices are selected, more detailed factsheets shall be completed by the partners – while sharing the workload as fairly as possible between them. These factsheets should take into account strengths and weakness as well as local characteristics and specificities.

Besides the regular expert group meetings, information on the 50 Good Practices shall be exchanged at an EU conference in Brussels (see CP2) in March 2011 and a Joint interregional training session in Bucharest in July 2011.

## Part II: Overview lists by waste fraction, type of instrument and country

In this section the 105 good practices – 94 factsheets and 11 other leads – are listed by waste fraction, type of instrument and country. The numbers refer to the order in which the factsheets are provided in full in Part III.

### II.1 Overview by Waste Fractions

Within municipal waste, local and regional authorities will be particularly interested in reducing waste flows products which constitute a significant fraction (bio-waste, packaging, bulky waste, WEEE, bottles for liquid foodstuffs, junk mail), hazardous products (batteries, cleaning products, minor chemical waste), and certain symbolic and iconic products from the perspective of resource wastage (plastic check-out bags, disposable nappies, gadget gifts).

In this section, the good practices collected are grouped by main waste fraction targeted:

- packaging
- paper
- bio-waste
- bulky and other
- several waste fractions

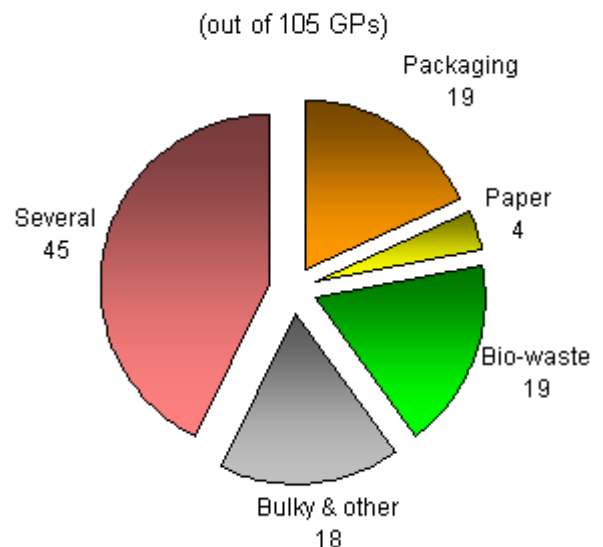
For each fraction, similar approaches have roughly been grouped. Each action only appears in one group even if several would have been relevant.

### Packaging

#### Reducing packaging

- N° 1) ACR+ 1: Optimising packaging for organic products, UK
- N° 19) IBGE 5: Campaign promoting concentrated laundry detergents, Belgium
- N° 40) Marche 4: Fair Hotel (reducing packaging waste), Italy
- N° 70) Sofia 7: Reducing packaging materials used for plastic bottles, Bulgaria
- N° 84) Malta 4: Courtald Commitment by retailers, UK
- N° 26) IBGE 12: Eco-taxation on disposable plastic bags, disposable kitchen utensils, food wrap & aluminium foil, Belgium
- N° 94) Ilfov 3: Ecotax on non-biodegradable plastic bags, Romania
- N° 66) Sofia 3: Agreements with a big commercial shops for reducing plastic bags and the amount of waste, Bulgaria
- N° 59) Roquetas 1: Campaign for responsible consumption of plastic bags, Spain
- N° 99) *Other leads: Ban on disposal crockery, Germany*
- N° 100) *Other leads: National quota for reusable packaging for deposit scheme, Germany*
- N° 101) *Other leads: Refillable packaging credits, Belgium*
- N° 102) *Other leads: Voluntary agreements to reduce plastic bags, Luxemburg*

#### Number of GPs per waste fraction



### Promoting bulk & reusable containers

- N° 11) ACR+ 11: Geschirrmobil (Vehicle for lending dishes at large scale festivities), Austria
- N° 39) Marche 3: A drop towards Sustainability (water dispensers), Italy
- N° 42) Marche 6: Self service detergents in large retail, Italy
- N° 45) Marche 9: Fontemagna City (modern public water fountain), Italy
- N° 46) Marche 10: Vending machines for raw milk, Italy
- N° 81) Malta 1: Eco-point system in Crai supermarkets (selling in bulk), Italy



### Paper

- N° 2) ACR+ 2: A Localised Junk Mail campaign Dorset County Council, UK
- N° 18) IBGE 4: Anti-advertising sticker (stop-pub) with legal backing, Belgium
- N° 23) IBGE 9: Dematerialisation in offices, Belgium
- N° 56) ORDIF 8: Travelling books, France

### Bio-waste

#### Food wastage

- N° 83) Malta 3: Love Food Hate Waste campaign at national level, UK
- N° 4) ACR+ 4: Love Food Hate Waste Campaign in Kent, UK
- N° 6) ACR+ 6: Food Waste Prevention at Dundrum town Centre, Ireland
- N° 20) IBGE 6: Household food wastage prevention - accompanying behavioural change & quantifying impact, Belgium
- N° 29) Karlskrona 2: Food weighing in schools, Sweden
- N° 41) Marche 5: Last Minute Market, Italy
- N° 44) Marche 8: Food Marche Desk ONLUS, Italy
- N° 86) Malta 6: Menu Dose Certa, Portugal
- N° 98) *Other leads: Legal framework for food donations - Good Samaritan Law, Italy*



#### Garden waste prevention at source

- N° 8) ACR+ 8: Grass Cycling Dorset County Council, UK

#### Composting

- N° 5) ACR+ 5: The Community Projects Fund from North London Waste Authority, UK
- N° 14) ACR+ 14: Domestic Composting in Oeiras Municipality, Portugal
- N° 21) IBGE 7: Promotion of decentralised composting, Belgium
- N° 28) Karlskrona 1: Home composting in Karlskrona (fees), Sweden
- N° 37) Marche 1: Home Composting, Italy
- N° 49) ORDIF 1: Collective composting for apartment buildings, France
- N° 67) Sofia 4: Household composting in homes (and kindergardens & schools), Bulgaria
- N° 73) Tampere 3: Education on back-yard composting, Finland
- N° 97) *Other leads: Tax break for home composting, Italy*



## Bulky & other: furniture, clothing, equipment, batteries, nappies

### Second-hand sale

- N° 12) ACR+ 12: Web-Flohmarkt (Web Flea Market), Austria
- N° 74) Tampere 4: Second-hand market on the Internet, Finland
- N° 33) Karlskrona 6: Garage sale second hand (flea) market Ronneby Brunn, Sweden

### Repair and reuse

- N° 10) ACR+ 10: RUSZ (Repair guides and repair centers), Austria
- N° 13) ACR+ 13: Ecomoebel – Reuse of furniture, Germany
- N° 28) Karlskrona 3: Alelyckan Re-use center, Sweden
- N° 38) Marche 2: Reuse center: L'Alligatore, Italy
- N° 50) ORDIF 2: A guide for repairing, selling and reusing goods, France
- N° 61) Roquetas 3: Furniture Collection, Repair and Restoration, Spain
- N° 68) Sofia 5: Separate collection of textiles for reuse and recycling, Bulgaria
- N° 95) *Other leads: Take back stations for reusable/recyclable WEEE, Romania*
- N° 96) *Other leads: Voluntary agreements with certain sectors on reusable dishes, Germany*



### Rental

- N° 36) Karlskrona 9: "Library" for clothes (Lånegarderoben), Sweden

### Batteries and other hazardous waste

- N° 69) Sofia 6: Campaign about use of rechargeable batteries and accumulators, Bulgaria
- N° 87) Malta 7: Clever Akafen Eco-label (on paints & rechargeable batteries), Luxembourg



### Nappies

- N° 82) Malta 2: The Real Nappy Campaign, UK
- N° 47) Marche 11: "Bambini leggeri (Kids Light)" Washable nappies in the nursery and incentives for families, Italy
- N° 48) Marche Region 12: Pannolino Amico (Nappy Friend), Italy

## Several waste fractions & sustainable consumption

*N° 103) Other leads: Waste Management Plan with waste reduction targets, Belgium*

### Information and incentives for the general public (and staff)

- N° 15) IBGE 1: Community workers "Eco-guides", Belgium
- N° 16) IBGE 2: "Unmasking" of consumer products by the Brussels Observatory of Sustainable Consumption, Belgium
- N° 17) IBGE 3: Thought-provoking exhibition on needs and consumerism "This is our waste... it is time", Belgium
- N° 27) IBGE 13: NU-Spaarpas - The sustainable incentive card scheme, Netherlands
- N° 31) Karlskrona 4: Use more - waste less, Denmark
- N° 32) Karlskrona 5: Outside the Box - the game, Sweden
- N° 34) Karlskrona 7: Sustainable families, Sweden

- N° 35) Karlskrona 8: Filmen "En värld utan sopor" (The movie "A world without waste"), Sweden
- N° 52) ORDIF 4: Promoting eco consumption in supermarket, France
- N° 54) ORDIF 6: Monitoring the evolution of eco-consumption possibilities in France, France
- N° 55) ORDIF 7: Control group for waste prevention, France
- N° 60) Roquetas 2: Hogares Verdes (es) - Green Homes (en), Spain
- N° 63) Roquetas 5: Municipal Waste minimisation campaign in Santpedor, Spain
- N° 72) Tampere 2: Calendar with hints of waste prevention, Finland
- N° 76) Tampere 6: Ecofellows Ltd, waste prevention services, Finland
- N° 77) Tampere 7: Nuukuusviikko, Using less - Living more Week, Finland
- N° 78) Tampere 8: Waste Prevention Kit for Enterprises, Education & Households, Finland
- N° 80) Tampere 10: Looking for the Lost Eco-Knowledge, Finland
- N° 90) Malta 10: Environmental Education for the unemployed, Malta
- N° 91) Malta 11: Care Creates Change in People's Lives and the Environment, Malta
- N° 92) Ifov 1: Partnership for a clean environment, low waste and SD, Romania
- N° 93) Ifov 2: Waste Management Program in Piatra-Neamt, Romania
- N° 104) Other leads: "Das abfallarme Geschenk 2007" guide for the dematerialisation of gifts, Austria*

#### **Initiatives for children**

- N° 9) ACR+ 9: Let's do it with Ferda (school project), Estonia
- N° 22) IBGE 8: Accompanied waste prevention projects in schools, Belgium
- N° 71) Tampere 1: Puppet theatre project ("Gabiella the Dump on Diet), Finland
- N° 75) Tampere 5: Reel Time Film Festival, Finland
- N° 89) Malta 9: Education Campaign in Schools, Malta

#### **Initiatives for the public and private sector**

- N° 3) ACR+ 3: Waste prevention at local authority operated swimming pools in Cork, Ireland
- N° 7) ACR+ 7: Developing a Waste Prevention Programme in Roscommon County Council workplaces, Ireland
- N° 24) IBGE 10: Promoting Green public procurement - Waste prevention for the public sector, Belgium
- N° 62) Roquetas 4: Communication tools for municipal waste prevention campaigns "-és+", Spain
- N° 85) Malta 5: Local Authority Prevention Demonstration Programme, Ireland
- N° 25) IBGE 11: "Eco-dynamic" company certification scheme - green procurement and waste prevention/management for the private & public sector, Belgium
- N° 65) Sofia 2: Good waste prevention communication practices in Sofia municipality, Bulgaria
- N° 64) Sofia 1: Differentiating of a tax "household waste" for the juridical persons, Bulgaria
- N° 88) Malta 8: Change in landfilling and recycling fees, Malta
- N° 43) Marche 7: Ecolabel Legambiente Tourism (hotels), Italy
- N° 57) ORDIF 9: -10 % in a hotel, France
- N° 51) ORDIF 3: Promotion of eco-friendly gardening product with gardening shops, France
- N° 53) ORDIF 5: Waste prevention campaign toward shopkeepers and artisans, France
- N° 79) Tampere 9: Waste prevention in Hospitals (paper & food), Finland
- N° 58) ORDIF 10: ADERE : a tool for eco-events, France
- N° 105) Other leads: GreenEvent webplatform and awards, Belgium*

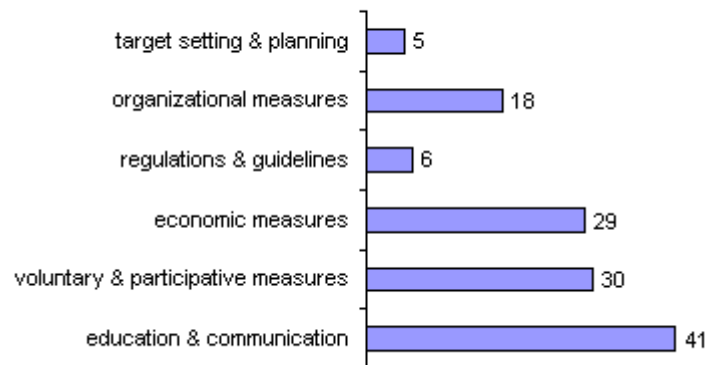
## II.2 Overview by type of instrument

In this section, the 105 good practices – 94 factsheets and 11 other leads – collected are roughly grouped by type of instruments: target setting and planning, organizational measures, regulations and guidelines, economic measures, voluntary and participative measures, and education and communication.

Because actions often combine several instruments, one action can appear in several groups.

Classification by instrument had not requested as such in the factsheets, therefore, the way individual GPs are categorised is still approximate and partners are invited to suggest corrections if needed.

### Number of GPs per type of instrument



## Target setting and planning

### Target setting for the reduction of household waste generation

*N° 100) Other leads: National quota for reusable packaging for deposit scheme, Germany*

*N° 103) Other leads: Waste Management Plan with waste reduction targets, Belgium*

Refer also to component 4 on indicators

### Waste prevention planning and coordination at local/regional/international level

N° 83) Malta 3: Love Food Hate Waste campaign at national level, UK

N° 85) Malta 5: Local Authority Prevention Demonstration Programme (supported at national level), Ireland

N° 92) Ilfov 1: Partnership for a clean environment, low waste and sustainable development in Region 7 Center, Romania

## Organizational measures

### Creation of a public observatory of consumption patterns

N° 16) IBGE 2: "Unmasking" of consumer products by the Brussels Observatory of Sustainable Consumption, Belgium

N° 54) ORDIF 6: Monitoring the evolution of eco-consumption possibilities in France

### Creation of advisory services and eco-counselling

N° 15) IBGE 1: Community workers "Eco-guides", Belgium

N° 21) IBGE 7: Promotion of decentralised composting (Compost master network), Belgium

N° 65) Sofia 2: Good waste prevention communication practices in Sofia municipality, Bulgaria

N° 76) Tampere 6: Ecofellows Ltd, waste prevention services, Finland

### Developing waste prevention plans for the operation of public entities

N° 3) ACR+ 3: Waste prevention at local authority operated swimming pools in Cork, Ireland

N° 7) ACR+ 7: Developing a Waste Prevention Programme in Roscommon County Council workplaces, Ireland

N° 79) Tampere 9: Waste prevention in Hospitals (paper & food), Finland



### Provision of public services (directly or through contractors)

- N° 11) ACR+ 11: Geschirrmobil (Vehicle for lending dishes at large scale festivities), Austria
- N° 12) ACR+ 12: Web-Flohmarkt (Web Flea Market), Austria
- N° 39) Marche 3: A drop towards Sustainability (water dispensers), Italy
- N° 45) Marche 9: Fontemagna City (modern public water fountain), Italy
- N° 46) Marche 10: Vending machines for raw milk, Italy
- N° 49) ORDIF 1: Collective composting for apartment buildings
- N° 68) Sofia 5: Separate collection of textiles for reuse and recycling, Bulgaria
- N° 74) Tampere 4: Second-hand market on the Internet, Finland
- N° 95) *Other leads: Take back stations for reusable/recyclable WEEE, Romania*

Possible measure not exemplified in this mapping: Creation of a specific department on dematerialisation/eco-consumption/waste prevention

## Regulations and guidelines

### Bans on certain products

- N° 11) ACR+ 11: Geschirrmobil (involves ban on one-way dishes), Austria
- N° 99) *Other leads: Ban on disposal crockery, Germany*

### Mandatory deposits

- N° 100) *Other leads: National quota for reusable packaging for deposit scheme, Germany*

### Enabling legal framework

- N° 18) IBGE 4: Anti-advertising sticker (stop-pub) with legal backing, Belgium
- N° 98) *Other leads: Legal framework for food donations - Good Samaritan Law, Italy*

### Adaptation of waste prevention criteria in public procurement tenders

- N° 24) IBGE 10: Promoting Green public procurement - Waste prevention for the public sector, Belgium

## Economic measures

### Development of differentiated taxation systems

- N° 26) IBGE 12: Eco-taxation on disposable plastic bags, disposable kitchen utensils, food wrap & aluminium foil, Belgium
- N° 94) Ilfov 3: Ecotax on non-biodegradable plastic bags, Romania
- N° 64) Sofia 1: Differentiating of a tax "household waste" for the juridical persons, Bulgaria
- N° 88) Malta 8: Change in landfilling and recycling fees, Malta

### Rewards schemes or financial support to actors performing well in the field of prevention

- N° 27) IBGE 13: NU-Spaarpas - The sustainable incentive card scheme, Netherlands
- N° 28) Karlskrona 1: Home composting in Karlskrona (fees), Sweden
- N° 37) Marche 1: Home Composting (fees), Italy
- N° 47) Marche 11: "Bambini leggeri (Kids Light)" Washable nappies incentives for families, Italy
- N° 82) Malta 2: The Real Nappy Campaign (cash-back incentives), UK
- N° 97) *Other leads: Tax break for home composting, Italy*
- N° 101) *Other leads: Refillable packaging credits, Belgium*
- N° 105) *Other leads: GreenEvent webplatform and awards, Belgium*

### Funding of pilots

- N° 2) ACR+ 2: A Localised Junk Mail campaign Dorset County Council, UK
- N° 6) ACR+ 6: Food Waste Prevention at Dundrum town Centre, Ireland
- N° 7) ACR+ 7: Developing a Waste Prevention Programme in Roscommon County Council workplaces, Ireland
- N° 8) ACR+ 8: Grass Cycling Dorset County Council, UK
- N° 9) ACR+ 9: Let's do it with Ferda (school project), Estonia
- N° 20) IBGE 6: Household food wastage prevention - accompanying behavioural change and quantifying impact, Belgium

- N° 29) Karlskrona 2: Food weighing in schools, Sweden
- N° 34) Karlskrona 7: Sustainable families, Sweden
- N° 40) Marche 4: Fair Hotel reducing packaging waste
- N° 41) Marche 5: Last Minute Market
- N° 55) ORDIF 7: Control group for waste prevention
- N° 67) Sofia 4: Household composting in homes (and kindergardens & schools)
- N° 68) Sofia 5: Separate collection of textiles for reuse and recycling
- N° 69) Sofia 6: Campaign about use of rechargable batteries and accumulators
- N° 78) Tampere 8: Waste Prevention Kit for Enterprises, Education and Households, Finland
- N° 93) Ilfov 2: Waste Management Program in Piatra-Neamt, Romania

## Voluntary and participative measures

### Voluntary agreements with by businesses and with the industry sector

- N° 1) ACR+ 1: Optimising packaging for organic food products, UK
- N° 42) Marche 6: Self service detergents in large retail, Italy
- N° 51) ORDIF 3: Promotion of eco-friendly gardening product with gardening shops
- N° 52) ORDIF 4: Promoting eco consumption in supermarket
- N° 59) Roquetas 1: Campaign for responsible consumption of plastic bags, Spain
- N° 66) Sofia 3: Agreements with a big commercial shops for reducing plastic bags and the amount of waste, Bulgaria
- N° 84) Malta 4: Courtald Commitment by retailers, UK
- N° 96) Other leads: Voluntary agreements with certain sectors on reusable dishes, Germany*
- N° 102) Other leads: Voluntary agreements to reduce plastic bags, Luxemburg*

### Voluntary initiatives by public, private and/or civil actors

- N° 5) ACR+ 5: The Community Projects Fund from North London Waste Authority, UK
- N° 10) ACR+ 10: RUSZ (Repair guides and repair centers), Austria.
- N° 13) ACR+ 13: Ecomoebel – Reuse of furniture, Germany
- N° 30) Karlskrona 3: Alelyckan Re-use center, Sweden
- N° 33) Karlskrona 6: Garage sale second hand (flea) market Ronneby Brunn, Sweden
- N° 38) Marche 2: Reuse center: L'Alligatore, Italy
- N° 41) Marche 5: Last Minute Market, Italy
- N° 44) Marche 8: Food Marche Desk ONLUS, Italy
- N° 47) Marche 11: "Bambini leggeri (Kids Light)" Washable nappies in the nursery and incentives for families, Italy
- N° 48) Marche Region 12: Pannolino Amico (Nappy Friend), Italy
- N° 56) ORDIF 8: Travelling books
- N° 57) ORDIF 9: -10 % in a hotel
- N° 58) ORDIF 10: ADERE : a tool for eco-events
- N° 61) Roquetas 3: Furniture Collection, Repair and Restoration, Spain
- N° 70) Sofia 7: Reducing packaging materials used for plastic bottles, Bulgaria
- N° 77) Tampere 7: Nuukuusviikko, Using less - Living more Week, Finland
- N° 81) Malta 1: Eco-point system in Crai supermarkets (selling in bulk), Italy
- N° 86) Malta 6: Menu Dose Certa, Portugal

### Environmental certification and award schemes

- N° 25) IBGE 11: "Eco-dynamic" company certification scheme - green procurement and waste prevention/management for the private & public sector, Belgium
- N° 43) Marche 7: Ecolabel Legambiente Tourism (hotels), Italy
- N° 87) Malta 7: Clever Akafen Eco-label (on paints & rechargable batteries), Luxembourg
- N° 105) Other leads: GreenEvent webplatform and awards, Belgium*

Possible measure not exemplified in this mapping: Diffusion of best practices towards industry sectors, Benchmarking, Competitions or shows

## Education and communication

### Educational programmes for children

- N° 9) ACR+ 9: Let's do it with Ferda (school project), Estonia
- N° 22) IBGE 8: Accompanied waste prevention projects in schools, Belgium
- N° 29) Karlskrona 2: Food weighing in schools, Sweden
- N° 71) Tampere 1: Gabriella Kaatis - Puppet theatre project ("Gabriella the Dump on Diet), Finland
- N° 75) Tampere 5: Reel Time Film Festival, Finland
- N° 89) Malta 9: Education Campaign in Schools, Malta

### Educational programmes for adults

- N° 73) Tampere 3: Education on back-yard composting, Finland
- N° 90) Malta 10: Environmental Education for the unemployed, Malta
- N° 91) Malta 11: Care Creates Change in People's Lives and the Environment, Malta

### Campaigns on sustainable consumption

- N° 10) ACR+ 10: RUSZ (Repair guides and repair centers), Austria.
- N° 17) IBGE 3: Thought-provoking exhibition on needs and consumerism "This is our waste... it is time", Belgium
- N° 19) IBGE 5: Unmasking consumer products: Campaign promoting concentrated laundry detergents, Belgium
- N° 48) Marche 12: Pannolino Amico (Nappy Friend), Italy
- N° 50) ORDIF 2: A guide for repairing, selling and reusing goods
- N° 69) Sofia 6: Campaign about use of rechargeable batteries and accumulators, Bulgaria
- N° 77) Tampere 7: Nuukuusviikko, Using less - Living more Week, Finland
- N° 82) Malta 2: The Real Nappy Campaign, UK
- N° 87) Malta 7: Clever Akafen Eco-label (on paints & rechargeable batteries), Luxembourg
- [N° 104\) Other leads: "Das abfallarme Geschenk 2007" guide for the dematerialisation of gifts, Austria](#)

### Campaigns on waste prevention for households & communities

- N° 2) ACR+ 2: A Localised Junk Mail campaign Dorset County Council, UK
- N° 4) ACR+ 4: Love Food Hate Waste Campaign in Kent, UK
- N° 6) ACR+ 6: Food Waste Prevention at Dundrum town Centre, Ireland
- N° 14) ACR+ 14: Domestic Composting in Oeiras Municipality, Portugal
- N° 15) IBGE 1: Community workers "Eco-guides", Belgium
- N° 28) Karlskrona 1: Home composting in Karlskrona (fees), Sweden
- N° 31) Karlskrona 4: Use more - waste less, Denmark
- N° 37) Marche 1: Home Composting, Italy
- N° 59) Roquetas 1: Campaign for responsible consumption of plastic bags, Spain
- N° 60) Roquetas 2: Hogares Verdes (es) - Green Homes (en), Spain
- N° 63) Roquetas 5: Municipal Waste Prevention and waste minimisation campaign in Santpedor, Spain
- N° 67) Sofia 4: Household composting in homes (and kindergardens & schools), Bulgaria
- N° 83) Malta 3: Love Food Hate Waste campaign at national level, UK

### Campaigns on waste prevention in offices and businesses

- N° 23) IBGE 9: Dematerialisation in offices, Belgium
- N° 40) Marche 4: Fair Hotel reducing packaging waste, Italy
- N° 53) ORDIF 5: Waste prevention campaign toward shopkeepers and artisans

### Development of communication tools

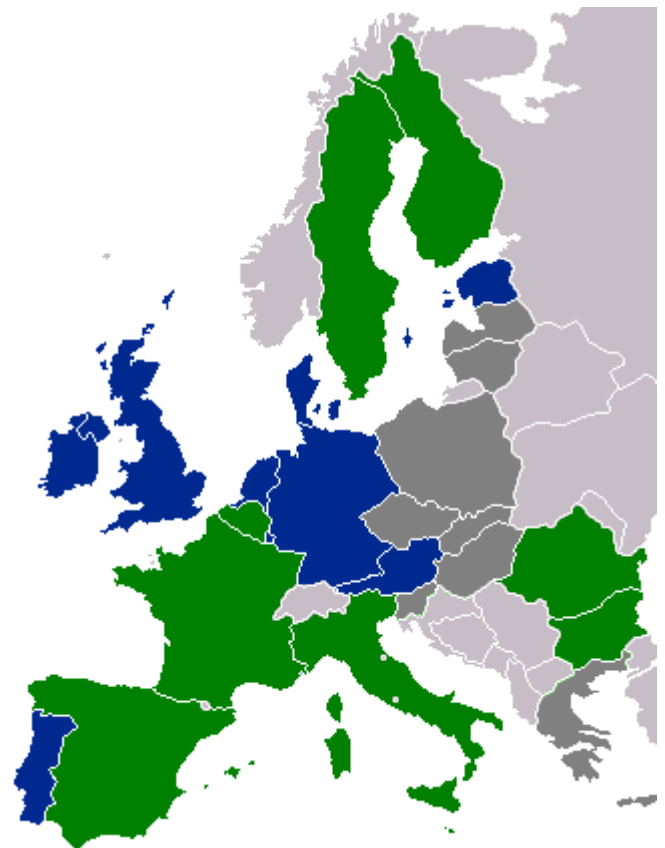
- N° 32) Karlskrona 5: Outside the Box - the game, Sweden
- N° 35) Karlskrona 8: Filmen "En värld utan sopor" (The movie "A world without waste"), Sweden
- N° 62) Roquetas 4: Communication tools for municipal waste prevention campaigns "-és+", Spain
- N° 72) Tampere 2: Calendar with hints of waste prevention, Finland
- N° 78) Tampere 8: Waste Prevention Kit for Enterprises, Education and Households, Finland
- N° 80) Tampere 10: Looking for the Lost Eco-Knowledge, Finland

Possible measure not exemplified as such in this mapping: Dissemination of best practices towards public and private consumers, setting up of forums, working groups gathering actors from the waste management chain.

## II.4 Geographical Coverage

The collected good practices are located in 18 EU countries.

The 9 countries where project partners are based are highlighted in green on the map and the 9 additional countries covered are highlighted in blue.



### Austria

- N° 10) ACR+ 10: RUSZ (Repair guides and repair centers)
- N° 11) ACR+ 11: Geschirrmobil (Vehicle for lending dishes at large scale festivities)
- N° 12) ACR+ 12: Web-Flohmarkt (Web Flea Market)
- N° 104) Other leads: *“Das abfallarme Geschenk 2007“ guide for the dematerialisation of gifts*

### Belgium

- N° 15) IBGE 1: Community workers "Eco-guides"
- N° 16) IBGE 2: "Unmasking" of consumer products by the Brussels Observatory of Sustainable Consumption
- N° 17) IBGE 3: Thought-provoking exhibition on needs and consumerism "This is our waste... it is time"
- N° 18) IBGE 4: Anti-advertising sticker (stop-pub) with legal backing
- N° 19) IBGE 5: Unmasking consumer products: Campaign promoting concentrated laundry detergents
- N° 20) IBGE 6: Household food wastage prevention - accompanying behavioural change and quantifying impact
- N° 21) IBGE 7: Promotion of decentralised composting
- N° 22) IBGE 8: Accompanied waste prevention projects in schools
- N° 23) IBGE 9: Dematerialisation in offices
- N° 24) IBGE 10: Promoting Green public procurement - Waste prevention for the public sector
- N° 25) IBGE 11: "Eco-dynamic" company certification scheme - green procurement and waste prevention/management for the private & public sector
- N° 26) IBGE 12: Eco-taxation on disposable plastic bags, disposable kitchen utensils, food wrap & aluminium foil
- N° 101) Other leads: *Refillable packaging credits*
- N° 103) Other leads: *Waste Management Plan with waste reduction targets*
- N° 105) Other leads: *GreenEvent webplatform and awards*

### Bulgaria

- N° 64) Sofia 1: Differentiating of a tax "household waste" for the juridical persons
- N° 65) Sofia 2: Good waste prevention communication practices in Sofia municipality
- N° 66) Sofia 3: Agreements with a big commercial shops for reducing plastic bags and the amount of waste
- N° 67) Sofia 4: Household composting in homes (and kindergardens & schools)
- N° 68) Sofia 5: Separate collection of textiles for reuse and recycling
- N° 69) Sofia 6: Campaign about use of rechargable batteries and accumulators
- N° 70) Sofia 7: Reducing packaging materials used for plastic bottles

### Denmark

- N° 31) Karlskrona 4: Use more - waste less

### Estonia

- N° 9) ACR+ 9: Let's do it with Ferda (school project)

## Finland

- N° 71) Tampere 1: Gabriella Kaatis - Puppet theatre project ("Gabriella the Dump on Diet)
- N° 72) Tampere 2: Calendar with hints of waste prevention
- N° 73) Tampere 3: Education on back-yard composting
- N° 74) Tampere 4: Second-hand market on the Internet
- N° 75) Tampere 5: Reel Time Film Festival
- N° 76) Tampere 6: Ecofellows Ltd, waste prevention services
- N° 77) Tampere 7: Nuukuusviikko, Using less - Living more Week
- N° 78) Tampere 8: Waste Prevention Kit for Enterprises, Education and Households
- N° 79) Tampere 9: Waste prevention in Hospitals (paper & food)
- N° 80) Tampere 10: Looking for the Lost Eco-Knowledge

## France

- N° 49) ORDIF 1: Collective composting for apartment buildings
- N° 50) ORDIF 2: A guide for repairing, selling and reusing goods
- N° 51) ORDIF 3: Promotion of eco-friendly gardening product with gardening shops
- N° 52) ORDIF 4: Promoting eco consumption in supermarket
- N° 53) ORDIF 5: Waste prevention campaign toward shopkeepers and artisans
- N° 54) ORDIF 6: Monitoring the evolution of eco-consumption possibilities in France
- N° 55) ORDIF 7: Control group for waste prevention
- N° 56) ORDIF 8: Travelling books
- N° 57) ORDIF 9: -10 % in a hotel
- N° 58) ORDIF 10: ADERE : a tool for eco-events

## Germany

- N° 13) ACR+ 13: Ecomoebel – Reuse of furniture
- N° 96) *Other leads: Voluntary agreements with certain sectors on reusable dishes*
- N° 99) *Other leads: Ban on disposal crockery*
- N° 100) *Other leads: National quota for reusable packaging for deposit scheme*

## Ireland

- N° 6) ACR+ 6: Food Waste Prevention at Dundrum town Centre
- N° 7) ACR+ 7: Developing a Waste Prevention Programme in Roscommon County Council workplaces
- N° 85) Malta 5: Local Authority Prevention Demonstration Programme

## Italy

- N° 37) Marche 1: Home Composting
- N° 38) Marche 2: Reuse center: L'Alligatore
- N° 39) Marche 3: A drop towards Sustainability (water dispensers)
- N° 40) Marche 4: Fair Hotel reducing packaging waste
- N° 41) Marche 5: Last Minute Market
- N° 42) Marche 6: Self service detergents in large retail
- N° 43) Marche 7: Ecolabel Legambiente Tourism (hotels)
- N° 44) Marche 8: Food Marche Desk ONLUS
- N° 45) Marche 9: Fontemagna City (modern public water fountain)
- N° 46) Marche 10: Vending machines for raw milk
- N° 47) Marche 11: "Bambini leggeri (Kids Light)" Washable nappies in the nursery and incentives for families
- N° 48) Marche Region 12: Pannolino Amico (Nappy Friend)
- N° 81) Malta 1: Eco-point system in Crai supermarkets (selling in bulk)
- N° 97) *Other leads: Tax break for home composting*
- N° 98) *Other leads: Legal framework for food donations - Good Samaritan Law*

## Luxemburg

- N° 87) Malta 7: Clever Akafen Eco-label (on paints & rechargeable batteries)
- N° 103) Other 9: Voluntary agreements to reduce plastic bags
- N° 102) Other leads: *Voluntary agreements to reduce plastic bags*

## Malta

- N° 88) Malta 8: Change in landfilling and recycling fees
- N° 89) Malta 9: Education Campaign in Schools
- N° 90) Malta 10: Environmental Education for the unemployed
- N° 91) Malta 11: Care Creates Change in People's Lives and the Environment

## Netherlands

- N° 27) IBGE 13: NU-Spaarpas - The sustainable incentive card scheme

## Portugal

- ACR+ 14: Domestic Composting in Oeiras Municipality
- N° 86) Malta 6: Menu Dose Certa

## Romania

- N° 92) Ilfov 1: Partnership for a clean environment, low waste and sustainable development in Region 7 Center
- N° 93) Ilfov 2: Waste Management Program in Piatra-Neamt
- N° 94) Ilfov 3: Ecotax on non-biodegradable plastic bags
- N° 95) Other leads: *Take back stations for reusable/recyclable WEEE*

## Spain

- N° 59) Roquetas 1: Campaign for responsible consumption of plastic bags
- N° 60) Roquetas 2: Hogares Verdes (es) - Green Homes (en)
- N° 61) Roquetas 3: Furniture Collection, Repair and Restoration
- N° 62) Roquetas 4: Communication tools for municipal waste prevention campaigns "-és+"
- N° 63) Roquetas 5: Municipal Waste Prevention and waste minimisation campaign in Santpedor

## Sweden

- N° 28) Karlskrona 1: Home composting in Karlskrona (fees)
- N° 29) Karlskrona 2: Food weighing in schools
- N° 30) Karlskrona 3: Alelyckan Re-use center
- N° 32) Karlskrona 5: Outside the Box - the game
- N° 33) Karlskrona 6: Garage sale second hand (flea) market Ronneby Brunn
- N° 34) Karlskrona 7: Sustainable families
- N° 35) Karlskrona 8: Filmen "En värld utan sopor" (movie "A world without waste")
- N° 36) Karlskrona 9: "Library" for borrowing clothes (Lånegarderoben)

## United Kingdom

- N° 1) ACR+ 1: Optimising packaging for organic food products
- N° 2) ACR+ 2: A Localised Junk Mail campaign Dorset County Council
- N° 3) ACR+ 3: Waste prevention at local authority operated swimming pools in Cork, Ireland
- N° 4) ACR+ 4: Love Food Hate Waste Campaign in Kent
- N° 5) ACR+ 5: The Community Projects Fund from North London Waste Authority
- N° 8) ACR+ 8: Grass Cycling Dorset County Council
- N° 82) Malta 2: The Real Nappy Campaign
- N° 83) Malta 3: Love Food Hate Waste campaign at national level
- N° 84) Malta 4: Courtald Commitment by retailers

## Part II. Full factsheets per Pre-waste partner

The 94 factsheets completed are listed by partner and 11 additional topics that have been suggested, but for which no full factsheets have yet been completed, are listed as “other leads” bringing the total to 105 good practices.

### *Numbered list per Project Partner*

#### **ACR+**

- N° 1) ACR+ 1: Optimising packaging for organic food products, UK
- N° 2) ACR+ 2: A Localised Junk Mail campaign Dorset County Council, UK
- N° 3) ACR+ 3: Waste prevention at local authority operated swimming pools in Cork, Ireland
- N° 4) ACR+ 4: Love Food Hate Waste Campaign in Kent, UK
- N° 5) ACR+ 5: The Community Projects Fund from North London Waste Authority, UK
- N° 6) ACR+ 6: Food Waste Prevention at Dundrum town Centre, Ireland
- N° 7) ACR+ 7: Developing a Waste Prevention Programme in Roscommon County Council workplaces, Ireland
- N° 8) ACR+ 8: Grass Cycling Dorset County Council, UK
- N° 9) ACR+ 9: Let's do it with Ferda (school project), Estonia
- N° 10) ACR+ 10: RUSZ (Repair guides and repair centers), Austria
- N° 11) ACR+ 11: Geschirrmobil (Vehicle for lending dishes at large scale festivities), Austria
- N° 12) ACR+ 12: Web-Flohmarkt (Web Flea Market), Austria
- N° 13) ACR+ 13: Ecomoebel – Reuse of furniture, Germany
- N° 14) ACR+ 14: Domestic Composting in Oeiras Municipality, Portugal

#### **Brussels Environment (IBGE)**

- N° 15) IBGE 1: Community workers "Eco-guides", Belgium
- N° 16) IBGE 2: "Unmasking" of consumer products by the Brussels Observatory of Sustainable Consumption, Belgium
- N° 17) IBGE 3: Thought-provoking exhibition on needs and consumerism "This is our waste... it is time", Belgium
- N° 18) IBGE 4: Anti-advertising sticker (stop-pub) with legal backing, Belgium
- N° 19) IBGE 5: Unmasking consumer products: Campaign promoting concentrated laundry detergents, Belgium
- N° 20) IBGE 6: Household food wastage prevention - accompanying behavioural change and quantifying impact, Belgium
- N° 21) IBGE 7: Promotion of decentralised composting, Belgium
- N° 22) IBGE 8: Accompanied waste prevention projects in schools, Belgium
- N° 23) IBGE 9: Dematerialisation in offices, Belgium
- N° 24) IBGE 10: Promoting Green public procurement - Waste prevention for the public sector, Belgium
- N° 25) IBGE 11: "Eco-dynamic" company certification scheme - green procurement and waste prevention/management for the private & public sector, Belgium
- N° 26) IBGE 12: Eco-taxation on disposable plastic bags, disposable kitchen utensils, food wrap & aluminium foil, Belgium
- N° 27) IBGE 13: NU-Spaarpas - The sustainable incentive card scheme, Netherlands

### **Karlskrona Municipality**

- N° 28) Karlskrona 1: Home composting in Karlskrona (fees), Sweden
- N° 29) Karlskrona 2: Food weighing in schools, Sweden
- N° 30) Karlskrona 3: Alelyckan Re-use center, Sweden
- N° 31) Karlskrona 4: Use more - waste less, Denmark
- N° 32) Karlskrona 5: Outside the Box - the game, Sweden
- N° 33) Karlskrona 6: Garage sale second hand (flea) market Ronneby Brunn, Sweden
- N° 34) Karlskrona 7: Sustainable families, Sweden
- N° 35) Karlskrona 8: Filmen "En värld utan sopor" (movie "A world without waste"), Sweden
- N° 36) Karlskrona 9: "Library" for borrowing clothes (Lånegarderoben), Sweden

### **Marche Region**

- N° 37) Marche 1: Home Composting, Italy
- N° 38) Marche 2: Reuse center: L'Alligatore, Italy
- N° 39) Marche 3: A drop towards Sustainability (water dispensers), Italy
- N° 40) Marche 4: Fair Hotel reducing packaging waste, Italy
- N° 41) Marche 5: Last Minute Market, Italy
- N° 42) Marche 6: Self service detergents in large retail, Italy
- N° 43) Marche 7: Ecolabel Legambiente Tourism (hotels), Italy
- N° 44) Marche 8: Food Marche Desk ONLUS, Italy
- N° 45) Marche 9: Fontemagna City (modern public water fountain), Italy
- N° 46) Marche 10: Vending machines for raw milk, Italy
- N° 47) Marche Region 11: "Bambini leggeri (Kids Light)" Washable nappies in the nursery and incentives for families, Italy
- N° 48) Marche Region 12: Pannolino Amico (Nappy Friend), Italy

### **ORDIF**

- N° 49) ORDIF 1: Collective composting for apartment buildings, France
- N° 50) ORDIF 2: A guide for repairing, selling and reusing goods, France
- N° 51) ORDIF 3: Promotion of eco-friendly gardening product with gardening shops, France
- N° 52) ORDIF 4: Promoting eco consumption in supermarket, France
- N° 53) ORDIF 5: Waste prevention campaign toward shopkeepers and artisans
- N° 54) ORDIF 6: Monitoring the evolution of eco-consumption possibilities in France
- N° 55) ORDIF 7: Control group for waste prevention, France
- N° 56) ORDIF 8: Travelling books, France
- N° 57) ORDIF 9: -10 % in a hotel, France
- N° 58) ORDIF 10: ADERE : a tool for eco-events, France

### **Roquetas de Mar Municipality**

- N° 59) Roquetas 1: Campaign for responsible consumption of plastic bags, Spain
- N° 60) Roquetas 2: Hogares Verdes (es) - Green Homes (en), Spain
- N° 61) Roquetas 3: Furniture Collection, Repair and Restoration, Spain
- N° 62) Roquetas 4: Communication tools for municipal waste prevention campaigns "-és+", Spain
- N° 63) Roquetas 5: Municipal Waste Prevention and waste minimitation campaign in Santpedor, Spain

### **Sofia Municipality**

- N° 64) Sofia 1: Differentiating of a tax "household waste" for the juridical persons, Bulgaria
- N° 65) Sofia 2: Good waste prevention communication practices in Sofia municipality, Bulgaria
- N° 66) Sofia 3: Agreements with a big commercial shops for reducing plastic bags and the amount of waste, Bulgaria
- N° 67) Sofia 4: Household composting in homes (and kindergardens & schools), Bulgaria
- N° 68) Sofia 5: Separate collection of textiles for reuse and recycling, Bulgaria
- N° 69) Sofia 6: Campaign about use of rechargable batteries and accumulators, Bulgaria
- N° 70) Sofia 7: Reducing packaging materials used for plastic bottles, Bulgaria



### **Tampere Regional Solid Waste Management Ltd**

- N° 71) Tampere 1: Gabriella Kaatis - Puppet theatre project ("Gabriella the Dump on Diet), Finland
- N° 72) Tampere 2: Calendar with hints of waste prevention, Finland
- N° 73) Tampere 3: Education on back-yard composting, Finland
- N° 74) Tampere 4: Second-hand market on the Internet, Finland
- N° 75) Tampere 5: Reel Time Film Festival, Finland
- N° 76) Tampere 6: Ecofellows Ltd, waste prevention services, Finland
- N° 77) Tampere 7: Nuukuusviikko, Using less - Living more Week, Finland
- N° 78) Tampere 8: Waste Prevention Kit for Enterprises, Education and Households, Finland
- N° 79) Tampere 9: Waste prevention in Hospitals (paper & food), Finland
- N° 80) Tampere 10: Looking for the Lost Eco-Knowledge, Finland

### **WasteServ Malta Ltd**

- N° 81) Malta 1: Eco-point system in Crai supermarkets (selling in bulk), Italy
- N° 82) Malta 2: The Real Nappy Campaign, UK
- N° 83) Malta 3: Love Food Hate Waste campaign at national level, UK
- N° 84) Malta 4: Courtauld Commitment by retailers, UK
- N° 85) Malta 5: Local Authority Prevention Demonstration Programme, Ireland
- N° 86) Malta 6: Menu Dose Certa, Portugal
- N° 87) Malta 7: Clever Akafen Eco-label (on paints & rechargeable batteries), Luxembourg
- N° 88) Malta 8: Change in landfilling and recycling fees, Malta
- N° 89) Malta 9: Education Campaign in Schools, Malta
- N° 90) Malta 10: Environmental Education for the unemployed, Malta
- N° 91) Malta 11: Care Creates Change in People's Lives and the Environment, Malta

### **Ifov County**

- N° 92) Ifov 1: Partnership for a clean environment, low waste and sustainable development in Region 7 Center, Romania
- N° 93) Ifov 2: Waste Management Program in Piatra-Neamt, Romania
- N° 94) Ifov 3: Ecotax on non-biodegradable plastic bags, Romania

### **Other leads**

- N° 95) Other leads: Take back stations for reusable/recyclable WEEE, Romania*
- N° 96) Other leads: Voluntary agreements with certain sectors on reusable dishes, Germany*
- N° 97) Other leads: Tax break for home composting, Italy*
- N° 98) Other leads: Legal framework for food donations - Good Samaritan Law, Italy*
- N° 99) Other leads: Ban on disposal crockery, Germany*
- N° 100) Other leads: National quota for reusable packaging for deposit scheme, Germany*
- N° 101) Other leads: Refillable packaging credits, Belgium*
- N° 102) Other leads: Voluntary agreements to reduce plastic bags, Luxembourg*
- N° 103) Other leads: Waste Management Plan with waste reduction targets, Belgium*
- N° 104) Other leads: "Das abfallarme Geschenk 2007" guide for the dematerialisation of gifts, Austria*
- N° 105) Other leads: GreenEvent webplatform and awards, Belgium*

## ACR+

### 1) ACR+ 1: Optimising packaging for organic food products, UK

**Level of implementation:** National

**Scale:** Roll out (Full scale)

**Geographical area:** UK

**Target Audience (including number & unit):** Households in UK, producers/distributors of organic food

**Waste fraction:** Packaging - Packaging of organic food products

**Initiator/coordinator:** Project funded by WRAP (UK government organisation), and coordinated by the soil association organic standards

**Other actors involved:** producers/distributors/retailers of organic products

**Description:** The objective of the project was to include packaging recommendations respectfully with the environment and functional for organic food standards. To that end, a group of experts wrote a 70-page guide, 'Reduce, Reuse, Recycle: a guide to minimising the environmental impact of packaging' to provide practical advice on how to minimise, reuse, recycle packaging, and to use recycled content. The guide was distributed to all the licenses to help them to change their packagings. In 2007 the organic food standards included the packaging recommendations and The Soil Association started to inspect in January 2007. To test and improve these best practices, this guide, three pilot projects were carried out in 2006, hereunder:

Pilot project 1:

Sheepdrove Farm, used for the mail deliveries only a standard cardboard, the introduction of two sizes of cardboard (a 'mini box' for orders up to 6kg and a 'chicken box' for orders up to 10kg). The customers liked the more functional small box, furthermore a reduction of 7 tonnes of packaging, approximately 23%, was estimated.

Pilot project 2

Duchy Originals Ltd worked with its biscuit maker, Walker's Shortbread, to achieve weight changes, the size of glue flaps on the cartons was reduced and thinner cartonboard used. The results shown a reduction of 9 tonnes of packaging yearly which correspond a reduction of the 11%

Pilot Project 3

Green & Black's Ltd examined the packaging implications of its hot drinking chocolate and assessed possible light weighting; options were introduced plastic reusable glasses and porcelain glasses. It also conducted a study to analyse the client's perception of the change. The target was reducing a 15% of packaging, the process is still underway.

**Years (start to end):** 2005-2007

**Resources (budget & staff):** N.A.

**Results:** Include packaging standardisation best practices on the organic food lessens issues by The Soil Association

Demonstrated reduction by implementing best practices in two pilot projects until 23% of packaging consumption.

**URL and/or contact:** retail team at WRAP [retail@wrap.org.uk](mailto:retail@wrap.org.uk)

**CP4 indicators:** detailed data

## **2) ACR+ 2: A Localised Junk Mail campaign Dorset County Council, UK**

**Level of implementation:** Local

**Scale:** Pilot

**Geographical area:** Municipality of Dorset

**Target Audience (including number & unit):** Households in Dorset County

**Waste fraction:** Paper - Reduced the amount of paper delivered by junk mail

**Initiator/coordinator:** Project funded by the Department of Environment, Food and Rural Affairs (DEFRA), UK, as a part of this overall study campaign Waste and Resources Evidence Programme. The project was carried out in partnership with East Dorset District Council.

**Other actors involved:** producers/distributors/retailers that use mail for publicity proposes

**Description:** Activities in the overall campaign included the promotion of the waste reduction packs leading with the junk mail message, Smart Shopping, home composting and an intensive door to door canvassing campaign. Corfe Mullen received the most comprehensive intervention mix. Door to door visits were made in Corfe Mullen in summer 2006. The junk mail message proved an effective hook to engage in conversation on the doorstep. Where residents expressed an interest in reducing junk mail canvassers explained the options and offered to fill the Mailing Preference Form and Opt Out Form in for people there and then. The packs were also promoted at a series of events between February and December 2007. Junk Mail flyers for static A5 plastic stands were made available in public areas such as retailers and reception venues. The Dorset Waste Reduction Packs were produced to support a range of campaign activities. Leaflets were designed so the residents could take the whole pack or any number of the leaflets. Junk mail leaflets proved to be the most popular component of the pack.

**Years (start to end):** 6 weeks campaigning period in 2006

**Resources (budget & staff):** not available

**Results:** The evaluation provides a measure of overall effectiveness of the entire intervention mix but cannot separate out the impact of individual campaign activity. The overall campaign including junk mail promotions may be responsible for the average level of waste arisings per household per week falling by around 0.5kg per annum whereas the county-wide trend would have suggested a 0.5kg increase

- High take up of waste reduction packs - 86% of residents canvassed accepted a pack.
- Nearly 40% of residents canvassed signed up to the MPS on the spot.
- MPS data showed a 55% increase while data indicates the average regional increase over the same timescale was around 45% .
- 1,287 residents were canvassed over a 6-week campaign period.

**Main Difficulties:** Key Learning Points

- Junk mail was a hook to get people interested in other waste prevention activities.
- Explaining how to stop junk mail face to face, then offering to fill the Mailing Preference Form and Opt Out Form in for people was key. This meant that they 'made the sale' then and there.
- The council believes the success of the door to door canvassers was being able to provide a whole range of information about the council. When using junk mail as a conversation starter, it was found that, as the conversation progressed, canvassers needed to be almost community advisers, which built up trust with householders at the doorstep.

**URL and/or contact:** WRAP [info@wrap.org.uk](mailto:info@wrap.org.uk)

**CP4 indicators:** detailed data

### **3) ACR+ 3: Waste prevention at local authority operated swimming pools in Cork, Ireland**

**Level of implementation:** Local

**Scale:** Roll out (Full scale)

**Geographical area:** Municipalities of Mallow and Fermoy (Cork County)

**Target Audience (including number & unit):** Swimming pools users and staff in Mallow and Fermoy.

**Waste fraction:** Bulky or other - Reduce the amount of waste produced by swimming pool user's and staff, and implement savings in electricity and water consumption.

**Initiator/coordinator:** The Environmental Protection Agency EPA of Ireland launched in 2006 the Local Authority Prevention Network (LAPN) that aimed to develop best practices to reduce waste with a series of pilots projects coordinated by local authorities. In this study case the c

**Other actors involved:** Swimming pools users and staff in Mallow and Fermoy pools.

#### **Description:**

Initiative

Cork County Council implemented a waste prevention and environmental awareness training initiative at Cork County Council owned swimming pools. The target audience included pool users, predominantly school children, and also the Council's staff working at these locations. The three participating pools were Fermoy and Mallow in North Cork, and Dunmanway in West Cork.

Actions

- In House training for staff on waste prevention techniques
- In-house waste audits
- Introduction of waste prevention-elimination programmes
- Introduction of awareness raising program for customers

**Years (start to end):** 6 weeks campaign period in 2006

**Resources (budget & staff):** not available

**Results:** Mallow pool

- Significant savings were made on water usage, and recycling & solid waste prevention steps were implemented. A 7 % reduction in solid waste per swim was achieved [13 g/swim].
- Energy audits identified short, medium and long term improvements - the short and medium term improvements are being implemented. A benchmark of 14.66 kWh/customer/year was calculated.

Fermoy Pool

- Total energy consumption was reduced by 83,544 kWh.
- Total energy consumption was reduced by 278,140 kWh (by switching to geothermal).
- Considerable water savings were achieved. Weekly water meter reading introduced greater control on water – with a faster reaction time to elevated usage. The sand filters were changed and are now operating more efficiently.
- Recycling & solid waste prevention steps were implemented, leading to reductions in 2008 from 9.6 to 5.8 g/ swim.
- Like Mallow, energy audits identified short, medium and long term improvements to be made – the short and medium improvements currently being implemented.
- Fermoy pool had a geothermal pump installed during this period. Energy rating for the building has improved from D1 to C2.
- A benchmark of 11.69 kWh/customer/year was calculated.
- Due to the installation of the geothermal pump, the effectiveness of energy conservation alone cannot be reported separately.

**URL and/or contact:** Dr. Mary stack, Cork County Council, Iniscarra, Co. Cork 021 30500;

[Mary.stack@CorkCoCo.ie](mailto:Mary.stack@CorkCoCo.ie)

**CP4 indicators:** detailed data

#### **4) ACR+ 4: Love Food Hate Waste Campaign in Kent, UK**

**Level of implementation:** Regional                      **Scale:** Roll out (Full scale)

**Geographical area:** Kent County Council

**Target Audience (including number & unit):** 566,000 households

**Waste fraction:** Bio-waste - Prevention to reduce the food waste in household

**Initiator/coordinator:** Kent County Council with the support of WRAP (UK's government entity)

**Other actors involved:** Food suppliers in Kent county council

**Description:** In 2006, WRAP started to study and promote reduction of food waste in British household. A communication campaign was designed to be supported by local authorities and provided them with communication material, guidance and economical finance. The objective was to reduce the amount of food wasted in households by committing inhabitants.

Kent County Council took the lead in working closely with WRAP to deliver a local Love Food Hate Waste campaign.

The campaign focused on two key elements: raising awareness and a call to action.

Raising awareness of the issue and the need to act was communicated in a variety of ways:

- An intensive outdoor media campaign on the high street including high profile billboards, bus backs, adshells and posters
- A high profile PR campaign working closely with the local press
- A number of the partners complemented the partnership work with district specific activities; and
- Partnership working with all 76 of the local independent Grocers in Kent to give them posters and leaflets so that they could work with their own customers to reduce food waste.

Targeted communications to demonstrate 'what you can do'. Focused on:

- 'Personal case studies' from members of the public;
- A business partnership programme to reach the staff of the largest organisations in the County; and
- Targeted road shows

**Years (start to end):** 12 months 2006/2007

**Resources (budget & staff):** Approximate spent: £0.30p, per household £162,152.

**Results:** • Committed Food Waste Reducers (CFWR) rose from 10% to 20% in just 5 months.

- The predicted diversion is 4,287 tonnes over a 12 month period.<sup>1</sup>
- Over one third of respondents to the survey indicated that they have seen or heard of one or more campaigns, promotions or advertising.

**URL and/or contact:** Paul Vanston KCC Behaviour Change Programme Manager; and Kent Waste Partnership Programmes & Projects Manager

Email: Paul.Vanston@kent.gov.uk Mobile: +44 (0)7920 428476 Desk: +44 (0)1622 605972

Emma Marsh Local Communications Advisor

Direct: 01295 819666

**CP4 indicators:** detailed data

## **5) ACR+ 5: The Community Projects Fund from North London Waste Authority, UK**

**Level of implementation:** Regional

**Scale:** Roll out (Full scale)

**Geographical area:** North London

**Target Audience (including number & unit):** Potential community composting association, NGO and neighbours associations...

**Waste fraction:** Bio-waste - Green/garden waste, food waste, organic fraction of households waste

**Initiator/coordinator:** The Community Compost Fund (CCF)

**Other actors involved:** Borough North London officers

**Description:** The Community Compost Fund (CCF) was set up in 2005 to provide funding to organisations that are running or want to run community composting projects. From 2008/09 the Fund has supported all types of community waste diversion activities and was renamed the Community Projects Fund (CPF). Community composting projects have continued to be amongst the recipients for support.

The original aim of the Fund was to increase composting in North London.

The objectives were:

- To provide small grants to increase the capacity of community composting projects; and
- To encourage consortium working between community composting groups within the North London Waste Authority (NLWA) area.

London Community Recycling Network (LCRN) ran and administered the Fund during 2005 and is doing so in 2009-10.

They have been involved to a greater or lesser extent in the intervening years. NLWA pays an administration and application support fee to LCRN to manage the scheme; in 09/10 this cost £8-9,000.

The fee also covers project support such as running workshops for groups and borough officers.

**Years (start to end):** 2005 / 2009

**Resources (budget & staff):** The project costs £25,000 a year for the Fund, up to £10,000 for administration and project support plus officer time (~25 days)

**Results:** Since 2005, approximately 2,000 people have participated directly in community composting projects. The diversion achieved by the CPF varies greatly from project to project and it is not possible to give a total diversion for the Fund. Some projects funded are summarised below:

- The Heathview project, Camden. The group applied for £540 capital funding for a shredder and an additional tumbler, to increase their composting capacity from 270 litres to 610 litres. The planned participation in the scheme was 55 households and the additional capacity allowed an extra 340 litres of food waste to be composted weekly, which is equivalent to 3.53 tonnes/ year. Assuming an 8 year depreciation period, the cost per tonne was £20.
- The Hackney Allotment Society project. The group applied for £2,000 capital funding to buy a shredder and to build communal composting units to replace individual units, creating more space for growing and increasing composting capacity. The cost per tonne was £8. Based on these and other projects allocated funding, the average cost per tonne of diverted bio-waste in 2008/09 to NLWA was between £8 and £20 per tonne (excluding administration and staff time).

**Main Difficulties:** Key Learning Points

- Partnerships made the scheme more effective – it has been useful transferring the administration to LCRN to release NLWA officer time.
- It is important to maintain contact with organisations after funding has been allocated to support, encourage and motivate them.

- Make sure the community groups know who to get in contact with if they need help or want support. Running the application process through the borough officers makes this clearer for the community groups.

**URL and/or contact:** Dimitra Rappou  
Waste Prevention Officer  
Email: [Dimitra.Rappou@NLWA.gov.uk](mailto:Dimitra.Rappou@NLWA.gov.uk) Tel: 020 8489 5366 Web: [www.nlwa.gov.uk](http://www.nlwa.gov.uk)

**CP4 indicators:** detailed data

## **6) ACR+ 6: Food Waste Prevention at Dundrum town Centre, Ireland**

**Level of implementation:** Local

**Scale:** Pilot

**Geographical area:** Municipality of Dundrum

**Target Audience (including number & unit):** Producers and retailers

**Waste fraction:** Bio-waste - Reduction in food waste and plastic bags

**Initiator/coordinator:** The Environmental Protection Agency EPA of Ireland launched in 2006 The Local Authority Prevention Network (LAPN) that aimed developed best practices to reduce waste with a serie of pilots projects coordinated by local authorities. In this case study the coordinator is Dundrum county council.

**Other actors involved:** Dundrum town centre management and operators staff

**Description:** Greyhound Recycling & Recovery manage the waste on behalf of Dundrum Town Centre Management Ltd. for the 140 units in the Centre with the exception of Tesco, Marks and Spencer Pennys and House of Fraser who have national contracts for their waste management. To do this Greyhound Recycling and Recovery have four staff teams on site on two shifts who are responsible for collecting waste from some of the food outlets in wheelie bins and for the sorting of segregated waste to balers or compactors in the materials recovery facility in the basement of the Centre.

In the project the staff was trained to assist in the waste characterisation surveys at the beginning and the end of the programme and, in conjunction with the account manager, in training the producers to develop a culture of food waste prevention at source in all outlets.

Activities

A 5 day survey of the wastes generated in the centre was carried out. During this audit 16 tonnes of mixed wastes were monitored

Wastes were attributed to individual units and this was used to identify the major waste producers

**Years (start to end):** 6 weeks campaigning period in 2006

**Resources (budget & staff):** not available

**Results:** • Based on the work of the LAPD team a new contract with a waste management company was drawn up. This had, at its core, a determination to reduce wastes removed from the centre through improved segregation and prevention through education of the staff in the main food serving areas.

• Based on the contracts that exist between the centre and the individual units, there is no incentive to reduce waste volumes. The major waste producer was identified during the waste audits and, based on this experience, the centre management aim to change their contract terms to ensure that waste costs are not based on a flat fee, but rather on volume – thereby creating an incentive for individual units to reduce their wastes at source.

• Based on audit findings improved signage and staff education took place.

• A number of internal pilot improvements were made and these were to be rolled out at the project end. These include waste segregation training programmes as part of staff induction, the use of graphics and multi-lingual text on waste management signage, and ongoing monitoring and rejection of non complying recyclable bags.

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**CP4 indicators:** detailed data



## **7) ACR+ 7: Developing a Waste Prevention Programme in Roscommon County Council workplaces, Ireland**

**Level of implementation:** Local

**Scale:** Pilot

**Geographical area:** Municipality of Roscommon

**Target Audience (including number & unit):** Staffs, workers of Roscommon County town centre, in 2009 were working 706 people.

**Waste fraction:** several - office material besides energy and water reduction.

**Initiator/coordinator:** The Environmental Protection Agency EPA of Ireland launched in 2006 The Local Authority Prevention Network (LAPN) that aimed developed best practices to reduce waste with a serie of pilots projects coordinated by local authorities. In this study case the co

**Other actors involved:** Staff of Roscommon county council

**Description:** Activities focus

The project looked to identify and implement preventive initiatives for waste, water and energy for internal Roscommon County Council (RCC) activities.

The project included:

- Waste reduction: waste audit results at the project start were used to generate visual metrics such as kg/day per department; kg per employee per department; waste composition and recycling rates. offices, library and arts centre were included in the waste reduction aspect.
- Consumables: single/double sided printing by department tracked and analysed. Costs of printer cartridges by type and department tracked. Large quantities of single use envelopes used internally were identified.
- Water conservation: a review to identify water saving opportunities in buildings.
- Energy reduction: electricity accounts analysed; meter tracking and EMAP implementation; green team out of hours surveys; awareness campaign to reduce out of hours energy usage; green electricity procurement evaluated.
- A green team was established and used to identify projects in each of the above areas and assist with those implemented. Management commitment was made. Green zone intranet established. Staff survey carried out.

**Years (start to end):** 6 weeks campaign period in 2006

**Resources (budget & staff):** N.A.

**Results:** • Waste: A binless system for desks was introduced across all offices and the library, together with segregated bin stations. The various measures resulted in a drop from 46 tonnes of waste generated per annum to 40 tonnes of waste per annum. A shift from 21% recycling & reuse to 83% recycling & reuse was also achieved; paperless river catchment surveys were implemented.

- Consumables: switched to recycled paper; purchased and implemented internal envelopes; implemented an electronic database for tracking printer consumables.
- Energy: review of the 20 largest electricity accounts (all in water services) – identified potential savings in charges of €36,000 avoidable wattless and MIC charges. offices: timer switches for copiers and vending machines.
- Roscommon County Council is in the process of implementing more of the recommendations identified.

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**CP4 indicators:** detailed data

## **8) ACR+ 8: Grass Cycling Dorset County Council, UK**

**Level of implementation:** Local

**Scale:** Pilot

**Geographical area:** Dorset County Council (DCC)

**Target Audience (including number & unit):** People with garden if they

- Maintained a lawn between 40 and 250 square metres in area;
- Mowed at least once per week between March and October;
- Were prepared to rake up any leaves before mowing; and
- Were prepared to try grass-cycling (leaving clipp)

**Waste fraction:** Bio-waste - Reduce the amount of green waste

**Initiator/coordinator:** Dorset County Council (DCC)

**Other actors involved:** Centre for Alternative Technology

**Description:** As part of their five-year waste reduction strategy, Dorset County Council (DCC) sought to reduce the 1500 tonnes of garden waste they pay to compost annually. They planned a trial of 'grass-cycling' – a lawn maintenance practice that entails leaving grass-clippings where they fall, instead of collecting them, and allowing them to decompose and return some nitrogen to the soil. This can be achieved using either powered 'mulching' mowers, or manual push-mowers. DCC studied the acceptability of this practice with twenty volunteers, using manual mowers.

**Years (start to end):** April to October 2008

**Resources (budget & staff):** Budget: 1600.

Staff : Masters Student, 2 Council officers, 20 volunteers

**Results:** • Over sixty percent of the householders selected judged that they were easier to push than their own powered mowers. The remaining thirty-seven percent found them harder to push, but this did not dissuade them from continuing the trial. Near the end of the trial, when asked if they would recommend a manual mower to others, all but one said they would.

- A quarter of the householders said that the grass-clippings disappeared more slowly than they had expected, but the remainder said they had disappeared as quickly or quicker than they had thought they would.
- All householders said their grass looked the same, or better, than it had the previous year. In September, all of the respondents expressed their intention to continue grass-cycling at least some of the time, and a third said they would do it every time they cut the grass. Only one person said they would not recommend grass-cycling to others, the rest said they would.
- The majority said it took less time to grass-cycle with their manual mower than it did to cut the grass with their powered mower. All but three were spending the same amount of time, or less time, maintaining their lawns.
- Grass-clippings were trodden into the home, and this was a problem at some point for all but four of the householders. In particular, it proved a problem for dog owners, and households with small children.

**Main Difficulties:** Not advisable using manual mower if:

- The area mowed is more than 250 square metres;
- Mowing frequency is less than once every ten days;
- Residents are away a lot, to the point that grass would be too long for the mower to tackle on return;
- Residents are not prepared to rake up leaves before mowing in the autumn;
- Residents get lots of small twigs on the lawn that could jam the mower; and
- Residents mind if animals or children tread grass-clippings into the house;
- Demonstrating the mowers was key to acceptance and the practice spread quite naturally to neighbours.

- Grass-cycling should be promoted as one of the options for dealing with bio-waste not as a promotion in itself. Home composting has the ability to deal with more types of garden waste and compost bins are cheaper.

**URL and/or contact:** Marten Gregory, Waste Reduction Officer; Dorset County Council,  
Tel: 01305 228672 Fax: 01305 224961

**CP4 indicators:** detailed data

## **9) ACR+ 9: Let's do it with Ferda (school project), Estonia**

**Level of implementation:** National

**Scale:** Pilot

**Geographical area:** Pärnu

**Target Audience (including number & unit):** Pupils and teachers. In opening action in Pärnu Kuninga Basic School participated all 5th level, 50 pupils+teachers. Some schools were interested about the lectures already during the EWWR Week, so all over Estonia around 1000 people already participated.

**Waste fraction:** several - all types (general awareness raising action about waste prevention)

**Initiator/coordinator:** Environmental Board (Estonian Ministry for the environment)

**Other actors involved:** Pärnu Kuninga Basic school

**Description:** The action "Let's do it with Ferda" was an introducing action to environment education programme of waste reduction theme for pupils in basic level. Environmental Board edited an educational map for pupils and teachers "Ferda Reduces Waste" where simple facts and tips are written. The map is side information to lectures (also put together by Environmental Board). The introducing action took place on 24th of Nov in Pärnu Kuninga Basic school where 2h lecture was held together with some practical games how to avoid and reduce waste at home and at school. The originality of this action is that it actuated a new educational programme "Let's do it with Ferda" for kids in age 5-15. School and kindergarden teachers can order a lecture for free to their school in all over Estonia. The purpose of this programme is to pay attention to the waste reduction, reduction possibilities and the needs to minimize waste amounts. This educational programme helped to bring school education closer to everyday life specially if speaker comes outside the schoolstructure. "Let's do it with Ferda" is first this kind over-Estonia programme focusing to waste avoidance and reduction. Thanks to EWWR week what was the starter of this concrete programme, it also put a start to larger cooperation with the Police Board, the Rescue Board and the Citizen initiative group "Let's do it! My Estonia" where young volunteer actors play as mascots. Ferda is an ant in environment area, a little dog in police area and a lion Leo in rescue area. So the free educational programme now will be named "Let's do it with..."

**Years (start to end):** 2009 until now

**Resources (budget & staff):** not available

**Results:** The action was carried out on the awareness rising purposes. As this action introduced the over-estonian environment education programme in waste reduction theme, it has large impact of awareness rising in 5-15 year old children. School programmes itself don't pay enough attention to waste theme yet. Kids were very attentioned in lectures, specially interested in practical workshops and about information how much energy takes production of new cell-phones, plastic bottles etc and what damage it causes for environment. The educational map was given to every kid so they could take it home, remind everything told and to educate also their parents. Institutions or NGOs coordinating environment education in regions can edit a waste awareness programme about waste reduction. The programme could be targeted for different children age groups, so lectures are varied - for little kids more games, for older kids more facts, workshops about how to re-use things in new way, site visits. A booklet with simple facts, attractive pictures and simple tips should be included.

**URL and/or contact:** Merle Kiviselg (Estonian Environmental Board)  
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**CP4 indicators:** detailed data

## **10)ACR+ 10: RUSZ (Repair guides and repair centers), Austria**

**Level of implementation:** Local

**Scale:** Roll out (Full scale)

**Geographical area:** Municipalities of the largest Austrian towns (Vienna, Linz, Graz)

**Target Audience (including number & unit):** All private consumers and owners from electric/electronic equipment.

**Waste fraction:** Bulky or other - Bulky waste, WEEE

**Initiator/coordinator:** The municipalities of the larger Austrian towns (Vienna, Linz, Graz)

**Other actors involved:** not available

**Description:** The municipalities of the largest Austrian towns (Vienna, Linz, Graz) and some regional administrations have developed a repair/lending/second hand guide, as leaflet and/or internet based with search functions, containing repair tips and the addresses of repair/lending/second hand companies. A special initiative of the Vienna municipality is the R.U.S.Z. (Reparatur und Service Zentrum – Repair and Service Center), where jobless persons are trained in repairing skills, repair goods at affordable prices and disassemble electronic equipment so that hazardous and non-hazardous waste are separated. Mostly repaired are electronic and electrical devices of households. In the repair centers also bicycles frequently get treatment for life time extension. R.U.S.Z created an enormous demand for repair services which seeded the Repair Network Vienna, a network of some 60 private, profit oriented repair companies followed by another three repair networks in Austria ([www.repanet.at](http://www.repanet.at)). The environmental innovative and job creating mission of R.U.S.Z is partially based upon the successful lobbied WEEE legislation: As a founding member of the EU umbrella for Social Economy RREUSE Sepp Eisenriegler is responsible for the priority of reuse of electrical and electronic waste within the WEEE Directive together with other board members.

**Years (start to end):** The strategy “Full service for Sustainability” within the Social Economy Enterprise R.U.S.Z started in 1998 and is still ongoing

**Resources (budget & staff):** From 1998 to 2007 R.U.S.Z was commissioned by the Viennese labour administration (AMS) to reintegrate elderly longterm unemployed and disabled. In these ten years R.U.S.Z (and D.R.Z) was funded with € 35.000,- per transitory work place per year on the average (which was about 3 Mio. Euros in 2007). R.U.S.Z was transformed into a nonprofit private enterprise in 2008 and successfully covers its costs meanwhile. It follows its mission though and employs only long-term unemployed and disabled on an unlimited basis.

**Results:** Got started with disassembling old household appliances, such as washing machines and dishwashers from Vienna's waste collection centres, R.U.S.Z quickly turned into the first address for repair services of different kinds of electrical and electronic equipment in Vienna. During the first 10 years Repair and Service Centre R.U.S.Z transferred 300 former long-term unemployed and disabled into regular jobs and stabilized another 400 people at risk. It prevented 10.000 tons of Waste from electrical and electronic equipment (WEEE) focusing at the extension of the utilisation phase of household appliances, consumer electronics and IT. R.U.S.Z also offers second hand appliances, a handyman service and energy consulting for poor households at reasonable prices. For Vienna it is estimated that the R.U.S.Z. repair center leads to a reduction of 10 kt or 25 % of electronic waste per year. In addition the amount of hazardous waste is reduced, by removing all non-hazardous parts from the electric and electronic waste. In total of Vienna about 14 kt/a of electronic waste is prevented by all repair enterprises, 224 tons/a by lending electronic/electrical equipment and 157 tons by second hand utilization. It can be estimated from the data given, that by repair measures the lifetime of electric equipment is extended by 25 % and that the average household can save about 75 €/a. The repair guides are a success as the public administration provides information and a

platform on which the consumers can contact the industry for receiving sustainable services. The R.U.S.Z. can be considered as successful initiative of the public to provide service while reducing the unemployment, increasing the level of skills and fostering local de-central economy.

**Main Difficulties:** Key points for success:

- Partnership and cooperation between partners. Cooperation only works if both sides gain from it.
- Cooperation with unions has been important in the success of the project, as have key relationships with departments of the Vienna Municipality, particularly the waste management and transport departments (this was vital as the ESF did not provide financial support for this aspect of the work).
- Cooperation with politicians and City Administration – this is important for innovative projects. It was essential in setting up arrangements with industrial interest groups.
- Develop national and international networks, to combat lobbying and to improve business conditions.
- Use the press and other means of marketing and communication. People now take pride in the Repair and Service Centre as a Viennese innovation and an international example of excellence. Stories from school computer donations, for example, are reported on local TV. BBC World has put a contribution about R.U.S.Z on air as well.
- Keep in touch with researchers, for example experts in Life Cycle Analysis, to support arguments for reuse and waste prevention. There is a need to think of resources from the start of the raw materials, not from when they are first used, to give the true cost of production.
- Move to sustainable services and to a process orientation rather than product orientation. Provide service contracts for repair. Discuss energy saving options with customers to fully meet their needs.

**URL and/or contact:** Sepp Eisenriegler, MBA:

- CEO at “Repair and Service Centre R.U.S.Z”
- Chair of the national umbrella for Social Economy Associations “Repair Network Austria, RepaNet”
- President of the EU umbrella for Social Economy Associations “Reuse and Recycling EU”

**CP4 indicators:** detailed data

## **11)ACR+ 11: Geschirrmobil (Vehicle for lending dishes at large scale festivities), Austria**

**Level of implementation:** Local

**Scale:** Roll out (Full scale)

**Geographical area:** Municipalities of the largest Austrian towns (Vienna, Linz, Graz)

**Target Audience (including number & unit):** A) Organizers of festivities and retailers of food and drinks; (b) All consumers participating at large scale feasts

**Waste fraction:** Bulky or other - One way dishes, drinking containers and cutlery to be replaced by reusables

**Initiator/coordinator:** The municipalities of the larger Austrian towns (Vienna, Linz, Graz)

**Other actors involved:** not available

**Description:** The municipalities of the larger Austrian towns (Vienna, Linz, Graz) all have taken initiative to reduce the amount of waste generated at big festivities. This is implemented by a wide variety of measures. Linz prohibited the utilization of one-way dishes and made an intensive information campaign for retailers of food and drinks how to reduce waste, while Vienna asked the management of festivity organization companies in the property of the municipality to introduce reusable dishes and tendered for reusable dishes when organizing feasts itself. Each town has purchased at least one car for lending reusable dishes to private feast organizers. The rent in Vienna is 140 €/day. In the year 2000 such a car was in use on 184 days, supporting 27 different events. A second car would have been necessary to serve in parallel on 73 days.

**Years (start to end):** 2000 until now

**Resources (budget & staff):** not available

**Results:** It is estimated that the lending dish vehicle saved 17 tons or 115 m<sup>2</sup> of waste within 5 years. In Linz the amount of waste was reduced by 30 %, due to prohibition of one way dishes and intensive information. For festivities with more than 500 participants the utilization of the lending dish vehicle (with a capacity of serving up to 6,500 participants) is more economic than one way systems. The clean up of cities after big feasts in the street or public estates is a major costs factor for municipalities. The application of waste prevention measures can make clean up work easier and reduce costs.

**Main Difficulties:** it appears that a minimal size of the event is needed in order to make this solution economically efficient

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[www.wien.gv.at/ma48/abfall/service-veranst.htm](http://www.wien.gv.at/ma48/abfall/service-veranst.htm)

**CP4 indicators:** detailed data

## **12)ACR+ 12: Web-Flohmarkt (Web Flea Market), Austria**

**Level of implementation:** Local

**Scale:** Roll out (Full scale)

**Geographical area:** Vienna

**Target Audience (including number & unit):** All consumers who have goods that are still functioning but that they don't need anymore

**Waste fraction:** Bulky or other - Goods that can be exchanged on a second hand market

**Initiator/coordinator:** The municipality of Vienna

**Other actors involved:** not available

**Description:** The Web Flea Market is an internet based exchange platform for consumer goods, construction tools and materials and gardening equipment. The Vienna Environmental Protection Department has set up its own Web-hand market. On [www.webflohmarkt.wien.at](http://www.webflohmarkt.wien.at), people can advertise freely Vienna and the Viennese about their offers and demands. On the information pages, the website also provides the location of places where people can repair something or borrow some goods.

The Vienna web flea market is free of charge. Unlike commercial exchange or action, the web site is arranged very clearly and spare users with annoying advertisements.

The Web flea has several departments: household goods, toys, sports and leisure goods, office equipment and facilities and children's furniture. The administration of the City of Vienna also uses the Web flea market for office equipment and nursery furniture. Functional components, used tools, or old machines can be found in the component market. The garden market is where accessories for the garden, the swimming pool or the glass house are exchanged, as well as excess plants or seeds.

**Years (start to end):** not available

**Resources (budget & staff):** not available

**Results:** not available

**Main Difficulties:** only limited to the Vienna region; needs internet connection

**URL and/or contact:** <https://www.wien.gv.at/webflohmarkt/internet/>

**CP4 indicators:** detailed data



### **13)ACR+ 13: Ecomoebel – Reuse of furniture, Germany**

**Level of implementation:** Local

**Scale:** Roll out (Full scale)

**Geographical area:** Municipalities of the largest Austrian towns (Vienna, Linz, Graz)

**Target Audience (including number & unit):** Furniture users, waste management organization, local authority associations, handicraftsmen (carpenters, restorers, glaziers, cushion makers, artists), furniture commerce, designers.

**Waste fraction:** Bulky or other - Furnitures

**Initiator/coordinator:** Institute of Environmental Research (INFU), University of Dortmund

**Other actors involved:** Entsorgung Dortmund GmbH (waste management organization), Fraunhofer-Institute for Material Flow and Logistics and others

**Description:** ecomoebel is the name of an innovative network for the reconditioning and marketing of used furniture. It is a cooperation-network with many partners, e.g. handicraftsmen, commerce, service providers and scientific organisations, in Dortmund, a city in the industrialized Ruhr area of Germany. Restorers, furniture customers, a waste management organization (Entsorgung Dortmund GmbH), scientific organisations, such as the Institute of Environmental Research (University of Dortmund) and the Fraunhofer-Institute for Material Flow and Logistics, planners, marketing and computer specialists, artists and designers are working together on this idea. The basic idea of the project is to combine the activities and know how of companies, organisations and small trade, acting thus far in an isolated manner, at a regional level. This idea is supported by the Federal Ministry for Education and Research of Germany. High quality standards for the refurbishment of used furniture guarantee proper ecomoebel. All furniture is analysed for harmful substances e.g. formaldehyde, and, if necessary, restored with environmentally sound products and substances like glue, oils, wax, lacquers. All results of the tests and all information concerning the restoration, e.g. type of wood or material used (derived timber material, textile, metal), type of fittings, type of wooden surface, is collected in the certificate which forms part of every ecomoebel. The certificate is the basis of the ecomoebel quality signet, which guarantees a low polluted furniture with a high quality standard. A consumer who buys an ecomoebel product will normally know more about his furniture than someone who buys new products in a large store. The potential buyer can either pre-select his ecomoebel on the computer screen using the ecomoebel internet platform or go directly to the ecomoebel network partner.

**Years (start to end):** 2002 until now

**Resources (budget & staff):** not available

**Results:** Waste prevention

If In Germany About seven million tonnes of furniture are discharged every year, around 5% of this quantity is reused. It is estimated that the quantity of reused furniture can be increased from 5 % to 6, 7 or 8 %.

Benefits for participants

The ecomoebel network creates jobs at the first job market and qualifies the persons employed at the refurbishment enterprises. ecomoebel provides benefits for all participants in the furniture life cycle: A) the customer can buy certified ecomoebel from competent partners without flukes and without considerable additional costs. B) the furniture trade can offer a “take-back” service to their customers and must pay disposal fees only for that part of the returned furniture which constitutes waste. C) the craftsmen can extend their offers with ecomoebel and use an effective and modern marketing platform on the Internet. D) the municipalities, in which the ecomoebel network acts, get new jobs and a reduction in the annual quantity of waste.

Economic aspects

Furniture is subject to the regulations of the European Ordinance on the Management of Waste Wood, i.e. furniture manufacturers, trade and customers will have to bear the cost of normal disposal. If it is

possible to make this furniture re-available to the market within a high-quality reuse system, costs can be reduced by all involved parties.

**URL and/or contact:** [www.ecomoebel.de](http://www.ecomoebel.de)

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**CP4 indicators:** detailed data

## **14)ACR+ 14: Domestic Composting in Oeiras Municipality, Portugal**

**Level of implementation:** Local

**Scale:** Roll out (Full scale)

**Geographical area:** Sweden

**Target Audience (including number & unit):** 5000 Households, school and businesses with yard or garden

**Waste fraction:** Bio-waste - Garden and cooking vegetables waste

**Initiator/coordinator:** Oeiras Municipality

**Other actors involved:** At the beginning of the project, university students from "Faculdade de Ciências e Tecnologia da Universidade Nova de Lisboa" helped to publicize the project in some neighborhoods and schools and conducted sessions of practical demonstration

**Description:** Composting is a natural process of decomposition of plant materials in contact with air and small microorganisms, resulting in the end, a compound for fertilizing soil, aspect and odor of the forest land. It's a process that can be done at home, directly into the soil or the use of appropriate containers. The main advantages are the reduction of 30-40% of household waste plant to be collected in each participating household and production of a natural fertilizer free of cost, avoiding the use of chemical fertilizers, and consequently the soil pollution. The local authority since 1992 has been promoting and publicized the project through the free distribution of containers for home composting, to residents who own homes with yard or garden, and showing interest in participating, as well as in schools and businesses with garden. Disclosure of the project has been done through leaflets delivered to homes in the new county, municipal website, trade fairs and exhibitions halls. The supply of container is accompanied by an information booklet - "Guide to Home Composting."

**Years (start to end):** Started in 1992 to be continued

**Resources (budget & staff):** 10.000€/year to purchase composting containers; 500€/year to purchase communication materials; A technician of the municipality ( 5% of total working time) with the functions to coordinate the logistics of the project, helping to disseminate, receive and organize the applications of homes adjacent; one car for distribution compost bins, a computer with database to record the residents participants.

**Results:** Currently estimated to be 1,200 participants. In 2004 a survey was conducted to a few of the participants, who generally proved to be satisfied with participation in the project. Most respondents said that the process is simple, works and does not have posed many technical questions about the process. Participants indicated that the use of recycled plastic containers, have shown advantages over wood, used in the early years of the project, including:

- Prevents the possible attraction of insects or rodents;
- Prevents odors;
- Allow better control the moisture;
- More functional and aesthetic;

All participants confirmed the obvious reduction of waste deposited in the container of mixed waste and report that the average time for getting compost, is six months.

**Main Difficulties:** At the beginning of the project, users of wooden containers reported some drawbacks including the attraction of insects or small rodents.

**URL and/or contact:** [www.cm-oeiras.pt](http://www.cm-oeiras.pt)

**CP4 indicators:** detailed data

## ***Brussels Environment (IBGE)***

### **15) IBGE 1: Community workers "Eco-guides", Belgium**

**Level of implementation:** Local

**Scale:** Roll out (Full scale)

**Geographical area:** Municipality of Watermael Boitsfort in Brussels Region

**Target Audience (including number & unit):** the 24.000 (2009) inhabitants of the municipality of which 4175 were reached by direct dialog (households, schools, small shops, associations and liberal professions)

**Waste fraction:** several - all types of municipal waste

**Initiator/coordinator:** Brussels Environment - IBGE

**Other actors involved:** Public contract to hire and coordinate the team of "Eco-guides" awarded to a communications agency

**Description:** The "Eco-guides" are a team of 5 community workers trained in waste reduction/prevention. The team's work consisted in providing advice that had been put together by Brussels Environment (IBGE) and others to encourage people to avoid waste generation, to compost and to sort their waste. One of their tasks was to organize recurring awareness raising events for the local community at sites where a lot of people can be reached, such as fairs, large scale events, shopping centres, educational associations and farms, schools, local stores, public parks, department stores and markets.

During 1 year, it undertook more intense activities in one of the 19 municipalities within the Brussels region, by organising activities there: 138 activities - 67 sites - engaged in direct and personalised dialog with 4175 people (21 sessions in the schools, 16 street festivals, 6 activities at the local weekly market, 14 animations in the local shopping centre, 5 conferences in associations), the targets were households, schools, retail shops, associations and the medical profession (as relay for the households). The close personal contacts allowed them to adapt and answer people specifically, the subjects tackled were all those related to waste prevention: anti-pub sticker, reusable bags, second hand, ecological purchases, composting...

**Years (start to end):** October 1999 to September 2000 (1 year)

**Resources (budget & staff):** 50% of the time of 5 persons full time + logistical supervision = roughly 125 000€ (since the team was working outside the Municipality of Watermael Boitsfort the remainder of their working hours organising scattered activities in other municipalities within the Brussels region)

#### **Results:**

A survey was carried out in 2001 for a representative sample of the Brussels Capital Region, with participants subdivided by municipality. The results (percentages) for the municipality of Watermael Boitsfort (WB) were found to be clearly different compared to the average of the entire Brussels region:

- % of the population which had heard about the waste reduction actions: 81% in WB municipality, 57% in the Brussels region as a whole

- global eco-behavior index (based on about ten waste reduction behaviours): strong at 46,6% in WB municipality, strong at 16,4% in the Brussels region as a whole

**Main Difficulties:** cost per person reached; the analysis of the real quantity of waste collected specifically within the WB municipality was not possible

**URL and/or contact:** IBGE Joëlle Van Bambeke: [jva@ibgebim.be](mailto:jva@ibgebim.be), "Voluntary actions supported by local authorities to encourage waste prevention in Europe" by IBGEBIM (2004)

**CP4 indicators:** detailed data

## **16)IBGE 2: "Unmasking" of consumer products by the Brussels Observatory of Sustainable Consumption, Belgium**

**Level of implementation:** Regional

**Scale:** Roll out (Full scale)

**Geographical area:** Brussels Capital region

**Target Audience (including number & unit):** 470 000 households of the Brussels Capital Region, producers/distributors/retailers of consumer products

**Waste fraction:** several - waste generated by consumer products

**Initiator/coordinator:** The Observatory is a partnership between the CRIOC – Consumer Research and information Centre and the IBGE.

**Other actors involved:** CRIOC (Centre de Recherche et d'Information des Organisations de Consommateurs) a consumer research and information centre

**Description:** The Brussels Observatory for Sustainable Consumption ( Observatoire Bruxellois of Durable Consumption – OBCD) was set up in 1999, as a partnership between the CRIOC – Consumer Research and information Centre and the IBGE, which provides annual funding. It aims to support the work of the public authorities of the Brussels region in the field of awareness raising and and provision of information for the public in the field of sustainable consumption.

In particular, it aims to promote choices and behaviours of consumption that are compatible with sustainable development. It considers sustainable consumption, not only in its environmental dimension: a consumption which aims at satisfying the needs for the present generations while preserving the resources so as to be able to satisfy the needs for the future generations; but also in its social and economic dimensions.

Every year the Observatory carries out about 4 new research projects on subjects including: excessive packaging, disposable wet wipes, cleaning products, batteries, light bulbs, pesticides & biocides, cosmetics, paints - especially problems related to of packing and alternatives to products which generate hazardous waste.

Concrete studies and campaigns carried out by CRIOC include for instance "Unmasking consumer products: Campaign promoting concentrated laundry detergents".

Information is made available on the observatory's website, through press releases, conferences...

**Years (start to end):** 1999 to present

**Resources (budget & staff):** 65 000 EUR / year

**Results:** measurable direct results:

\* 80.000 à 100.000 visitors of the website per month, ..

\*some 10 to 20 articles or media appearances per year (radio, press, documentaries, TV),

\*about 1 information session for the general public per year.

\*1 letter raising a political question / lobbying action per year.

Overall change in awareness and behaviours measured by regular surveys of the population.

**Main Difficulties:** (to be completed in July)

**URL and/or contact:** IBGE Joëlle Van Bambeke: [jva@ibgebim.be](mailto:jva@ibgebim.be), [www.observ.be](http://www.observ.be)

**CP4 indicators:** detailed data

### **17)IBGE 3: Thought-provoking exhibition on needs and consumerism "This is our waste... it is time", Belgium**

**Level of implementation:** Regional

**Scale:** Roll out (Full scale)

**Geographical area:** Brussels Capital Region

**Target Audience (including number & unit):** Households - about 65 000 exhibition visitors

**Waste fraction:** several - consumer products and packaging

**Initiator/coordinator:** IBGE

**Other actors involved:** IBGE with a contracted communications agency

**Description:** Some of the household waste generated could be prevented by making individuals think about their needs and life-style and their consumption habits (improving consumption choices, consuming less, questioning needs...). To achieve this a mere brochure though informative is insufficient. Therefore another variety of means must be used regularly.

One example is the Thought-provoking exhibition on needs and consumerism "This is our waste... it is time" described in this good practice. It aims to encourage progress without causing guilt or discouragement.

Consistent with the preliminary warning "it is time", the exhibition starts by drawing attention to consumption in general and what each person consumes per day. Each can appreciate the aspects of "overconsumption" that concern him or her to feel the need to change things at his/her scale. The emphasis is also laid on the fact that the sum of individual efforts generates collective environmental benefit; The exhibition also presented very briefly the draft waste prevention and management plan of the region which was undergoing public scrutiny at the time.

The exhibition was voluntarily very short (maximum ½ hour visiting time) to propose 10 practical gestures to implement. The objective was that the visitors leave the exhibition with the feeling that they can contribute something in their daily lives to reduce waste generation. The shortness also enable combination with another exhibition taking place at the same location: "This is our Earth".

Other similar initiatives include:

\* A one-month exhibition in March 2003 "Shopping in the department of the useless and the wastage" developing different consumption scenarios (sandwich lunch, cleaning floors, toys with batteries).

\* Mini "Museum of Horrors" exhibition in 2007 displaying useless or wasteful products and packaging at exhibition stands (EU GreenWeek, Brussels Environment celebration).

\* Circulating a thought-provoking attractive Power-Point presentation through electronic emailing and encouraging forwarding (email-chain)

**Years (start to end):** 2008-2009 (Six months from December 2008 to May 2009)

**Resources (budget & staff):** 75 000 EUR

**Results:** 64 141 visitors, i.e. some 227 visitors per day. The exhibition was accessible for free and benefited from the fact it was located next to another high visibility exhibition "This is our Earth". Overall change in awareness and behaviours measured by regular surveys of the population.

**Main Difficulties:** While stimulating interest and thought is crucial when it comes to reducing household waste generation at the source - even before the purchasing decision - by reflecting about actual needs and ways to satisfy them most effectively, the impact in terms of waste prevention is difficult to measure

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**CP4 indicators:** detailed data

## **18)IBGE 4: Anti-advertising sticker (stop-pub) with legal backing, Belgium**

**Level of implementation:** Regional                      **Scale:** Roll out (Full scale)

**Geographical area:** Brussels Capital Region

**Target Audience (including number & unit):** Inhabitants of the Brussels Capital Region (approx 1 million)

**Waste fraction:** Paper - unwanted advertisement and/or free newspress

**Initiator/coordinator:** Brussels Environment - IBGE

**Other actors involved:** advertising company hired for promotional campaigns; voluntary information relays to distribute stickers (19 municipalities, 26 libraries and cultural centres, 204 community associations, 3 business associations, 37 houseowner associations, schools etc.)

**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.

At present, the sticker can be requested for free by phone or email from Brussels Environment. A complaint can easily be filed by completing an online form or sending a letter to Brussels Environment. Intermittently campaigns have been carried out to promote the use of the sticker. This has last been done in 2002. After several years during which hardly any promotional activities were carried out and during which the % of mailboxes with stickers remained relatively stable, activities increased again in 2009.

Between mid-2009 and mid-2010 alone, some 43 000 explanatory folders and 86 000 stickers were distributed; 63 racks to present the folders in libraries, cultural centres, toy libraries and town halls were distributed; besides the information permanently available on the Brussels Environment website, news items were posted on the website and on a FaceBook page; a short video sequence promoting the use of the sticker as well as other paper waste prevention actions was shown on a local TV channel and another such sequence posted online; a press release was distributed; and targeted letters were sent to community associations, business associations, homeowner associations of apartment builders to enlist their help to distribute the stickers.

Future distribution options considered: systematically distributing the sticker to all persons moving into a different home within the Brussels region (130 000/year) when they register their new address at the municipality.

**Years (start to end):** 1998 - present

**Resources (budget & staff):** in 2009: staff handling the distribution of the stickers and the complaints, printing of stickers and brochures (not yet available)

The last major information and distribution campaign in 2002 cost 12 840.52 EUR TTC, and included advertisement on tramways and buses as well as detached advertising inserts in the press

**Results:** In March 2009, 25% of surveyed inhabitants claimed to have posted a sticker on their mailbox. The one-off action of placing the sticker requires very little effort from the residents, but has a lasting effect in terms of paper waste prevention.

The effect of the sticker is estimated to represent some 10 kg of avoided paper waste/inhabitant/year (based on single household survey). In February 2010, mail services counted 99.831 mail boxes with sticker which represents 18.2 % of 547.276 mail boxes in the Brussels region. At the scale of the region this represents some 1943 tonnes/year of avoided paper waste.

An indirect side effect, was that companies that distribute advertising or free newspapers discontinued the distribution in certain neighbourhoods where the density of mailboxes with stickers is particularly high as it becomes less cost-effective for them.

**Main Difficulties:** Many individuals who are aware of the existence of the sticker have complained that they do not know how to obtain it. Individuals who have placed the sticker do not necessarily know that they are entitled to file a complaint or how easy it is to do so..

The sticker only prevents unaddressed advertisement and free newspapers. Unwanted addressed advertisement is not covered. A entirely separate voluntary initiative by the Belgian Direct Marketing Association - the Robinson List ([www.robinson.be](http://www.robinson.be)) - allows individuals to register in order not to receive addressed advertisements from member companies of the association.

**URL and/or contact:** IBGE Joëlle Van Bambeke: [jva@ibgebim.be](mailto:jva@ibgebim.be) ,  
<http://www.ibgebim.be/Templates/Particuliers/informer.aspx?id=3410>

**CP4 indicators:** detailed data



## **19)IBGE 5: Unmasking consumer products: Campaign promoting concentrated laundry detergents, Belgium**

**Level of implementation:** Regional

**Scale:** Roll out (Full scale)

**Geographical area:** Brussels Capital Region

**Target Audience (including number & unit):** 470 000 households of the Brussels Capital Region, producers/distributors/retailers of laundry detergents

**Waste fraction:** Packaging - Packaging of laundry detergents combined with other environmental considerations (phosphates...)

**Initiator/coordinator:** IBGE paid an external organisation CRIOC (Centre de Recherche et d'Information des Organisations de Consommateurs) to coordinate the action through the the Brussels Observatory of Sustainable Consumption (

**Other actors involved:** producers/distributors/retailers of laundry detergents (Delhaize supermarket chain)

**Description:** The Brussels Observatory for Sustainable Consumption (Observatoire Bruxellois of Durable Consumption – OBCD) had been set up in 1999 to support the work of the public authorities of the Brussels region in the field of awareness raising and provision of objective information for the public in the field of sustainable consumption, notably by “unmasking” products, i.e. revealing their true nature (ingredients and weight of content and packaging, price, recyclability, harmfulness...).. A market analysis for laundry detergents and an indepth comparative study of their environmental impact (packaging waste, phosphates...) was carried out.

A brochure for the General Public was published and distributed to identify and encourage consumers to purchase environmentally friendly concentrated laundry detergents. It explained the environmental and economic benefits of such detergents (including waste-prevention) and awarded the 12 "best" products available on the market a gold, silver or bronze medal.

For one of the gold medal products ("Delhaize écologique") information was displayed on the shelves in Delhaize supermarkets, for another gold product ("Biotop") samples were distributed in the store accompanied by a commitment postcard to mail back.

Means of communication included 350 000 brochures distributed (157 000 distributed in Brussels, the remainder in the rest of Belgium), 2400 posters, 25 000 samples distributed with a commitment postcard, 4 000 letters sent, TV spot on two local TV chains.

The same approach has been applied to other consumer products.

**Years (start to end):** 1998-2000 (18 months)

**Resources (budget & staff):** 3.6 million BEF communication budget, 8 month full time work for a team of 2 and a half people at CRIOC

**Results:** - Laundry detergent producers/distributors/retailers: Supermarket chain GB modified its own laundry to detergent brand to eliminate phosphates. Supermarket chain Delhaize doubled its sales of its ecological brand of concentrated powdered laundry product (gold medal in the brochure).  
- Households showed their commitment to change their purchasing behaviour after having received a brochure (1/3 according to telephone survey) or after having received a sample (1/12 mailed back commitment card). It is estimated that the campaign changed behaviour of 3,6% of Brussels households leading to waste prevention of 32 T/year.  
Moreover, the action fostered media interest and public debate.

**Main Difficulties:** It was difficult to obtain data, and to monitor the impact over time because the market changes rapidly.  
The consideration of other environmental aspects (phosphates) tended to give less visibility to the waste prevention aspect.

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**CP4 indicators:** detailed data

## **20)IBGE 6: Household food wastage prevention - accompanying behavioural change and quantifying impact, Belgium**

**Level of implementation:** Regional                      **Scale:** Pilot

**Geographical area:** Brussels Capital Region

**Target Audience (including number & unit):** six households

**Waste fraction:** several - Household food wastage and food packaging

**Initiator/coordinator:** Brussels Environment - IBGE contracted InterEnvironnement Bruxelles

**Other actors involved:** none besides the 6 voluntary households

**Description:** 6 households with a variety of profiles were selected among some 30 volunteers (families with no, one or several children, already composting or not etc.).

Accompanying behavioural change:

Over a 3-month period, the households took part in 3 meetings and a guided visit to a medium sized supermarket during which they were provided concrete advice on how to reduce food and packaging waste and tools to record their behaviour.

Measuring behavioural change:

Households were asked to provide information on their eating and drinking habits, and to weigh different waste fractions daily: bio-waste fraction including unavoidable organic kitchen waste (such as vegetable peelings, coffee grounds) and food wastage, and recyclable food packaging fraction (such as plastics, metals and tetra cartons). They also kept track of the prevention actions they implemented day to day.

In addition, the content of their rubbish bags (excluding paper waste) were weighed externally by waste fraction during a week at the beginning of the project and during a week at the end of the project.

Analysis:

From this data, conclusions could be drawn on the type of food wastage, the quantities, and the causes. A food wastage reduction of 80% was observed over the course of the project. Arguments and actions for waste prevention that were perceived as most effective were identified.

**Years (start to end):** December 2004 to April 2009

**Resources (budget & staff):** (budget of contract with InterEnvironnement Bruxelles to be completed in August)

**Results:** This pilot project demonstrated that a series of simple actions can reduce food wastage by households and quantified the reduction potential. These findings have been used for decision making on waste prevention strategies and as strong arguments to underpin information campaigns.

The tools and advice provided to the households were finetuned in the course of the project taking into account the households responses.

**Main Difficulties:** Limitations of the household sample: only six households participating in the project; only households who are already proactive and environmentally aware tend to volunteer to participate in this type of initiative, therefore their initial wastage may be lower than average and the prevention potential may be underestimated.

**URL and/or contact:** IBGE Joëlle Van Bambeke: [jva@ibgebim.be](mailto:jva@ibgebim.be)

**CP4 indicators:** detailed data

## **21) IBGE 7: Promotion of decentralised composting, Belgium**

**Level of implementation:** Regional                      **Scale:** Roll out (Full scale)

**Geographical area:** Brussels Capital Region

**Target Audience (including number & unit):** Inhabitants of the Brussels Capital Region (approx 1 million)

**Waste fraction:** Bio-waste - Bio-waste from kitchen and garden

**Initiator/coordinator:** IBGE pays an external organisation "Inter compost / IEB" (Inter Environnement Bruxelles) to coordinate the action (relay office) - call for tenders

**Other actors involved:** municipalities (19) + subcontractors (call for tenders) e.g. Comité Jean Pain - Bon...Jour Sourire - Vlaco (Flemish Composting Organisation) - WORMS

**Description:** Promotion of decentralised composting in Brussels Capital Region through a network of Compost Masters, trained voluntary citizens who inform the population on composting and how to solve the main difficulties encountered.

The actions of the Compost Masters is varied and includes manning demonstration sites and information stands during markets, local fairs and other events, promoting composting in schools, supporting collective composting projects as coordinator or adviser, presenting evening information sessions, participating in regional actions, such as environmental festivals and open garden events, being reachable at a local level to provide one-to one advice to fellow citizens etc.

Since 2000, some 350 Compost Masters were trained and the network remains active thanks to regular actions of the IBGE to motivate the volunteers:

- continuous training (one or two offered per year);
- annual event for Compost Masters and half-yearly information newspaper (with articles from and for Compost Masters) to foster feeling of belonging to a group;
- autonomy in the choice of the activities they carry out.

The Compost Master network was complemented by a range of information tools

Brochures and information folders that are regularly updated: practical guides (e.g. "Composter pour réduire ses déchets – guide pratique"), list of contact details of Compost Masters for the general public; information on where to buy equipment and on support provided by the different municipalities.

Concrete demonstration tools are lent to the Compost Masters when manning a stand etc. Besides equipment for the stand itself (posters, table etc) different models of home composting containers, samples of materials that can be composted, compost at different ages from fresh to maturity, worms etc. are provided.

Short training sessions for the general public are organised by IBGE since 2003: theoretical evening class followed by a visit of a demonstration site. The emphasis was first placed on garden composting of garden and kitchen waste (37% of the population has a garden). In response to the growing interest of the population, additional sessions have been provided to address vermicomposting (indoor composting of kitchen waste with worms) and community composting.

For community composting projects, in addition to the support provided by the Compost Masters as coordinators or advisers, IBGE now offers financial support through a call for projects and, on a pilot project basis, the assistance of a subcontracted facilitator. This approach was defined after having contracted a consultant (Vlaco) to carry out a study analysing strengths and weakness of community composting initiatives elsewhere.

**Years (start to end):** ongoing since 1999

**Resources (budget & staff):** between 70 000€ and 130 000€ per year  
20% of one full time equivalent in IBGE

**Results:** \* A network of about 350 trained volunteer composting experts, from which about 30% are still genuinely active in promoting composting beyond the local level

\* some 30 ongoing neighbourhood composting initiatives, many of which have benefited from start grants from IBGE

\* several informative sessions organised each year

Survey results (March 2009)

\* Among inhabitants who have garden waste (37% of the population of the Brussels Region), 27% are composting it at home. This is a good result that is comparable to the figures reached in more rural regions.

\* Overall, about 15% of the region's population now participates in decentralised composting including 10% of garden waste composting (with or without kitchen waste) and 5% of mere kitchen waste composting (mainly residents of flats who practice vermicomposting or take part in community composting).

**Main Difficulties:** Brussels Capitale Region is a city, what means that only 37% of the population has a garden. For the remaining 67% of the population, IBGE promotes alternatives to back-yard composting : vermicomposting (inhouse compost of kitchen bio-waste) and community composting. Both alternatives require specific training, support of compost masters and specific information, i.e. on where to buy vermicomposting equipment, how manage a community compost etc. Since anybody may compost without informing IBGE, changes in behaviour are difficult to quantify. Not all trained Compost Masters are active, and many of their activities are not formally reported.

**URL and/or contact:** IBGE Joke De Ridder - [jdr@ibgebim.be](mailto:jdr@ibgebim.be)

**CP4 indicators:** detailed data

## **22)IBGE 8: Accompanied waste prevention projects in schools, Belgium**

**Level of implementation:** Regional

**Scale:** Roll out (Full scale)

**Geographical area:** Brussels Capital Region

**Target Audience (including number & unit):** about 650 Primary and Secondary Schools in the Brussels Capital Region with some 200 000 pupils (up to 54 participating schools per year)

**Waste fraction:** several - Paper consumption in schools; drinking container waste in schools; food wastage in schools

**Initiator/coordinator:** IBGE

**Other actors involved:** Consultants hired for outreach and the activities carried out in the schools. Voluntary schools (management, teachers, maintenance & cleaning staff etc.)

**Description:** The goal of the project is to change the behaviour of pupils and the school as a whole to consume less paper and thus reduce paper waste generation.

Teachers/Schools who wish to engage a class or the entire school in actions in favour of environmental protection can obtain assistance from IBGE on paper consumption reduction, drinking container waste reduction (for primary schools only), and from now on also food wastage reduction and general waste prevention (for primary and secondary schools). Other topics covered by other school projects include energy and noise.

To engage in waste reduction they can choose the topic that interests them most and the level of commitment that suits them best:

Short term assistance

1. access to free teaching materials (electronic or paper)
2. free training sessions for teachers (on specific topics or general environmental education)

Commitment over an entire school year

3. accompanied turn-key projects for classes
4. accompanied school challenge

The TURN-KEY projects involve 3 to 4 animations by specialised education workers that are given in two classes per school over the course of the school year. These classes act as information relays for the rest of the school. Teaching and communication materials are provided to the teachers to carry out projects with the class throughout the year. In addition the education worker meets once with the school team (management, teachers...) to disseminate information on the project and gain their involvement.

The SCHOOL CHALLENGE combines two approaches: on the one hand, children are involved hands-on in the project (bottom up approach) and the management and staff commit and carry out a paper audit of the school (top down approach). The same animations and tools as in the turn-key projects are used. On top of that an Ecoteam with representatives from management, staff (secretariat, cleaning, maintenance, local authorities...) and pupils meets several times with the specialised education worker. The overall commitment and time investment by the school is higher. The management can for instance adapt the school regulation or the way supplies are purchased and used.

The accompanied projects were initiated by several pilote projects in a series of schools to check feasibility, quantify impacts, and use the results in communication actions (1999: Drinking container waste reduction; 2002-2003: paper consumption; 2008: food wastage reduction).

**Years (start to end):** 1999 - present

**Resources (budget & staff):** IBGE staff about 0.2 FTE, consultants: about 5000 to 6000 EUR per school/per year

**Results:** In the Brussels Region, the total paper waste generation by pupils is 17,5 kg/pupil/year for secondary school (+/-27 kg/pupil/year in technical secondary schools) and 9,4 kg/pupil/year for kindergarten and primary school. Also, it has shown that centralised consumption (i.e. paper provided by the school itself) accounts for 70% of all paper consumption in schools. In its 4th Waste Prevention & Management Plan of 2010, the Brussels Administration for Environment (IBGE) set a goal to reduce paper waste by 2.5 kg/pupil by 2020.

Behavioural changes are measured by a qualitative survey among pupils taking place at the beginning and at the end of the project in each participating school.

For the academic year 2010-11, 22 Brussels primary schools will be accompanied to tackle paper consumption (turn key projects: 15 French-speaking & 3 Dutch-speaking schools; school challenges: 3 French-speaking & 1 Dutch-speaking schools) and the same number to tackle Drinking container waste reduction. In addition 10 school challenges are foreseen for secondary and/or primary schools: 5 on waste prevention in general and 5 on food wastage prevention.

**Main Difficulties:** Lack of motivation/commitment of the school as whole. Cleaning staff not always separating the waste streams. The habits that children have at home influences to what extent they are receptive to changing their behaviour.

Schools expressed preference for a more integrated approach to waste prevention and the three topics (paper/water/food) will be integrated in the future.

Currently the gathering of data on the quantity of waste prevented is insufficient. This will be improved in the coming academic year by putting greater emphasis on monitoring.

In the past, the accompanied projects on water (Drinking container waste reduction) were combined with the provision of water fountains to schools by IBGE. because of the high cost of the fountains and their long term maintenance, and the good quality of the tap water this practice was abandoned in favour of the use of reusable cups.

**URL and/or contact:**

<http://www.bruxellesenvironnement.be/Templates/Ecoles/Informer.aspx?id=3302>;

<http://www.bruxellesenvironnement.be/Templates/Ecoles/informer.aspx?id=146&langtype=2060&detail=tab3>; IBGE Joëlle Van Bambeke: [jva@ibgebim.be](mailto:jva@ibgebim.be), "Voluntary actions supported by local authorities to encourage waste prevention in Europe" by IBGEBIM (2004)

**CP4 indicators:** detailed data

### **23)IBGE 9: Dematerialisation in offices, Belgium**

**Level of implementation:** Regional                      **Scale:** Roll out (Full scale)

**Geographical area:** Brussels Capital Region

**Target Audience (including number & unit):** (employees of) offices - +/- 340 000 employees

**Waste fraction:** Paper - Paper in offices

**Initiator/coordinator:** Bruxelles Environnement - IBGE

**Other actors involved:** consultants hired for the different project stages : RDC Environment, PSS, Espace Environnement

**Description:** This initiative focuses on the reduction of paper consumption in offices. While the use of new office technologies – internet and email – carried the promise of a reduction in paper consumption and the hope of a “paperless office”, quite the opposite happened and large quantities of paper are still used (36 to 108 kg/FTE/year) . The rapid advancements in technologies were not accompanied by changes in work attitudes and information and training is therefore needed to make better use of the potential offered by virtual office technologies.

The project involved a combination of:

- close accompaniment of a limited number of companies/entities during 3 to 6 months – to assess the feasibility of specific measures, evaluate the reduction potential overall and in specific sectors/company sizes, and publicise concrete results to convince and mobilise further companies. This accompaniment used an integrated approach: training & awareness raising; introduction of new tools; internal organization and management of the document flow in the whole company...
- region-wide communication campaigns (mailing and press release), information sessions open to all interested parties, and tools available for free.

Since 2002, three accompaniment phases were implemented during each of which 10 to 25 voluntary companies were accompanied in their efforts to reduce paper consumption.

The accompanied companies could choose among several measures:

1. Awareness raising and training to encourage staff members: e.g. reduce font size, reduce margins, reduce line spacing, printing both sides and 2 sheets per page, the document could be reduced to 4 pages, print only when needed...
2. Organisational choices: e.g. virtual internal procedures, rationalise the distribution of external information and set default parameters such as procedures as memos, minutes, press releases, order forms, invoices, archiving, etc.; Develop home-work; decentralize services, etc.
3. Technological resources (office equipment, software and consumable purchases).

Each accompaniment phase was followed by a communication campaign, an information session accessible to all, and the provision of free tools (such as poster, screen saver, check list, self-assessment tool...).

**Years (start to end):** 2002 - ongoing

**Resources (budget & staff):** (to be completed in August)

**Results:** The first accompaniment phase (10 organisations) enabled the quantification of the potential paper consumption reduction potential (10% to 30% in weight) through an integrated approach: training & awareness raising; introduction of new tools; internal organization and management of the document flow in the whole company. Saving in terms of energy and office supplies were also quantified.



The second accompaniment phase (25 organisations) validated and refined the first results (average reduction in paper consumption of 18% at the end of the accompaniment and up to 30 % in the long term) and methodology. This represented savings of 75 tonnes of paper and of €775,000 for those 25 companies alone (€75 - €250 savings/employee/year).

The third accompaniment phase (18 organizations) put an emphasis on testing at large scale the usefulness and the ease of use of the tools developed by the IBGE, as well as the relevance of an accompaniment of an in-house coordinator of the actions of paper consumption reduction.

Factors influencing the paper consumption reduction potential were identified:

- business sector (which requires or not the duplication of documents)
- size of the unit concerned (whole or part of the organization)
- the added-value of the products and the services
- IT competences of the personnel (of the regular formations can prove to be necessary)
- environmental awareness of the staff
- infrastructures available (two-sided printing, scanners,...)

Energy savings were a collateral benefit: Office equipment accounts for 7% of the electric consumption of a company. Faxes and printers remain switched on 24 hours a day although they only function on average 60 minutes/day. The use of the energy saving mode reduces energy consumption by 70%.

(too be completed in August: number of participants in information sessions etc.)

**Main Difficulties:** Management tends to be more interested in energy savings than in paper reduction. Economic benefits related to dematerialisation are difficult to demonstrate as paper costs are included in the purchasing budget, team efficiency and space savings are not measurable.

**URL and/or contact:**

<http://www.bruxellesenvironnement.be/Templates/Professionnels/informer.aspx?id=2548&langtype=2060&detail=tab3IBGE>

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**CP4 indicators:** detailed data

## **24)IBGE 10: Promoting Green public procurement - Waste prevention for the public sector, Belgium**

**Level of implementation:** Regional

**Scale:** Roll out (Full scale)

**Geographical area:** Brussels Capital Region

**Target Audience (including number & unit):** regional and municipal administrations

**Waste fraction:** several - office waste

**Initiator/coordinator:** IBGE

**Other actors involved:** regional and municipal administrations

**Description:** Since 1993, the IBGE legally requires regional public administrations to take into account a series of environmental and waste management considerations in their procurement decisions and office management. These requirements are consistent with those at national and European level.

The IBGE follows the implementation of the regional legal texts (circulars) by supervising and supporting the administrations concerned. It provides informative web pages, a help desk (via email), training sessions, technical guides, examples of specifications and awareness raising tools like posters and videos.

The first regional ministerial circular for eco-consumption and waste management (8 July 1993) focused on paper, hazardous waste, and general waste. It called for the promotion of eco-consumption within the administration, awareness raising among its staff and the allocation of sufficient resources (including staff time).

Regarding waste prevention it called for:

- reduction in the quantity of paper waste by fostering a more rational use (printing only the quantity needed, double-sided printing, print-preview, circulating and centralising documents, become acquainted with the content of a document rather than taking a copy...)
- reduction of the quantity of hazardous waste by buying environmentally friendly office products (writing materials, glues, correcting fluids, inks, batteries, toners...)
- promotion of reuse of equipment and products

This circular applied to all the public administrations that functionally depend of the regional government, i.e. at the time 11 administrations with a total of 3500 employees, and was officially adopted on a voluntary basis by 9 out of 19 municipal administrations.

In 2009, green public procurement was taken a step further by a second regional ministerial circular (5 February 2009) concerning the insertion of environmental and sustainable development criteria in public procurement of supplies and services.

This second circular complements (and partly replaces) the first and extends the scope to: the purchase of office supplies, canteen products, filing materials, paper supplies, cleaning products, furniture, lighting, appliances, paints and varnishes, vehicles, clothing, energy supply, IT... It is mandatory for all the public administrations that functionally depend of the regional government.

Regarding waste prevention it calls for:

- an analysis of the needs before drawing up the technical specifications for a purchase, in order remove anything that is not truly needed or anything that is already owned by the administration and can be reused or that could rather be obtained second hand.
- the inclusion of environmental criteria in the technical specifications and selection criteria on the basis of national and European recommendations. Recommended criteria refer to environmental criteria established by a series of environmental labeling schemes taking into account the life-cycle of a product or service and thus to some extent waste prevention.

The 2009 circular replaces the 1993 circular for the parts on the green public procurement. The parts on rational use of paper in the 1993 circular still remain in application today.

**Years (start to end):** phase 1: 1993 -2004 / phase 2: 2009 - ...

**Resources (budget & staff):** In 2009: 0,3 full time equivalents /year + other follow-up and accompanying actions (to be completed in August)

**Results:** In 1998, according to a survey among the public administrations concerned:

- 75% make efforts to reduce paper consumption (which resulted in a reduction of paper consumed by 33%),
- 75% purchase ecological office supplies (made of recycled materials, reloadable, non-harmful materials, ...).

In late 2009, after the introduction of the second circular, out of 10 public administrations concerned by the circular who responded to a survey:

- 60% claim to analyse the need before purchasing new goods or services
- 80% claim they already integrate environmental criteria in their procurement procedures. This is particularly the case for office supplies, drinks, paper supplies, cleaning products, vehicles and computer equipment.

**Main Difficulties:** Though the circulars are officially binding for regional administrations, there are no sanctions for those who do not follow them, and limited rewards for those who set an example (communication of good examples).

**URL and/or contact:** Joëlle Van Bambeke - [jva@ibgebim.be](mailto:jva@ibgebim.be) or Jolien De Troch - [jtr@ibgebim.be](mailto:jtr@ibgebim.be) and the webpages "Achats publics durables":

<http://www.bruxellesenvironnement.be/Templates/Professionnels/Niveau2.aspx?id=2908&langtype=2060>

**CP4 indicators:** detailed data

## **25) IBGE 11: "Eco-dynamic" company certification scheme - green procurement and waste prevention/management for the private & public sector, Belgium**

**Level of implementation:** Regional

**Scale:** Roll out (Full scale)

**Geographical area:** Brussels Capital Region

**Target Audience (including number & unit):** Private and public entities, from all sectors: commercial activities, industrial activities and administrative activities.

**Waste fraction:** several - any type of waste generated by the activities of the enterprise, particularly bio-waste and paper waste in offices, but also bio-waste and packaging waste for hotels, hazardous waste in car workshops...

**Initiator/coordinator:** IBGE

**Other actors involved:** A jury of 11 members: individuals from the public sector, non-profit sector, private sector, and academia.  
external advisers for the candidates  
subcontractors for specific studies (tools for consumption/prurchase/waste generation follow up, guide "examples

**Description:** IBGE established a charter and a regional certification scheme (label) for private and public organizations that wish to be pro-active in terms of waste prevention and environmental management.

**Phase 1: Office waste charter**

In 1994, IBGE developed an "eco-consumption and waste management charter" to which private companies and public bodies could subscribe with the aim to reduce and better manage office waste (in accordance with the 1992 waste management plan). A range of tools were provided to participating organizations including a guide book on managing office waste, thematic training sessions and communication materials such as a paper prevention poster. In 1998, among the 240 participating organizations, 8 were awarded an ECO-IRIS "office" price.

**Phase 2: Eco-dynamic certification scheme and charter**

In 1999, at the request of participating organisations, the scope of the charter was broadened to include other environmental issues and the "eco-dynamic" certification scheme was created. This regional scheme takes an environmental management system approach (in a similar way as EMAS or ISO14001) and integrates waste prevention into other environmental considerations. The label is awarded for a renewable period of 3 years based on a ranking system that reflects three levels of achievement (1 to 3 stars) and that encourages improvement over time. The fact that it awarded free of charge is an advantage compared to other schemes such as EMAS and ISO14001 which tend to be too costly in time and money for SMEs to adopt

Article 12 of the charter explicitly refers to waste prevention: " Prevent the generation of waste through the purchase and rational use of products generating little waste (durable, repairable, with little packing...) and/or of less harmful waste"

For the award of the Ecodynamic label, a detailed check-list of environmental analysis criteria is used. 10% of these criteria focus on waste prevention, notably:  
the use of indicators to monitor purchases and waste generation; waste prevention through technological choices, procurement decisions, and optimal machine maintenance; and encouragement of behavioural changes among workers.

In order to help entities to implement an environmental management system, the eco-dynamic scheme provides them with different practical tools, such as:

\* Training sessions on environmental management and thematic trainings sessions (a.o. on waste prevention)

\* Guide on environmental practices in organisations (private or public)

- \* Examples of eco-efficiency actions (included data on costs, savings, ...)
- \* Tool (excel file) to calculate and follow indicators of environmental impacts.

**Years (start to end):** 1994 - 1998 (phase 1: office charter).  
1999 - present (phase 2: Ecodynamic certification scheme & charter)

**Resources (budget & staff):** average yearly budget : Budget is increasing due to the growing number of participating entities : 150 000 € foreseen for 2010  
average yearly staff : 2 full time equivalents

**Results:** The office charter (phase 1) mobilised 240 organizations with a total of some 30 to 40 000 workers, between 1994 and 1998.

In June 2010, the "Eco-dynamic" Label (phase 2) counts

\* 99 applicant entities

\* 165 labelled entities, some of which have been renewed for the third time (the label is awarded for a 3-year period)

((Demande en cours pour d'autres données de résultats possibles et pour les chiffres ci-dessus c'est bien des données sur les entreprises qui font des actions déchets que tu as demandé ?))

**Main Difficulties:** \* Requires a lot of promotion in order to increase the number of applicants.

\* Benchmarking for different waste flows and business sectors on waste generation and the effect of waste prevention actions is possible but not yet done, due to lack of time.

\* While the integration of waste prevention into other environmental issues (phase 2) enables the companies to adopt an overall approach it tends to give less visibility and thus less priority to waste aspects than the office charter (phase 1) did.

**URL and/or contact:** IBGE [ecodyn@ibgebim.be](mailto:ecodyn@ibgebim.be)

<http://www.bruxellesenvironnement.be/Templates/Professionnels/Niveau2.aspx?id=29>

**CP4 indicators:** detailed data

## **26)IBGE 12: Eco-taxation on disposable plastic bags, disposable kitchen utensils, food wrap & aluminium foil , Belgium**

**Level of implementation:** National

**Scale:** Roll out (Full scale)

**Geographical area:** Belgium

**Target Audience (including number & unit):** subjected to the tax: wholesalers (who sell disposable plasticbags, disposable kitchen utensils, food wrap and aluminium foil to retailers who in turn sell them to private individuals). Indirectly: retailers, producers and all private individuals in Belgium, i.e. over 10.5 million inhabitants.

**Waste fraction:** Packaging - Disposable plastic bags and disposable kitchen utensils, food wrap and aluminium foil

**Initiator/coordinator:** Federal government

**Other actors involved:** Wholesalers and retailers

**Description:** The "pic-nic tax" is charged on a series of disposabe products, in particular packaging - with the aim to reduce CO2 emmissions. The rate charged is proportional to weight: 3 € per kilo on disposable non-biodegradable plastic bags, i.e. 1 to 10 cents per bag depending on weight; 2,70 € per kilo on plastic food wrap, such as cling film, leading to a price increase of at least 70%; 4,50 € per kilo on aluminium foil leading to a price increase of at least 100%; 3,60 € le kilo on disposable kitchen ustensils such as cutlery, plates, trays, or drinking galsses.

Excluded from the scope of the tax: reusable and/or biodegradable plastic bags; products sold by wholesalers to other wholesaler or to professionals. The pic-nic tax was established at national level by a program law published on 27 April 2007; a decree and circular by the finance minsiter clarified its implementation on 8 June 2007; and it took force on 1 July 2007.

The pic-nic tax is part of the wider Belgian eco-taxtation scheme which exists since the early nineties. Assimilated to excise duties, eco-taxation targets a series of consumer goods because of their expected harmful effects on the environment, including disposable cameras, batteries, and solvent-, glue-, ink- and drink-containers.

**Years (start to end):** Since 1 July 2007. ongoing.

**Resources (budget & staff):** Tax income in 2008:1.2 million €. It has since been dropping as a result of changes in consumer behaviour.

**Results:** The taxation prompted supermarket-chains to promote alternatives to disposable bags and to discontinue their use. Between 2003 and 2009, the overall use of disposable plastic bags dropped by 80%. In the meantime the sale of reusable bags has risen from 4,5 million in 2004, through 7.7 million in 2006 to 25,4 million in 2007.

In the Brussels capital region, prior to the introduction of the taxation and despite repeated awareness raising campaigns, only about 20% of the population claimed never to use disposable plastic bags for their shopping (according to surveys in 2000, 2002 and 2003).

By 2009, 94% claimed to usually use reusable bags/containers in supermarkets. 86% on markets, 48% in pharmacies, 47% in bakeries, 34% in clothing/decoration stores.

**Main Difficulties:** While the use of disposable plastic bags has dropped drastically in supermarkets, it has so far been less successful in small retail shops, markets, clothing stores, pharmacies, bakeries etc. where plastic bags are often still provided to consumers for for free. Reusable plastic bags are not subjected to the taxation, but need to be reused several times to entail an environmental benefit

compared to disposable bags. Though the the retail prices of disposable kitchen utensils, food wrap and aluminium foil have gone up substantially, the impact on consumption has been less marked.

**URL and/or contact:** IBGE Joëlle Van Bambeke: [jva@ibgebim.be](mailto:jva@ibgebim.be)

**CP4 indicators:** detailed data

## **27)IBGE 13: NU-Spaarpas - The sustainable incentive card scheme, Netherlands**

**Level of implementation:** Regional

**Scale:** Roll out (Full scale)

**Geographical area:** City of Rotterdam

**Target Audience (including number & unit):** over 500 000 inhabitants of the City of Rotterdam

**Waste fraction:** several - all types (sustainable consumption)

**Initiator/coordinator:** Private-public partnership between the city of Rotterdam and the "Stichting Points" foundation.

**Other actors involved:** key partners, including the RET (authority in charge of transport), Roteb (Waste Department) and the environmental section of the city of Rotterdam with the support of the European Commission through the LIFE III program.

**Description:** The NU savings programme is an incentive system for sustainable purchasing behaviour by consumers. The logic behind the NU-Spaarpas is the desire to influence behavior by affecting the movement of goods, services and money rather than the systems of production of goods and services. It is based on a loyalty smartcard which enables customers to earn points through sustainable behavior and when buying consumer products at participating stores.

Concretely, card-holders who buy goods or services at one of the entities participating in the project receives NU points per € spent. In addition, they receive points for sustainable behaviours, such as returning separately collected waste. Goods and services identified as environmentally friendly - such as organic produce, products with a fair-trade label or second hand clothes - award 4 times more per € spent than the others. In the store the points are uploaded on the card by means of a terminal and a scanner to read the product-specific bar-code. The points can be exchanged against gifts in the participating stores and against 'green' services (such as a public transport pass or entries to a museum), or given to charity.

The NU savings programme promotes sustainability:

- consumers are given a new way of looking at sustainable behaviour;
- consumers are informed about sustainable products and sustainable behaviour;
- the visibility of the range of sustainable products in shops is improved;
- the market share of sustainable products is increased;
- sustainability becomes a more integral part of the way producers, suppliers, retailers and consumers think.

Communication tools used included: the card itself, brochures explaining its use (how to earn points), launch meetings, posters as well as an electronic newsletter and mailings. recruitment teams also actively approached the public while project partners used their own channels to promote it. Promotional material was made available in participating stores.

**Years (start to end):** 2000 to 2003. 2 years of preparation followed by 11 months of implementation (instead of 18 months initially planned). The system was discontinued as a result of a sudden political change.

**Resources (budget & staff):** Total of 3.6 million €:

- staff costs: up to 20 people hired for the project (mainly for communication and selling the cards, but also for managing private partners),
- technical costs: 180 000 € for 10 000 cards, 100 terminals,
- operational costs: up to March 2003 the cards were sold for 1.5€ with 150 free points. After that the cards were distributed for free to attract new users.

The cost for participating companies was linked to the rental of the terminals and administration.



The main sources of revenue for the project were the commissions charged on each transaction (0,7cents/point). Moreover "leakage" - the fact that not all points awarded by the system were actually used -indirectly contributed to the resources of the project. Such leakage is increased when an expiry date is set for the points.

**Results:** About 100 shops and 10 000 households participated. 1 577 905 points were awarded. 140 084 points were exchanged. Besides encouraging other sustainable behaviours, it was estimated that card holders tended to go to sorting centres about 3 times more frequently than average. Thus in the long term the card would be expected to contribute to better waste management in the city.

**Main Difficulties:** The development of the project was costly technically (system development), for marketing (staff hired to sell the cards and promote the system) and for communication (advertisements, flyers...). The number of card holders only increased slowly at first. The institutional arrangements led to the discontinuation of the project when political support was withdrawn. A technical weakness was the fact that the system was insufficiently integrated. Insufficient monitoring (e.g. situation prior to the project start, ecological impact).

These difficulties can largely be overcome by: foreseeing an institutional structure that enables the project to become autonomous and self-sustaining. Emphasise communication prior to system launch and accompaniment of participating stores to enable rapid market penetration. Sell the card rather than give it freely to get the participation of truly interested people. Adopt a technical system that takes advantage of the latest existing technologies and is simple and quick to use no matter the number of participants. Set up a monitoring system from the start etc.

**URL and/or contact:** [www.nuspaarpas.nl](http://www.nuspaarpas.nl)

"The sustainable incentive card scheme An eighteen month trial period in Rotterdam 2002-2003 background and results, January 2004.

**CP4 indicators:** detailed data

## ***Karlskrona Municipality***

### **28)Karlskrona 1: Home composting in Karlskrona (fees), Sweden**

**Level of implementation:** Local

**Scale:** Roll out (Full scale)

**Geographical area:** The municipality of Karlskrona (63 469 inhabitants)

**Target Audience (including number & unit):** 22 000 detached houses. Semidetached houses are regarded as not suitable because of small gardens and risk for bad smell.

**Waste fraction:** Bio-waste - Biologically decomposable waste

**Initiator/coordinator:** The municipality of Karlskrona

**Other actors involved:** Affärsverken Karlskrona AB

**Description:** In 2000 the municipality of Karlskrona decided to introduce a new waste sorting system. The main objective was to implement the sorting of waste into 3 fractions; combustible, compostable and deposit waste. New fees on household waste was set in order to promote the composting of biological waste. The fees were set to encourage sorting out biological waste, either in a separate bin for treatment in a large composting plant or even better, for home composting. The fee for home composting was 1/4 of the fee for not sorting and 1/2 of the fee for sorting out for treatment at the composting plant.

The sorting project was carried out during 3,5 years. To facilitate the introduction for all parts involved the project started with one city area and then continued throughout the municipality, divided into 5 different zones, one zone each half year. Households which had chosen to sort out compostable waste were given information at public events in the evenings and by informants who visited or called people in their homes to give information. 15-20 informers (students) paid by the hour worked to fulfill the aim to reach more than 80 % of the households. Information about how to do home composting was given on one public event and on the home page. The objective during the last year of the project, 2004, was to include non permanent households as summer cottages and cabins by informing and offering special half year fees. The concept was copied from the introduction of an equal sorting system in another, major city (Västerås).

Composting containers have to fulfill certain demands such as being aerated, impede rodents and well isolated. Home composters have to hand in a notification (from the web site) and declare what container to be used to get an approval from the local environmental authority. There are a quite a large number of approved designs of composting containers on the market.

**Years (start to end):** 2001-2004

**Resources (budget & staff):** 1 project leader, extra help when needed and informers paid by the hour. Budget 2 Msek, i.e. 200 000 €. The project was to introduce an entirely new sorting system for all inhabitants in the municipality, not only for potential home composters.

**Results:** 34 % of the households in houses practice home composting. 61,8 % of the population lives in houses implies that 21 % of the population in Karlskrona practice home composting. In 2000 the household waste amounted to 17 912 t. During the introduction of the sorting system the amount of waste gradually decreased with almost 8 000 t in 2005. Some of the enthusiasm of managing their own compost might have declined, the amount of collected compost waste has increased with about 1000 t since 2005. The main fraction is the combustible waste which has been steadily growing. Another result of the sorting system was that packaging was sorted out to a higher extent and constitutes a reduction of the total amount of waste with approx. 1 700 t/year. The reduction of the household waste by home composting is estimated to at least 4000 t/year or >22 % of the total amount of household waste (bulky waste, packaging & newspaper not included).

**Household waste:**

Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
tonnes*	17912	16474	15788	9596	10831	10035	10968	11733	12121	13599

\*Bulky waste not included

**Collected packaging and paper for recycling:**

Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
tonnes	4494	4760	5144	6455	6921	5924	6270	6455*	6222*	6481*

\*Includes packaging from other municipalities

**Main Difficulties:** The main difficulties concerns complaints on bad smell and flies from neighbour composts, but not many and mainly during during the first years. Complaints are pre-sented to the environmental office of the municipality. The person in charge make contact with the household and discuss how, and if, the compost is handled pro-perly, and instruct him to find a better location on the property. The household is informed that further complaints will result in un inspection that will be charged (75 €) if the circumstances aren't satisfactory. The complaining part is also informed. No charged inspections are ever made. During the last 3 years there has been no complaints.

**URL and/or contact:** Kajsa Carlsson, Affärsverken Karlskrona AB.

**CP4 indicators:** no data

## **29) Karlskrona 2: Food weighing in schools, Sweden**

**Level of implementation:** Local

**Scale:** Pilot

**Geographical area:** Halmstad municipality

**Target Audience (including number & unit):** 11 school restaurants

**Waste fraction:** Bio-waste - Food leftovers

**Initiator/coordinator:** Municipality of Halmstad

**Other actors involved:** HEM Halmstad Energi och Miljö (municipality owned waste and energy company) and a consultant from Hushållningssällskapet

**Description:** At the end of 2008, 1,6 tonnes of food was thrown away each week from the municipalities primary and secondary schools. A campaign was launched in 2009 in several steps. The thrown away food was weighed in periods of two-three weeks. With posters, brochures and information from teachers and a great effort from meal personnel the three themes were put forward: Eat well-feel well, Eat more vegetables and Dont throw away food.

**Years (start to end):** 2008-2009

**Resources (budget & staff):** During 2009 3000 Euro and 600 hours time

**Results:** By weighing the thrown away food at school canteens, and informing the staff and pupils about it they have reduced the amount of food thrown away with 11%. It seems like the reduction is permanent (they have made checks). The campaign where they have also used the results in the education has resulted in 13 % less thrown away. They have expanded the campaign to the kitchen staff to reduce loss during the production too.

**URL and/or contact:** [marianne.olvson@halmstad.se](mailto:marianne.olvson@halmstad.se)

**CP4 indicators:** no data

### **30) Karlskrona 3: Alelyckan Re-use center, Sweden**

**Level of implementation:** Local **Scale:** Roll out (Full scale)

**Geographical area:** Municipality of Gothenburg

**Target Audience (including number & unit):** 509 000 inhabitants

**Waste fraction:** Bulky or other

**Initiator/coordinator:** Gothenburg city

**Other actors involved:** Three non-profit organisations

**Description:** Alelyckan Re-use center was established in 2006. The material handed in is sorted manually and is re-used or handed over to the three second hand operators (NGOs) located within the centre.

**Years (start to end):** 2006 and continuing

**Resources (budget & staff):** not available

**Results:** IVL (Swedish Environmental Research Institute [www.ivl.se](http://www.ivl.se)) is evaluating if Alelyckan is more efficient than ordinary recycling centres, found all over Sweden. Report to be published December 2010.

**URL and/or contact:** [www.kretsloppsparken.nu](http://www.kretsloppsparken.nu)

**CP4 indicators:** no data

### **31)Karlskrona 4: Use more - waste less, Denmark**

**Level of implementation:** National                      **Scale:** Roll out (Full scale)

**Geographical area:** Denmark

**Target Audience (including number & unit):** Whole population (5,5 million)

**Waste fraction:** several - The campaign aims to reduce all kinds of waste

**Initiator/coordinator:** Danish Environment Ministry

**Other actors involved:** Operate A/S, a communication agency, and Copenhagen Resource Institute (for the research)

**Description:** A national campaign to prevent waste. The campaign has six themes ( Buy quality, Let the things move on, Use again and again, Buy something that never becomes waste, Waste as little as possible, Avoid harmful substances). The campaign also contains flea- and exchange markets. In the autumn of 2010 it will focus on how to celebrate Christmas with less waste.

**Years (start to end):** Started 1 June 2010 - continuing

**Resources (budget & staff):** not available

**Results:** not available

**URL and/or contact:** [www.brugmerespildmindre.dk](http://www.brugmerespildmindre.dk)

**CP4 indicators:** no data

### **32)Karlskrona 5: Outside the Box - the game, Sweden**

**Level of implementation:** National

**Scale:** Roll out (Full scale)

**Geographical area:** Gothenburg

**Target Audience (including number & unit):**  
Primary targets are schools and workplaces

**Waste fraction:** several - All kinds, game aimed at consumption

**Initiator/coordinator:** Gothenburg Waste and Water Agency.

**Other actors involved:** The game is developed and now owned by private company Ivy Communications

**Description:** Outside the box - the game: A consumer game for 15-40 persons where it is made obvious how the personal consumption affects the environment.

Originally developed for the Waste and water Agency in Gothenburg municipality, it is now used by many companies and municipalities as a part of their environment education of the employees. It started as a film that can be seen on youtube (in Swedish...).

<http://www.youtube.com/watch?v=5Ju0JZLvF80> (7 minutes)

**Years (start to end):** 2008 - ongoing

**Resources (budget & staff):** not available

**Results:** not available

**URL and/or contact:** <http://outsidethebox.nu/>

**CP4 indicators:** no data



### **33)Karlskrona 6: Garage sale second hand (flea) market Ronneby Brunn, Sweden**

**Level of implementation:** Regional                      **Scale:** Roll out (Full scale)

**Geographical area:** Municipality of Ronneby

**Target Audience (including number & unit):** Households

**Waste fraction:** Bulky or other - All re-usable material

**Initiator/coordinator:** Private entrepreneur (contract with the municipality)

**Other actors involved:** none

**Description:** The fleamarket was established in 1984. Each Sunday April-October (year 2010 till 14 November) more than hundred persons come to sell what they have kept in their garages to thousands of buyers. It is really well established and people come from all over southern Sweden.

**Years (start to end):** 1984 and ongoing

**Resources (budget & staff):** One part time coordinator, the cost is about 14 Euro for a table.

**Results:** Over the years many tons of goods have found new owners.

**URL and/or contact:** [Kenneth.Gyllensting@karlskrona.se](mailto:Kenneth.Gyllensting@karlskrona.se)

**CP4 indicators:** no data



### **34)Karlskrona 7: Sustainable families, Sweden**

**Level of implementation:** Local

**Scale:** Pilot

**Geographical area:** Municipality of Gävle

**Target Audience (including number & unit):** 25-30 families/year are acting as role models

**Waste fraction:** several - All household waste

**Initiator/coordinator:** Municipality of Gävle

**Other actors involved:** Municipality owned companies (fx the waste company)

**Description:** 25 households a year are educated and coached in a more sustainable lifestyle. The families can choose special focus areas and they get support from lectures, excursions and exchange of experiences with other families. All start by doing a state-of-the-day survey of habits, use of resources and consumption. The results are followed up and presented publicly during the year. At the end of the year a final report is written.

**Years (start to end):** 2008 - 2011

**Resources (budget & staff):** 2/3 staff (1/3 project leader and 1/3 mixed) and about 35.000 Euros for marketing and activities for the public each year.

**Results:** All families had received substantial results in their consumption, CO2 budget, recycling, purchase of eco-food and transportation. The initial project 2009-2009 was a success and therefore the project is now renewed, and the scope is expanded to also try to get enterprises to take part.

**Main Difficulties:** Lack of time to produce newsletters as often as planned.

**URL and/or contact:** <http://www.gavle.se/hallbarafamiljer>

**CP4 indicators:** no data

### **35) Karlskrona 8: Filmen "En värld utan sopor" (The movie "A world without waste"), Sweden**

**Level of implementation:** National

**Scale:** Roll out (Full scale)

**Geographical area:** Sweden

**Target Audience (including number & unit):** The public consumers and for education of staff

**Waste fraction:** Several

**Initiator/coordinator:** Ivy Communications, a private company working with sustainable development.

Other actors involved: Gothenburg Waste and Water Agency

**Description:** A short film (5 minutes), that shows people that they can make a difference when producing/not producing waste. The film is used both by municipalities to put on their home pages, and as part of environmental education.

**Years (start to end):** 2010 - ongoing

**Resources (budget & staff):** Developed by a private company and now sold to end users. The cost for a municipality to put it on their homepage is 390 Euro + 300 if own logo is to be put at end of film.

**Results:** Too early to tell

**Main Difficulties:** not available

**URL and/or contact:** URL to movie (in Swedish): <http://www.vimeo.com/14623175> , and to the company: [www.ivycommunications.se](http://www.ivycommunications.se)

**CP4 indicators:** no data

### **36)Karlskrona 9: "Library" for borrowing clothes (Lånegarderoben), Sweden**

**Level of implementation:** Local

**Scale:** Roll out (Full scale)

**Geographical area:** Stockholm

**Target Audience (including number & unit):** Private consumers in Stockholm area

**Waste fraction:** Bulky or other - Textile (clothes)

**Initiator/coordinator:** Culture association: KREATIVITET

**Other actors involved:** Many sponsors (listed on the homepage)

**Description:** Lånegarderoben (Borrowers wardrobe) is a "library" where you borrow clothes instead of books. The idea is that you should be able to change your wardrobe regularly without buying new clothes. For a membership fee of approx 50 Euros you are entitled to borrow 1-3 articles for three weeks. Washing instructions are included to avoid mistakes...

**Years (start to end):** 2010 - ongoing

**Resources (budget & staff):** Mainly volunteers

**Results:** Newly opened, so it remains to be seen

**Main Difficulties:** Newly opened, so it remains to be seen

**URL and/or contact:** [www.lanegarderoben.se](http://www.lanegarderoben.se) and <http://medvetenkonsumtion.org>

**CP4 indicators:** no data



### **38) Marche 2: Reuse center: L'Alligatore, Italy**

**Level of implementation:** Local **Scale:** Roll out (Full scale)

**Geographical area:** Municipal territory of Serra dei Conti

**Target Audience (including number & unit):** 3670 residents

**Waste fraction:** Bulky or other - Objects of common use that can be reused

**Initiator/coordinator:** Serra dei Conti Municipality (AN)

**Other actors involved:** Other neighboring municipalities

**Description:** In the reuse center there can be left many kinds of objects, that can be reused. They are ordered in a suited place where everyone can take them free. This extends objects life, reduces waste production, and leads many people to not throw away good objects and to recover them.

**Years (start to end):** Start of activities 2008 - still operating

**Resources (budget & staff):** N.1 guardian

**Results:** Data 2009: 31.697,7 kg of waste subtracted to the disposal; 349 users used recycling.

**Main Difficulties:** it would be better to have more places and a good and available staff, better if employees

**URL and/or contact:** [paola.cirilli@regione.marche.it](mailto:paola.cirilli@regione.marche.it)

**CP4 indicators:** detailed data

### **39) Marche 3: A drop towards Sustainability (water dispensers), Italy**

**Level of implementation:** Local

**Scale:** Roll out (Full scale)

**Geographical area:** Offices of Marche Region

**Target Audience (including number & unit):** About 1150 employees

**Waste fraction:** Packaging - Bottles in PET

**Initiator/coordinator:** Marche Region

**Other actors involved:** no one

**Description:** The aims of this action is to reduce waste production and stimulate the use of public water. In all 4 palaces of Marche Region, n. 7 water dispensers have been installed. Each dispenser has a filter and a U.V.lamp that can erase chlorine smell and other impurities if present and they are certified by the Ministry of Health.

**Years (start to end):** The water dispensers had been installed from July 2007 and they are still operating.

**Resources (budget & staff):** 8.000,00 € Staff Cost: 0€

**Results:** In March 2008, with the first monitoring, the result was of 52.000 bottles (0,5 liter) less, and in May 2009 there were 153.000 bottles less (0,5 liter).

**URL and/or contact:** [paola.cirilli@regione.marche.it](mailto:paola.cirilli@regione.marche.it)

**CP4 indicators:** some data

#### **40) Marche 4: Fair Hotel reducing packaging waste, Italy**

**Level of implementation:** Regional                      **Scale:** Pilot

**Geographical area:** Piemonte Region

**Target Audience (including number & unit):** 4032 Hotels

**Waste fraction:** Packaging - Waste produced by the hotels

**Initiator/coordinator:** Piemonte Region

**Other actors involved:** Municipality of Acqui Terme, Hygiene and Public Sanity Service and Food Hygiene Service of ASL 22, hotels of Acqui Terme.

**Description:** The aims of Fair Hotel are to reduce the production of waste packaging in the hotels and enhance and diversify the hotel offer to choices environment friendly. The action was aimed to monitor the waste produced by a "standard" hotel and identifying the best practices viable. On the basis of "standard "experience", there have been individuated 12 meaningful actions to reduce waste of packaging in hotels.

**Years (start to end):** 2006 - 2007

**Resources (budget & staff):** Staff: a manager, 2 officers, Budget: 39.000,00 €.

**Results:** reduction of 210/Kg/year of plastic waste, 49 /Kg/year of paper waste and 47 /Kg/year of polylaminate materials in the selected hotel

**Main Difficulties:** The others hotels do not recognize the practices of reduction of the waste production as more value for obtain the logo of quality of tourism. So the number of involved hotels was restricted.

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**CP4 indicators:** no data

#### **41) Marche 5: Last Minute Market, Italy**

**Level of implementation:** Local

**Scale:** Pilot

**Geographical area:** Municipality of Falconara Marittima

**Target Audience (including number & unit):** About 4290 persons a year

**Waste fraction:** several - food with its packaging

**Initiator/coordinator:** Tenda di Abramo Association ONLUS

**Other actors involved:** IPERSIMPLY Supermarket of Castelferretti in Falconara Marittima Municipality (AN)

**Description:** The action consists in withdraw, one day a week, some food, still usable but close to expiry date that would be wasted, for still use them.

**Years (start to end):** from 08/06/2010 and still operating

**Resources (budget & staff):** 3-4 persons for one day a week

**Results:** The operation has just began so there aren't yet data available.

**Main Difficulties:** None

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**CP4 indicators:** no data



## **42) Marche 6: Self service detergents in large retail, Italy**

**Level of implementation:** Regional                      **Scale:** Roll out (Full scale)

**Geographical area:** Piemonte Region

**Target Audience (including number & unit):** 4.200.000 Piemonte citizens

**Waste fraction:** Packaging - Plastic bottles

**Initiator/coordinator:** Piemonte Region

**Other actors involved:** GDO and detergent manufacturers

**Description:** With the "self-service project detergents in large retail (GDO)" Piemonte Region has pooled the large retail chains and manufacturers of detergents, creating an area of confrontation that promote interaction and collaboration, getting used stakeholders to act together for a common goal and cultural change. The aim is to provide for the consumers a "network" of products sold unpacked. Each consumer buys the container with detergent only for the first time., after they goes into the store with the empty container and filling it directly from the machines. In this way the container becomes an object to reuse periodically preventing the increase of plastic waste

**Years (start to end):** 2006 - 2008. Since 2009 the operation goes on without the economic regional support.

**Resources (budget & staff):** Total Budget: € 357.000,00 - Staff: a manager, two officers.

**Results:** Been made about 283,000 plastic bottles (over 60% of detergent was purchased reusing the bottle). Translated in environmental parameters this mean that in the atmosphere have not been brought 47 tonnes of CO2 and were saved more than 723 MW/h of electricity and about 17 tons of plastic

**Main Difficulties:** Problems in management and positioning of dispensers in shops (checking the presence of detergents and empty bottles, cleaning the machine etc ...). Success depends heavily on the cooperation of store personnel, difficulties in adapting the dispensing machine in the GDO; need for large sales volumes to ensure amortization of the cost of dispensing machine in a few years (automated sales system is suitable for supermarkets size > 3500 sq)

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**CP4 indicators:** no data

### **43) Marche 7: Ecolabel Legambiente Tourism (hotels), Italy**

**Level of implementation:** Regional                      **Scale:** Roll out (Full scale)

**Geographical area:** Marche Region

**Target Audience (including number & unit):** Hotels

**Waste fraction:** several - Packaging, foods and soaps

**Initiator/coordinator:** Legambiente Tourism Association

**Other actors involved:** Ascoli Piceno Province, Macerata and Ancona. Municipalities of Ripatransone, San Benedetto del Tronto, Cupramarittima, Grottammare, Senigallia. Hotel Association: of Conero, Fano, San Benedetto del Tronto, Cupramarittima, Grottammare and Chamber of Commerce

**Description:** The hotels voluntarily undertake to reduce the amount of single doses used in the food and hygiene sector (breakfast and complimentary toiletries), to use cleaning products in concentrated packets or low environmental impact products, to use and promote the use of water from the tap and to use food products according to the logic of short chain, to use recycled toilet paper. Compliance with these measures is verified by a dedicated controller at least once a year.

**Years (start to end):** The project in Marche Region was born in 2001 with 10 hotels of Conero coast. Nowadays there are 37 hotels.

**Resources (budget & staff):** 3 persons in central office of Bologna. In Marche there are 2 collaborators with a budget of about 7000 € .

**Results:** There are no quantitative data but the introduction of the prevention issue for the first time in the regional Hotels is positive.

**Main Difficulties:** Strong cultural resistances from the tour operator, especially from Italian customers.

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**CP4 indicators:** some data

#### **44) Marche 8: Food Marche Desk ONLUS, Italy**

**Level of implementation:** Regional                      **Scale:** Roll out (Full scale)

**Geographical area:** Marche Region

**Target Audience (including number & unit):** About 29.000 persons (income families)

**Waste fraction:** Packaging - food and packaging

**Initiator/coordinator:** Food Marche Desk ONLUS

**Other actors involved:** voluntary associations, individual parishes, shelters, supermarkets, shopping centers, public institutions

**Description:** The activity consist to collection and redistribution of surplus food retrieved from shopping centre, shops and local agro-food companies and create a network of withdrawal

**Years (start to end):** 2005 - in progress. It is building up in each province with experience in Pesaro, Ascoli and Fermo.

**Resources (budget & staff):** Staff for the project: 12 volunteers for store management, 10 volunteers for the collection, 3 occasional collaborators 1 employee part-time, a collaborator.  
Budget: € 30,200.00 Furthermore, the organization of the day "Collect food" involves over 3000 volunteers.

**Results:** Total collection and distribution of food in 2009: food distributed 1795 tons. Perishable foods recovered in 2009: fruits and vegetables 87 tons, frozen 17 tons. From the shopping center of Ascoli Piceno 2.7 tons

**Main Difficulties:** Limited availability and interest from the small shops.  
Less knowledge of law.  
Need specific tools for managing and transporting food, and is necessary activate a network of institutions for the rapid and efficient distribution to the families.

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**CP4 indicators:** no data

### **45) Marche 9: Fontemagna City (modern public water fountain), Italy**

**Level of implementation:** Local                      **Scale:** Roll out (Full scale)

**Geographical area:** municipality of Castelfidardo

**Target Audience (including number & unit):** Population of the municipality of Castelfidardo (AN) .

**Waste fraction:** Packaging - plastic bottle

**Initiator/coordinator:** Municipality of Castelfidardo (AN) and Pluriservice Fidardensi.

**Other actors involved:** the company that handles the maintenance of the water dispenser

**Description:** Fontemagna City is a modern version of a public fountain. Supplies available to the citizens, still water, sparkling water to promote tap water. The objective is the reduction in the consumption of plastic bottles and concrete promotion of a more environmental lifestyle.

**Years (start to end):** started 2010

**Resources (budget & staff):** Installation cost: 34,000 €

**Results:** 1 - The average daily supply is 1600 liters. Estimated a non-daily use of about 1,000 bottles a day leading (no costs for the recovery and recycling of plastics). In one year the results in terms of reduced / non-impact are: 400,000 PET bottles of 1.5 liters less produced, less than 120,000 kg of PET (30 g / bottle), 2,760 kg of CO2 saved for production of PET, 15,600 kg less CO2 for transport bottles (estimating an average of 350 km for transportation).

2 – The nearby municipality (Numana - AN) the citizens with a popular referendum requested the installation of the Fontemagna City

**Main Difficulties:** Some traders association try to oppose. It is necessary to extend the network of water distributors.

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**CP4 indicators:** no data

## **46) Marche 10: Vending machines for raw milk, Italy**

**Level of implementation:** Local **Scale:** Roll out (Full scale)

**Geographical area:** Province of Trento

**Target Audience (including number & unit):** About 2000 families

**Waste fraction:** Packaging - Plastic and tetrapak

**Initiator/coordinator:** Autonomous Province of Trento

**Other actors involved:** Italian Confederation of Farmers and farm

**Description:** Self-service vending machines of milk on tap positioned in different strategic areas of the province. The bottles can be found locally or brought from home. The distributor is filled twice a day after milking morning and afternoon. Every day the drum is replaced with a full one and the remaining milk is used to make cheese or for rearing calves

**Years (start to end):** Started in 2006 and still going on..

**Resources (budget & staff):** € 135,946. The resources available come from the Rural Development Programme 2007/13 and from the Province of Trento. Since 2006 have been funded 13 vending machines.

**Results:** At present there are 25 vending machines of milk in the Autonomous Province of Trento for a total of 2500 bottles per day. From an environmental perspective the product is at 0 Km. The benefit are: reducing pollution and traffic, reduction of packaging and a total recycling in the case of glass bottles.

**Main Difficulties:** Some difficulties with the cold chain and sanitary risks. These difficulties are mainly related to the behavior of consumers. Other difficulty occurs in the positioning of vending machines; it must be located in high traffic areas. For example, having a short maturity milk (three days) is not appropriate positioning of the vending machines in shopping centre, where consumers usually accessed once a week.

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**CP4 indicators:** no data

### **47) Marche Region 11: "Bambini leggeri (Kids Light)" Washable nappies in the nursery and incentives for families, Italy**

**Level of implementation:** Local

**Scale:** Roll out (Full scale)

**Geographical area:** Emilia Romagna, Parma, Colorno

**Target Audience (including number & unit):** Families with children aged 0 to 36 months (288 children)

**Waste fraction:** Bulky or other - Nappy

**Initiator/coordinator:** Department of Environment and Public Services, Municipality of Colorno

**Other actors involved:** Shopkeeper (and light shops), local nurseries, nursery teachers and educators, cooperatives operating nurseries, manufacturers diapers, laundry, media

**Description:** The proposed incentive washable nappies "Kids Light" is addressed to both private users, (in this case families with children), and the nursery of the town. In the first phase "Nursery Light", the administration has contacted the municipal structures. The first step, carried out during the school year 2007-08, was to introduce to biodegradable nappy and for school year 2008-09 was decided the permanent abandonment of normal nappy for introduce the durable nappy. The company that manages the nursery has an obligation to use durable nappy and biodegradable nappy. Teachers and school staff were informed and trained properly. The management of the washing activity was given to an industrial laundry in a cycle certificate. In the second phase "Families Light", started a policy of incentive for families. This stage has been promoted with a press releases campaign and through the distribution of flyers and posters. For newborns is distributed a voucher of 50 € for buy washable nappies kit that cost 120 €. In Italy the policy of encouraging the washable nappies began in 1997 with the municipality of Torre Bondone, and now involve more than 100 government (municipalities, provinces and regions), each with its different modes of incentive .

**Years (start to end):** 2008-ongoing

**Resources (budget & staff):** For "Nursery Light" cost are not available

Costs for families: Meetings with educators 480 €, Project management 960 €, Various meetings 2160 €, Media 3940 €, Contribution to the family 3550 €, Monitoring results 960 €.

**Results:** For Nursery we have a 100% of use washable nappies in it, and have joined the campaign of incentives the 30.6% of newborns and 25% of children 0-36 months. Another positive element is that the 3 stores involved have agreed to work together in identifying

**Main Difficulties:** The estimate of the amount of waste that has been reduced for nursery is easy to make, while for families can not be done precisely because it is not possible to determine whether using the washable nappies at home. The problem lies in a change of life style, is a slow cultural and educational process. Washable nappies are not difficult to use and manage existing new models for all the needs of mothers who work and using the washing machine. Are healthy for the child and allow families to save at least 1500€ per child. In kindergarten the teachers do not report any problems.

**URL and/or contact:** <http://www.comune.colorno.pr.it/>; <http://www.nonsolociripa.it>; <http://www.goreal.it>

**CP4 indicators:** detailed data

#### **48) Marche Region 12: Pannolino Amico (Nappy Friend), Italy**

**Level of implementation:** Local

**Scale:** Roll out (Full scale)

**Geographical area:** Lombardia Region and Municipality of the province of Brescia

**Target Audience (including number & unit):** New borns (from July 1 to May 30): 498 (in the four major municipalities)

**Waste fraction:** Bulky or other - Nappy

**Initiator/coordinator:** Eva Association of Concesio, (Brescia)

**Other actors involved:** Pharmacies, municipalities, nappy manufacturers, collection and disposal companies, consortium of municipalities in a mountain area.

**Description:** The non profit Association of women EVA, promotes the use of washable nappies, offering moms a complete kit for use during the first year of the child, promoting collaboration with all partners actions, necessary to ensure the largest possible number of families that share this choice. The association takes care of problems that may arise, providing suggestions, advices and a free service of tailoring for any changes to nappy. Parents and grandparents are invited to participate actively in the project with regular meetings to create moments of mutual help.

##### PHASES OF THE PROJECT

- The new mum receives a letter from the Municipality some days after her baby's born
- An associate explains her the correct use of nappies and will give her a bonus to take the kit in the pharmacies free.
- The mum will be called again to know the problems.
- There are groups of users mums that share their own experience.
- The association collects data to verify the progress of the project, sharing them with other partners

**Years (start to end):** july 2009-in progress.

**Resources (budget & staff):** currently is not available information on costs

**Results:** The 31% of contact mums joint the initiative and the 97% of them go on using washable nappies after one year .

**URL and/or contact:** <http://www.associazioneeva.org/> ; <http://www.nonsolociripa.it>;  
<http://www.goreal.it>

**CP4 indicators:** detailed data

## **ORDIF**

### **49)ORDIF 1: Collective composting for apartment buildings**

**Level of implementation:** local      **Scale:** Roll out (Full scale)

**Geographical area:** Rennes Métropoles

**Target Audience (including number & unit):** 150 locations, about 1700 households (20 % of participation)

**Waste fraction:** Bio-waste - Food and gardening waste

**Initiator/coordinator:** The action is initiated by Rennes Metropoles and CIELE (NGO promoting environment and energy saving)

**Other actors involved:** Subcontractor for setting up of the composting unit, composting coordinator trained for every building, agreement with CNAB (organism working on real estate and joint ownership), work with direction of green areas of the municipality

**Description:** In 2005 Rennes Metropoles launched a program aiming at reducing residual waste production from 240 kg/ing/yr in 2005 to 200 kg/inh/yr in 2011. A first operation on home composting in residential area was set up, yet to extent it to all the population a composting unit for a multi-storey dwelling was set up in January 2006 following the request of an inhabitant. Every voluntary household is asked to bring its bio-waste to the composting unit thanks to a 'bio-bucket' given by the local authority. One "composting ambassador" living in the building is chosen and trained so that he can monitor the composting process. Every household or joint ownership interested can contact Rennes Metropoles which puts them in touch with an NGO. A feasibility study is then set up, and if validated the project is presented to a joint ownership. If approved, some volunteer are identified to take care of the monitoring. The NGO helps them during 6 months before letting them in autonomy.

**Years (start to end):** January 2006 - ongoing

**Resources (budget & staff):** - Around 500€/composting unit (composting unit + biobuckets+ subcontractor)

- for every 15 to 20 participants :
  - \* 1 x 600 litter composting unit
  - \* 2 x 300 litter maturation units

**Results:** - 150 locations, 1700 households  
- 20 % of participants in average  
- less waste to be managed : around 100 kg/household.yr  
- Saving on waste treatment : around 5000 €/yr  
- Investment secured in about 3 yrs  
- Contribute to social bonding between inhabitants

**Main Difficulties:** - to find space for the unit  
- to obtain all the authorization from all the different actors  
- To call up participants on the long range  
- to ensure a good quality for the compost:  
\* Often lacks mixing and carbon \* Self management of inhabitants  
- to monitor precisely the avoided quantities

**URL and/or contact:** Laurence Galon, Rennes Métropole : [l.galon@agglo-rennesmetropole.fr](mailto:l.galon@agglo-rennesmetropole.fr)

**CP4 indicators:** detailed data



## **50)ORDIF 2: A guide for repairing, selling and reusing goods**

**Level of implementation:** local      **Scale:** Roll out (Full scale)

**Geographical area:** Rennes Métropoles

**Target Audience (including number & unit):** all the population of the agglomeration

**Waste fraction:** several - Every good that can be reused

**Initiator/coordinator:** Rennes Metropoles

**Other actors involved:** CIELE, Association for consumption and environment, several Environmental and consumers NGOs

**Description:** The project consists in an inventory of every actors on the territory that can help giving a second life to a product: repairing shop, renting, resale...

This inventory has led to printed guides as well as an online guide that allows consumers to find a way to reuse, rent or lend a product. The consumer can choose several parameters to ease his research:

- Type of object (EEE, clothing, DIY...)
- Type of action (to buy second hand good, to give away, to have sthg repaired...)
- Location

Every structure that wants to be in the guide can fill an online form.

The printed guide gives several advices to promote reuse and eco consumption.

**Years (start to end):** 2006

**Resources (budget & staff):** not available

**Results:** Good feedback from printed guide, issues with online version.

No further update since the first edition

No contact taken with shops, so few feedback.

A new version is expected soon, this time involving more shops and setting up quality charters for the different types of actors, in order to ensure the quality of "second life products".

**Main Difficulties:** No involvement of reuse actors : no control on quality, no feedback.

**URL and/or contact:** <http://www.rennes-metropole.fr/guide-pour-le-reemploi-des-dechets.99353.fr.html#BlockSearchDirectory>

**CP4 indicators:** detailed data

### **51)ORDIF 3: Promotion of eco-friendly gardening product with gardening shops**

**Level of implementation:** local      **Scale:** Roll out (Full scale)

**Geographical area:** Rennes Métropoles

**Target Audience (including number & unit):** Gardening shops

**Waste fraction:** several - Fertilizers, other hazardous gardening products

**Initiator/coordinator:** Rennes Métropoles

**Other actors involved:** MCE (NGO on environment and Energy): set up, conception of communication tools, training of sellers...  
Gardening shops: transposition of communication, at least one trained seller, monitoring elements

**Description:** A charter was created in 2005 by Rennes Metropole along with several association (MCE, Gardeners' association...), the general framework being a regional programme about the impact of fertilizers on water quality. It was signed in 2007 by about 30 gardening shops. Rennes Métropoles and MCE (Environment NGO) wrote the charter and designed several communication tools. Sellers were trained on several specific subjects, such as risks related to the use of phytosanitary products or the alternatives to fertilizers. Gardening shops signing the charter had to adapt the communication tools, to have at least one employee trained and to report to the local authority about the results.

**Years (start to end):** 2004-2007

**Resources (budget & staff):** - 1500 slides to inform about phytosanitary products hazardousness  
- About 2 000 signs to put information on the shelves  
- 8 Leaflets giving gardening tips : about 30 000

**Results:** - Unexpected survey in 160 shops :  
\* Sellers available to give explanations in only 60% of shops / For shops that have signed the charter, seller available in 93 %  
\* In 40 % of shops, chemical weedkillers are recommended. For shops that have signed the charter, this product is recommended only 7 % of the time.  
\* 72 % of shops have noticed an evolution from consumers  
- Evolution in sales between 2004 and 2005:  
\* Reduction in sales of weedkillers  
\* Increases for "green fertilizers", composters,...

**Main Difficulties:** - Difficulty in having every shops to be involved  
- Difficulty to monitor the activities of the shops: find some time to get organized, not always easy to gather monitoring data  
- Heterogeneity of data from a shop to the other

**URL and/or contact:** <http://www.mce-info.org/Pesticides/programmepesticides.php>

**CP4 indicators:** detailed data

## **52)ORDIF 4: Promoting eco consumption in supermarket**

**Level of implementation:** Regional                      **Scale:** Roll out (Full scale)

**Geographical area:** Deux-Sèvres (Département) - IDEAL 79

**Target Audience (including number & unit):** 32 retailers and 8 brand stores

**Waste fraction:** several - Mainly on the following products: DIY, gardening, food, clothing, toys and office stationery

**Initiator/coordinator:** IDEAL 79 (LIFE project) led by two local authorities: communauté d'agglomération de Niort and SMITED 79

**Other actors involved:** 32 retailers, 8 "brand stores",

**Description:** An agreement was signed in 2007 between the initiators and the different partners in order to promote eco consumption to the local population. This project consists in promoting several eco friendly products and services using discount coupons and communication tools. For several activities (such as DIY, shopping list, house cleaning), some tips and advices are given to reduce waste generation. Shopping coupons are on eco friendly products (eco certification, repairable, reducing toxicity...) or for eco friendly services (such as rental...). Several activities were also organized, such as tests regarding waste prevention with eco coupons as prizes.

**Years (start to end):** 2007 - 2009

**Resources (budget & staff):** - 160 000 guides to households in the department  
- Budget : 250 000 € (marketing study, communication tools, staff costs).

**Results:** - 1500 people concerned by test  
- Raise of 19 % of eco-friendly products in average  
- Two main products : eco-refill, rechargeable batteries  
- Shop's directors show interest in pursuing the actions

**Main Difficulties:** - difficulty to change consumption behaviors  
- it is long to establish solid agreements with retail stores (1 yr between first contacts and signing)  
- difficult to have the communication tools stick out of the other advertising tools used by the different products

**URL and/or contact:** Elodie Stadler, Conseil Général des Deux-Sèvres : [elofie.stadler@cq79.fr](mailto:elofie.stadler@cq79.fr)

**CP4 indicators:** detailed data

### **53)ORDIF 5: Waste prevention campaign toward shopkeepers and artisans**

**Level of implementation:** local                      **Scale:** Roll out (Full scale)

**Geographical area:** Coglais Communauté

**Target Audience (including number & unit):** 74 shopkeepers and artisans

**Waste fraction:** several - Similar waste

**Initiator/coordinator:** Coglais Communauté (local authority), Passiflore (NGO), a design office

**Other actors involved:** 80 shopkeepers and artisans were contacted, + chamber of commerce

**Description:** Several voluntary workers from the NGOs involved in the project were trained (3 X 1h30) to meet the shopkeepers and craftsmen in order to make an analysis of their waste production, to determine with them several actions to reduce their waste production, and to identify how they can promote these actions to be more attractive.

The project was led in 5 steps :

- Design of the project
- Contact with shops
- Analysis of waste production
- Draft of different forms detailing the action
- Communication

**Years (start to end):** 2008-2009

**Resources (budget & staff):** - 20 trained voluntary workers

- Total cost : around 16 000 €

**Results:** - 54 shopkeepers and artisans embarked in the project (65 % of participation)

- 12 fact sheets on the different actions by trade were issued, each detailing what the shops can do to reduce both their waste and the waste their products/services will generate through customers.

- Each participant agrees on setting up several actions (37 participants agreed on that). Then, actions are led within the organisation and with customers, suppliers...

- several data :

- \* 50 diagnosis, 55 waste prevention actions
- \* Participants agreed to work on 300 actions (8/participant)

**URL and/or contact:** Isabelle Menet, Coglais communauté, [developpement.coglais@wanadoo.fr](mailto:developpement.coglais@wanadoo.fr)

**CP4 indicators:** detailed data

## **54)ORDIF 6: Monitoring the evolution of eco-consumption possibilities in France**

**Level of implementation:** National

**Scale:** Roll out (Full scale)

**Geographical area:** France

**Target Audience (including number & unit):** National

**Waste fraction:** several - common consumption goods

**Initiator/coordinator:** ADEME

**Other actors involved:** Environmental Ministry, major outlets, NGOs...

**Description:** This project was launched for the National Plan for waste prevention, in order to obtain national data on the evolution of several aspects of waste prevention. Its aim is to monitor the offer of eco-friendly products compared to their less environmental counterparts. Several "shopping-trolleys" were identified to do so : an "average trolley" for a 2,3 people household, a "mini waste" and a "maxi waste" trolley for a one person household and a "mini waste" and a "maxi waste" trolley for a 4 person household.

The study followed several steps : definition of the content of an "average trolley", assessment of the waste production linked to the different cases (weigh, volume, toxicity), calculation of the indicators to monitor the evolution.

**Years (start to end):** 2007-

**Resources (budget & staff):** not available

### **Results:**

- Mini waste trolleys produce 24 to 39 kg/inh/yr less than maxi-waste trolley

- More than 50% of the total weight of waste is due to 10 products : liquid products (water, milk, beer), pet food, canned food or food in jar, paper, ground coffee and nappies.

- Mini-waste trolleys allow annual savings up to 500 €

- Between 2007 and 2009, the average trolley has not changed so much. However, the differences between mini-waste and maxi-waste trolleys are increasing, mainly because of increases for maxi-waste trolley.

### **URL and/or contact:**

<http://www2.ademe.fr/servlet/getBin?name=98552AEF081CAC6870B7901AB449554A1255616285616.pdf>

**CP4 indicators:** detailed data

## **55)ORDIF 7: Control group for waste prevention**

**Level of implementation:** Local

**Scale:** Pilot

**Geographical area:** Group of communes : Pays Dolois

**Target Audience (including number & unit):** 30 households

**Waste fraction:** several - Packaging, unwanted mail, bio-waste...

**Initiator/coordinator:** Intercommunality (le Grand Dole), Jura Nature Environnement (NGO), Serre Vivante (NGO)

**Other actors involved:** 30 households as "control group"

**Description:** During one year, the operation "I reduce my waste" has made 30 households weigh their waste to show it is possible to reduce the waste they produce, in order to increase the population and elected representatives' awareness toward waste prevention and to obtain consistent data. The project had 3 stages :

- definition of the "control group" and of the waste prevention actions: households were found thanks to various communication tools (press releases, events, NGOs...), and given a guide, some sheets to fill in and a tool to weigh. A study about the waste prevention actions already led was also established. The control group was chosen so that it is representative of the total population
- weigh-in during one year : 10 waste prevention actions were tested: eco consumption, reuse of shopping bags, unwanted mail, less printing, drink tap water, rechargeable batteries, reuse of objects, home composting, eco certified products, and "others"
- communication on the results

**Years (start to end):** 2008-2009

**Resources (budget & staff):** - Total budget : around 16 000 €  
- Main charges : staff cost (45 %), materials (25 %)

**Results:** - Opinion of the participants : satisfaction, want to go on  
- Actions with most important reduction : Home composting (-50 kg/inh/yr) and "Stop pub" against unwanted mail (-19 kg/inh/yr)  
- One person from the control group produces in average -30 % of waste compared to the local average.  
- Now : consistent data to promote waste prevention

**Main Difficulties:** - Difficulties with weigh-in : identification of the different categories, broken material  
- Population understanding : prevention ≠ recycling, responsibility shared btw population, producers, shops and local authorities  
- Assessment of the initial situation

**URL and/or contact:** <http://pagesperso-orange.fr/passiflore/>

**CP4 indicators:** detailed data

## **56)ORDIF 8: Travelling books**

**Level of implementation:** Local

**Scale:** Roll out (Full scale)

**Geographical area:** Montreuil sur Mer

**Target Audience (including number & unit):** Population and secondary school

**Waste fraction:** Paper - Mainly paper, communication on other waste prevention actions

**Initiator/coordinator:** GDEAM (Local NGO)

**Other actors involved:** Population, secondary school

**Description:** About 1 500 books were collected by voluntary workers from GDEAM during the Waste Reduction Week, and were then put in several busy places in town (on public benches, bars and restaurants...). The population is then invited to pick up some books home, to read them, and/or to bring some of theirs in exchange. Books left at the end of the week are taken back and stored in a museum.

In every book a bookmark is left explaining the project and giving an internet link to the website of the NGO.

This action is led in parallel with others, e.g. a communication campaigns with shopkeepers to promote dematerialization, repair shops...

**Years (start to end):** 2007 - 2009

**Resources (budget & staff):** No data available - mainly voluntary workers

**Results:** About 1 500 books collected and 1 000 books taken by inhabitants.  
Allows to communicate on reuse of cultural products

**Main Difficulties:** No data

**URL and/or contact:** <http://gdeam.com/articles.php?lng=fr&pg=1162>

**CP4 indicators:** detailed data

## **57)ORDIF 9: -10 % in a hotel**

**Level of implementation:** Local

**Scale:** Pilot

**Geographical area:** Rhone Alpes, Lyon

**Target Audience (including number & unit):** One hotel - 20 employees

**Waste fraction:** several - Packaging, toilet paper, place mat

**Initiator/coordinator:** Hotel Ibis, Lyon

**Other actors involved:** Employees, Ademe (subsidies)

**Description:** The hotel has undergone a ISO 14001 process. One of the practical programme resulting from it is an project called "-10 % of waste", which consists in several actions related to waste management, employees awareness and waste prevention.

Along with awareness campaign about waste management for employees and customers, and with sorting of packaging, newspapers and cardboard, 3 waste prevention actions were led in order to reach the main goal :

- Replace disposable plastic bottles by returnable glass bottles
- Use completely toilet paper rolls in order to avoid wasting them by not replacing them and having permanently a second roll in the bathroom.
- Replace disposable paper place mat used for breakfast by a tray. The marketing department has worked on an original tray to make it attractive.

**Years (start to end):** 2006-2009

**Resources (budget & staff):** Total budget : 12 610 €:

- Expert (Ademe's founding) : 4000 | - Communication: 450 €
- Supervising staff : 3150
- Training : 5010

**Results:** \* -27% for mixed waste

\* -6,1% for total waste

\* -89,2% of non recovered waste

\* +6,3% for external costs - internal costs stable, +3% for total costs.

The overall target (-10% for mixed waste) is reached while the activity is stable ( +2% of rented rooms on the period)

**URL and/or contact:** <http://www.ademe.fr/internet/objectif-10/IBIS.pdf>

**CP4 indicators:** detailed data



## **58)ORDIF 10: ADERE : a tool for eco-events**

**Level of implementation:** Local

**Scale:** Roll out (Full scale)

**Geographical area:** France

**Target Audience (including number & unit):** Event organizer

**Waste fraction:** several - Food waste, paper waste, packaging...

**Initiator/coordinator:** ADERE was designed by a group of NGOs, events organizers helped by ADEME

**Other actors involved:** none

**Description:** ADERE is a free online tool made to assist events organizers with the environmental impact assessment of their events and to identify means to improvement. After a free registration, the user can key in several pieces of information about the way they manage their event about several issues: food, communication, technical equipment, transportation, accommodation and awareness raising. For each of this issues, several topics are tackled, which consists in a set of questions, and for 3 stages : before the event, during and after. The user answer by "yes", "no" or "not concerned". When all questions are answered, the software gives an overall assessment of the event and explains several ways to reduce the environmental impact. A PDF file is generated to present the main solution and several internet links to find further information or contacts.

Waste prevention is not the only issue addressed in this tool, but several topics are related to it: food waste reduction, reusable dishes, paper consumption...

**Years (start to end):** not available

**Resources (budget & staff):** No data about the cost of this tool

**Results:** Unknown, no feedback yet.

**Main Difficulties:** Only qualitative results. No assessment of progress in term of CO2 emission or any other environmental impact. About waste prevention, it gives several hints and relevant information but few concrete tools to set up specific actions.  
No way to assess the relevance of this tool so far

**URL and/or contact:** [www.evenementresponsable.fr](http://www.evenementresponsable.fr)

**CP4 indicators:** no data

## ***Roquetas de Mar Municipality***

### **59)Roquetas 1: Campaign for responsible consumption of plastic bags, Spain**

**Level of implementation:** National

**Scale:** Roll out (Full scale)

**Geographical area:** Spain

**Target Audience (including number & unit):** General population, through media, shopping centres, consumer associations and housewives, schools, environmental classrooms, employees of partner companies

**Waste fraction:** Packaging - Plastic bags

**Initiator/coordinator:** CICLOPLAST

**Other actors involved:** ANAIP, Plastics Europe Ibérica, ANGED, CEC

**Description:** Public awareness campaign with the goal of changing consumer habits towards a more responsible consumption. Aim to inform and educate consumers about plastic bags moving towards responsible consumption, reuse, recycling in the yellow container not to abandon them. Campaign logo on the bags, through the insertion of the logo in the stock of the major commercial centers Alcampo, Carrefour, El Corte Inglés, Centros Hipercor, Eroski and Market. They have distributed more than 1,000,000 pamphlets alluding to the campaign messages distributed most modules in large malls and small and medium business. Specific actions have been taken in large shopping centers in the cities of Madrid, Barcelona, Murcia, Sevilla, Valencia and Zaragoza. 50,000 people visited the information stand CICLOPLAST, where there was a consumer survey and made them practice by delivering a mat with the main messages of the campaign, not to forget them. More than 8,000 consumer surveys about their behavior with respect to plastic bags. 250 municipalities are on the campaign material, delivery to the municipalities Environmental Classroom, a manual for instructors. Campaign messages, journals and newsletters of partner companies. Visitors from more than 3,000 schools to the traveling exhibition "Plastics to the Environment" which has traveled through the cities of Madrid, Murcia, Salamanca, Bilbao and Santander. Dissemination of written messages in more than 30 mass media, 8 TV programmes and Radio 6, including disseminating the message to be highlighted TVE, Localia, El País, Expansión, Cadena Ser and National Radio of Spain.

**Years (start to end):** Start 2005 - End 2008

**Resources (budget & staff):** 200.000 each year  
No data about staff

**Results:** More consumers aware. Knowledge about plastic bags reuse and specific recycle has been increased from 2005 to 2008 in 31,5%

**URL and/or contact:** CICLOPLAST, Príncipe de Vergara, 204, ppal – 2ª esc - 1º C, 28002 MADRID  
Tel. +34 91 571 76 06, Fax. +34 91 579 63 45,  
<http://www.madrid.es/UnidadWeb/Contenidos/Colecciones/TemaMedioAmbiente/ForoProClimaMadrid/Ficheros/CUCLOPLAST.pdf>

**CP4 indicators:** no data

### **60)Roquetas 2: Hogares Verdes (es) - Green Homes (en), Spain**

**Level of implementation:** Local

**Scale:** Roll out (Full scale)

**Geographical area:** Province of Segovia

**Target Audience (including number & unit):** 232 family households

**Waste fraction:** several – besides waste, emphasis on water and energy

**Initiator/coordinator:** Ministerio de Medio Ambiente y Medio Rural y Marino

**Other actors involved:** Family households of the Municipalities of Cantalejo, Carbonero, Cuellar, El Espinar, Palazuelos de Eresma, San Cristobal de Segovia, San Ildefonso, Turégano, Comunidad V. T. Fuentidueña, Mancomunidad del Nordeste, Mancomunidad N. S<sup>a</sup> Hornuez, Segovia

**Description:** Green Homes is an educational program, designed for families concerned about the environmental and social impact of their decisions and daily habits. This initiative wants to accompany them in the process of change towards a more responsible management of your home:

- self-promoting household water consumption and energy
- introducing measures and saving behaviors
- helping to make a purchase more ethical and more environmentally friendly

**Years (start to end):** Start: January 2007 - End: December 2007

**Resources (budget & staff):** No data about this fact

**Results:** The results obtained through the evaluation of Green Homes 2007 indicate reductions in energy and water consumption for all aspects analyzed. Global trends are summarized in the following list:

Water consumption (-14,5%), Electricity consumption (-3,74%), Heating fuel consumption (-7,35%), Natural gas consumption (-5,3%), Domestic emissions of CO<sub>2</sub> (-4,45 to -6,77%).

**URL and/or contact:**

[http://www.mma.es/portal/secciones/formacion\\_educacion/programas\\_ceneam/hogares\\_verdes/resultados.htm](http://www.mma.es/portal/secciones/formacion_educacion/programas_ceneam/hogares_verdes/resultados.htm)

**CP4 indicators:** no data

### **61)Roquetas 3: Furniture Collection, Repair and Restoration, Spain**

**Level of implementation:** National

**Scale:** Roll out (Full scale)

**Geographical area:**

**Target Audience (including number & unit):** Households and private companies

**Waste fraction:** Bulky or other - All kind of furniture: sofas, shelves, cabinets, beds...

**Initiator/coordinator:** BETEL

**Other actors involved:** None

Description: The organization provides a free furniture collection service to households and private companies.

The service is carried out by persons belonging to socially marginalized groups. Once the furniture is collected a process of restoration and reparation is started by the NGO. This process will lead to the relocation of the furniture on the market by selling it to public.

All the resources obtained are to be employed on the ongoing activity of the NGO.

**Years (start to end):** 1992 - Present

**Resources (budget & staff):** No data available

**Results:** The direct impact on nature of furniture with a high potential of being wasted is avoided. The furniture is relocated on the market instead of being processed as common waste.

**Main Difficulties:** The furniture repaired and placed on the market represent a temporary storage, that not to be sold eventually, will be directed to specialized recycling centers.

**URL and/or contact:** BETEL España - <http://www.betel.org/es/>

**CP4 indicators:** no data

## **62)Roquetas 4: Communication tools for municipal waste prevention campaigns "-és+", Spain**

**Level of implementation:** Regional

**Scale:** Roll out (Full scale)

**Geographical area:** Catalonia

**Target Audience (including number & unit):** homes, citizens, schools, workers, shops, municipal management

**Waste fraction:** several - Bio-waste, paper, packaging, bulky and others

**Initiator/coordinator:** Generalitat de Catalunya -  
Departament de Medi Ambient i Habitatge  
Autonomous Government of Catalonia - Department of  
Environment and Housing

But each municipality does implement its own project in its municipality

**Other actors involved:** None

**Description:** This is a set of elements of communication for the prevention campaigns in various areas. The different items are personalized with the logo of municipalities and entities engaged in the campaign and there are specific items for each of the following areas areas: citizenship, schools, offices and / or businesses. The intention of developing these communication is to unify the image and message of the various prevention campaigns that are emerging in Catalonia, while achieving a cost savings in terms of design.

It is a broad campaign aimed at different areas and that includes the main best practices in all areas. To learn best practices, consult the elements of communication in each area (see URL below).

**Years (start to end):** Start 2004 until present

**Resources (budget & staff):** Data not available

**Results:** Not quantified, but 102 municipalities in Catalonia have executed such a project.

**URL and/or contact:**

<http://www20.gencat.cat/portal/site/arc/menuitem.60fb2478680e61fd624a1d25b0c0e1a0/?vgnnextoid=762fc5420c268210VgnVCM1000008d0c1e0aRCRD&vgnnextchannel=762fc5420c268210VgnVCM1000008d0c1e0aRCRD&vgnnextfmt=default>

**CP4 indicators:** no data



### **63)Roquetas 5: Municipal Waste Prevention and waste minimitation campaign in Santpedor, Spain**

**Level of implementation:** Local

**Scale:** Roll out (Full scale)

**Geographical area:** Municipality of Santpedor

**Target Audience (including number & unit):** Citizens, shops and local festival organizers

**Waste fraction:** several - Plastic bags, paper, others

**Initiator/coordinator:** Municipality of Santpedor

**Other actors involved:** Generalitat de Catalunya, Agència de Residus de Catalunya, Centre Català del reciclatge

**Description:** Conduct an information and awareness campaign to promote waste prevention in general and with the specific aim of reducing by 10% of plastic bags by 35% the free advertising posters by 20% advertising, and 80% of disposable cups at public events.

Citizens:

- actions of reduction and limitation of free publicity and posters pasted in: graphic design and publishing information about adhesives to stick to the mailboxes to reject the free publicity, and certain places of public roads where prohibited paste posters.
- introduction of a fee by a municipal ordinance, so that those responsible for the posters are made by withdrawing them.

Shops:

- Promoting fresh produce and bulk in order to save waste: plastic bags, trays porexpan, single-use packaging
- communication to citizens of some false hygiene products packaged
- promotion of returnable glass bottles
- prevention of unnecessary consumption of cans, cartons or plastic
- encourage the choice of products preferably packed in glass
- distribution of materials (letter, cloth bag, basket, tríplic informative)
- making information sessions.

Festivals:

- promoting the use of reusable cups

**Years (start to end):** 2008

**Resources (budget & staff):** Budget: 14049,45 euros

**Results:** To be received from the Municipality.

**URL and/or contact:** <http://www.arc.cat/webarc/jsp/ccrproj/ca/llicitatprojectes.jsf>  
(Campanya de prevenció y minimización de los residuos municipales en Santpedor)

**CP4 indicators:** no data

## ***Sofia Municipality***

### **64)Sofia 1: Differentiating of a tax “household waste” for the juridical persons, Bulgaria**

**Level of implementation:** Local

**Scale:** Roll out (Full scale)

**Geographical area:** Sofia municipality

**CP4 indicators:** some data

**Target Audience (including number & unit):** 5000 businesses

**Waste fraction:** several - different types of fractions mostly mixed municipal waste, construction waste etc.

**Initiator/coordinator:** Sofia Municipality

**Other actors involved:** operator at the landfill, businesses

**Description:** A tax for landfill differs for business which generates more waste from the business which generates a small quantity of waste. The tax for business is differs from this one for the households. The tax differs for the juridical persons and it depends by the quantity of waste and from the frequency of transportation from waste management company which is dealing with waste. This stimulates the companies to reduce the amount of waste, thus to generate a small amount of waste and it is a good way for the companies to prevent waste generation. This practice was initiated from the municipaplty and was well accepted from the landfill operator and business.

**Years (start to end):** 2006 onwards

**Resources (budget & staff):** not available

**Results:** Reduce the waste quantity going to landfills. Interest from the business to reduce the amount of generated waste, because this can reduce payment to the landfill operator.

**Main Difficulties:** Some businesses are still not interested in the proposed actions and in stimules for reducing of amount of waste. It is not easy to find a way to monitor all the process and there are not indicators put in place.

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**CP4 indicators:** some data

## **65) Sofia 2: Good waste prevention communication practices in Sofia municipality, Bulgaria**

**Level of implementation:** Local

**Scale:** Roll out (Full scale)

**Geographical area:** Sofia municipality

**Target Audience (including number & unit):** more than 1200000 inhabitants of Sofia, business, NGOs,

**Waste fraction:** several - different types of waste

**Initiator/coordinator:** Municipality of Sofia

**Other actors involved:** business, NGOs, etc.

**Description:** Good communication practices of Sofia municipality are mainly:

1. Interaction with non-governmental organizations, youth alternative organizations, “green” schools, organizations for nature protection (WWF);
2. Interaction with the business.

One of the steps of waste prevention is to inform and to interact with all possible stakeholders and to inform them about best possible choice to reduce waste. Also to involve main target groups in municipal activities dedicated to waste prevention. The most important step of prevention of waste is to inform and to involve every possible stakeholders. The main target group is young people from kinder gardens and from schools.

**Years (start to end):** 2010

**Resources (budget & staff):** 21 975 BGN and 2 persons staff for the tent

**Results:** press conference – 1, tent – 1, advertisement sets – 70 pcs., press dossiers – 70 pcs., posters – 4 000 pcs., leaflets- 20 000 pcs., radio spot – 1 pcs., internet banner – 1 pcs., project for billboards – 1 pcs., song – 1 pcs., inquiry – 1, report – 1.

**Main Difficulties:** It is not so easy to find everytime the most effective way to reach main target groups and after to assess the achieved results.

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**CP4 indicators:** detailed data



### **66) Sofia 3: Agreements with a big commercial shops for reducing plastic bags and the amount of waste, Bulgaria**

**Level of implementation:** Local

**Scale:** Roll out (Full scale)

**Geographical area:** Sofia municipality

**CP4 indicators:** some data

**Target Audience (including number & unit):** 1200000 inhabitants of Sofia municipality

**Waste fraction:** Packaging - packaging waste

**Initiator/coordinator:** Municipality of Sofia

**Other actors involved:** business, shopping centers

**Description:** Agreements with a big commercial shops for reducing of the placed on the market plastic bags and for introduction of sustainable practices for reducing the amount of waste, at the territory of Sofia Municipality. Agreements were signed between the new shopping centers/new business and Sofia municipality. Such agreements aiming to reduce the impact from generated waste and thus to reduce the quantities of waste. There is observed a common understanding in business that prevention of waste is the first one solution to reduce impact of the waste. The business is challenged to change consumer's habits and to change some materials with other ones which are better for recycling process. This can influence the quantities of waste for recycling/recovery and for landfilling, so to be in favour to recycling. Of course some measures were taken from business to reduce the impact of generated packaging waste such as implementation of high prices for plastic bags, replacement of plastic bags with biodegradable ones, locating places for collection of waste, etc.

**Years (start to end):** 2006 onwards

**Resources (budget & staff):** NA

**Results:** Separate collection of waste from big shopping centers at the source of generation. Switching from one packaging material to another ones.

**Main Difficulties:** Of course some measures of prevention of waste were taken from business to reduce the impact of generated packaging waste such as implementation of high prices for plastic bags, replacement of plastic bags with biodegradable ones, locating places for collection of waste, etc. Not so many stakeholders are involved in this process, because in time of financial and economic crisis, there is not big possibility to switch from one type of packaging materials to another one, more expensive.

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**CP4 indicators:** some data

## **67) Sofia 4: Household composting in homes (and kindergardens & schools), Bulgaria**

**Level of implementation:** Local

**Scale:** Pilot

**Geographical area:** Sofia municipality

**Target Audience (including number & unit):** 1000 000 inhabitants of Sofia municipality, kindergardens and schools

**Waste fraction:** Bio-waste - biodegradable waste

**Initiator/coordinator:** Municipality of Sofia

**Other actors involved:** households

**Description:** Household composting in a houses (in suburban areas around Sofia) with aim to reduce the biodegradable waste going to landfills, received in the systems for common household waste.

Composting of biodegradable waste generated from households in suburban areas of Sofia municipality is already best practice to reduce the quantities for collection and transportation of this kind of waste. Also this is a good practice to prevent waste generation. The main target is to involve as many as possible households to participate and the main aim is to reduce the quantity of biodegradable waste for recycling and landfilling.

Composting is one of the most suitable and economic methods for treatment of biodegradable waste. This is a process in which the organic substances are destroyed and they became in a humus material, called compost. Compost is fertilizing the soil, building its structure, rising air exchange /aeration/ and keeps the water in it. When it is mixed with clay soil, it is lightened and the sand soil – better keeps the water. In 2006 in district “Novi Iskar” successfully was implemented pilot project introducing family composting in plastics composting bins for 250 households. The project was financed by the Ministry of Environment and Water and for the amount of 55 000 BGN, with 10% co-financing from Sofia municipality. Because the composting is a priority of Sofia municipality, in 2009 successfully was realized the second project for family composting for the amount of 83 256 BGN, entirely financed from the budget of Sofia municipality. It covers five of the 12 suburban regions: Nadezhda, Vrubnica, Pancharevo, Vitosha and Bankya. As a result from the project was bought, delivered and distributed 700 pcs. composting bins, activators, aerators for mixing, stickers and a set of advertisement - informational materials. In the Nadezhda region, composting bins were distributed to all 15 kinder gardens. In 2010, the project idea was continued and expanded with a new project, which covers the regions – Novi Iskar, Studentski, Mladost, Ovcha kupel, Kremikovci and Pancharevo. Again the funding is entirely from Sofia municipality’s budget and it is for the amount of 91 854 BGN.

In the project are involved again kinder gardens and schools with a preliminary manifested wish from the mayors of regions. In region Ovcha kupel are distributed to all kinder gardens 9 pcs. composting bins, including their branches as well as 5 pcs. composting bins for all schools. In region Novi Iskar, besides households are distributed 17 pcs. composting bins to all schools and kinder gardens. Approval of family composting in plastic composting bins as a practice in the regions will reduce the quantity of waste, which is generated every day from each household. This waste will be converted in useful fertilizer, which could be used to improve soil.

Family composting establishes basics for new type of ecological culture of the inhabitants. It is a prerequisite for the overall introduction of separate collection of household waste. The effect from these activities will reflect inevitably of the aspect of populated areas, making it more attractive for recreation activities and tourism.

**Years (start to end):** 2006 onwards

**Resources (budget & staff):** NA

**Results:** Separate collection of waste from households in the suburban areas of Sofia municipality.

**Main Difficulties:** Main difficulties with home composting are related to convince the people from suburban area of Sofia municipality to use composting bins in their households. The other problem is that 6 months of the year the composting process is going slowly, because of the low temperatures. Some problems with the composting process can be risen because people don't know how to prepare mixed biodegradable waste. Some people use their houses only in the summer, so the process of composting should be stopped for the other months.

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**CP4 indicators:** detailed data

## **68) Sofia 5: Separate collection of textiles for reuse and recycling, Bulgaria**

**Level of implementation:** Local

**Scale:** Pilot

**Geographical area:** Sofia municipality

**Target Audience (including number & unit):** 1200000 inhabitants of Sofia municipality

**Waste fraction:** Bio-waste – textile waste - clothes, bags

**Initiator/coordinator:** Sofia municipality

**Other actors involved:** inhabitants of Sofia

**Description:** Separate collection of textile waste was organized by Sofia municipality for the inhabitants in following districts in Sofia municipality: Nadeжда, Младост, Овча купел, Лulin, Кrasno selo, Vitosha, Slatina, Krasna polyana, Iskar, Kremikovci, Studentski and Vrubnica. In a period of the agreement (2007-2009) between Sofia municipality and the subcontractor a total of 91 690,40 kg of textiles were collected. The main effect was separating textile waste from household waste enabling reuse and recycling of this type of product.

For the period of project there was established big interest from the people and was reported participation of many people in the system. The main problem was that the collection points were in the center of the attention of poor people and some of the collected textile waste were stolen and some of the containers were broken. Sofia municipality has the intention to prolong the agreement with the subcontractor, but because of the main reported problems, the agreement was finished for the period of 3 years. Separating the textile waste stream will give the opportunity to reuse them as a second hand clothes thus to prevent waste generation. If the clothes can no longer be reused, the material can be recycled with aim to produce some carpets, stuffing, ropes, etc. and this also can prevent this waste to be landfilled. Sofia municipality has the intention to create sustainable systems for separate collection of textiles to reduce generated waste through re-use of the collected textile. If more people participate the system more effective will be the collection and the reduced quantities will be big enough.

**Years (start to end):** 2007 - 2009 onwards

**Resources (budget & staff):** financing of the system for collection of textile waste was provided from the company which conclude the agreement with Sofia municipality. The control of the system was incorporated in other obligations of control body for waste collection at the territory of Sofia municipality.

**Results:** Separate collected textiles - 91 690,40 kg in a period 2007-2009 and service for the inhabitants of Sofia municipality. Containers were placed close to the source of generation of textile waste.

**Main Difficulties:** The main difficulties with separate collection arise because the project is a pilot one, not so many people know about this system and the system was attacked by poor people, and some of the collected quantities of textiles were stolen from the collection points, thus the system was not sustainable enough.

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**CP4 indicators:** some data

## **69) Sofia 6: Campaign about use of rechargable batteries and accumulators, Bulgaria**

**Level of implementation:** Local

**Scale:** Pilot

**Geographical area:** Sofia municipality

**Target Audience (including number & unit):** 524 inhabitants of Sofia municipality

**Waste fraction:** Bulky or other - batteries and accumulators - hazardous waste

**Initiator/coordinator:** Sofia municipality

**Other actors involved:** inhabitants

**Description:** Inquiry about the readiness of the inhabitants to participate in systems for separate collection of hazardous waste, including spent batteries and accumulators. The main idea for this research is to find how many people will participate in such systems and to assess sustainability of system for separate collection. The blitz inquiry was organized as an interview and telephone calls from people chosen by « chance » principle. For this inquiry 524 citizens were interviewed, and from them school children – primary and secondary school, students, citizens working in different branches and professions, unemployed, pensioners etc. The blitz inquiry consists from 8 questions and from the analysis could be made conclusions as follows:

1. The citizens can divide hazardous waste from the mixed waste household stream.
2. There is doubt in a possibility municipality to organize activity in a possibly most appropriate way, which could facilitate them in collection and delivery of hazardous waste from households.
3. Preferences of citizens in relation with collection and delivery of hazardous waste from households are too variable, which is going to say there should be proposed and implemented bigger part from the preferable from the citizens variants in different combinations.
4. Considerable part from the citizens is inclined to take back in the shops where they bought goods and materials, which became hazardous waste goods from households.
5. Citizens they prefer nearest distance to the places for hazardous waste from households.
6. Practices which are not good for waste management are determinative for citizens to prefer not organization of sites for collection of hazardous waste from households in the block of flats.
7. Depending of citizens' age, they prefer with a small majority almost all ways to learn about hazardous waste from households

Such inquiries could give good start in organization of public awareness campaigns for benefits for the environment of use of rechargable batteries and accumulators. Use of rechargable batteries and accumulators instead of one-use batteries and acucmulators is good practice in area of prevention of waste. This can create sustainable consumption of this kind of batteries and accumulators and will reduce the quantity of placed on the market, respectively one-use spent batteries and accumulators.

**Years (start to end):** 2007

**Resources (budget & staff):** not available

**Results:** Inquiry reaches a small number of participants, but it is good enough to improve at municipality level prevention of hazardous waste from the households, including spent batteries and accumulators.

**Main Difficulties:** Main difficulties are reaching big numbers of participants in the beginning of the inquiry and thus to collect big quantities batteries and accumulators placed on the market - rechargable compared to one-use.

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**CP4 indicators:** detailed data

## **70) Sofia 7: Reducing packaging materials used for plastic bottles, Bulgaria**

**Level of implementation:** National                      **Scale:** Roll out (Full scale)

**Geographical area:** Sofia municipality

**Target Audience (including number & unit):** Inhabitants of Bulgaria

**Waste fraction:** Packaging - packaging waste - plastic, paper

**Initiator/coordinator:** Devin company

**Other actors involved:** inhabitants, consumers

**Description:** The company Devin reduce materials to produce packaging for mineral water thus can reduce the overall quantity of plastics in production process. The company successfully use european standards for packaging - reducing materials and the volume of packaging. This practice is taking big amount of financial resources, because not only the material is reduced, but the technology should be changed to produce new ones bottles and after to use them in the production process. Such practice is a very good one for prevention of waste generation, but unfortunately not widely used in Bulgaria till now.

**Years (start to end):** 2009

**Resources (budget & staff):** NA

**Results:** Prevention of waste generation through changes in technological line for packaging and packing of mineral water.

**Main Difficulties:** To change technologies to produce packaging and for packing of goods is taking big financial resources and it is taking time. In a period of financial crisis it is not possible for many companies to change their producing chain.

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**CP4 indicators:** detailed data

## ***Tampere Regional Solid Waste Management Ltd***

### **71) Tampere 1: Gabriella Kaatis - Puppet theatre project ("Gabriella the Dump on Diet), Finland**

**Level of implementation:** Regional

**Scale:** Roll out (Full scale)

**Geographical area:** Tampere Region

**Target Audience (including number & unit):**

Children at pre-school age (5-7 years old).

**Waste fraction:** Several - Bio-waste

**Initiator/coordinator:** Tampere Regional Solid Waste Management Ltd

**Other actors involved:** No other actors.

**Description:** The puppet show Gabriella the Dump on Diet was an innovative way to produce waste prevention information to a young target group. The scene of the play is a Dumping site with some seagulls. The lady of the dump is Gabriella who is actually is the Dump itself. In the beginning of the play Gabriella finds out that she has gained 500 000 kilos weight during the last week and she has to start a diet. At the same time there is a methane monster at the dumping site. Fortunately, the rats are clever and they know all about biowaste & methane production and recycling. Gabriella gets thinner and the seagulls leave the dump and fly to the open sea. Before the show some material of the methane production and the role of the bio waste together with some activating material, exercises and plays were sent to the teachers of the children. At the show biowaste paper bags & waste separation information were given to the children. The information, activating material, the play itself and the music of the play are in the Internet for free. There is also a video version of the play and totally about 500 copies were sent to the schools, kindergartens and public libraries.



**Years (start to end):** 2001-2006, the web pages including some exercises and the video of the puppet show and some pieces of music composed for the play are still available in the Internet

**Resources (budget & staff):** About 10 000 euros/year. Staff: 2 actors (free-lance, part time), 1 producer (part-time)

**Results:** About 200 shows and the total audience consisted more than 8000 children. The children, teachers and the parents were interviewed after the show. The children liked the story, it was interesting and not scary, the teachers thought that the story was made for the age group and it was a real experience for the children and the parents said that it influenced the habits at home.

**Main Difficulties:** The play was not shown on regular basis and it was depending on the free-lance actors who were involved also in other projects.

**URL and/or contact:** <http://www.pirkanmaan-jatehuolto.fi/neuvonta> (in Finnish)

**CP4 indicators:** no data

## **72) Tampere 2: Calendar with hints of waste prevention, Finland**

**Level of implementation:** Regional                      **Scale:** Roll out (Full scale)

**Geographical area:** TampereRegion

**Target Audience (including number & unit):** Households in the Region

**Waste fraction:** several - Topic varies every year: 2010 food waste, 2011 reasonable consumption

**Initiator/coordinator:** Tampere Regional Solid Waste Management Ltd.

**Other actors involved:** none

**Description:** Every year Tampere Regional Solid Waste Management Ltd. sends a yearly calendar to each household in its region. The calendar has nice pictures and it can be put hanging on the wall in kitchen. There is one big page for every month. On every page there are hints of waste prevention, e.g. recipe like in the cookbook telling instructions what do with the leftovers of the food. The private citizens are participating into the yearly calendar project by sending photos to the competition where the best pictures for the next calendar are selected. The winning prizes are gift coupons that you can use at local services.

**Years (start to end):** 2005 - continuing

**Resources (budget & staff):** About 50 000 euros per year. Staff needed for the yearly project is about half man-year (annually).

**Results:** 220 000 calendars were distributed last year to the households in the Region. Monitoring procedure is under development.

**URL and/or contact:** [paivi.koro@pirkanmaan-jatehuolto.fi](mailto:paivi.koro@pirkanmaan-jatehuolto.fi)

**CP4 indicators:** no data



### **73) Tampere 3: Education on back-yard composting, Finland**

**Level of implementation:** Regional                      **Scale:** Roll out (Full scale)

**Geographical area:** Tampere Region

**Target Audience (including number & unit):** Households of the Region

**Waste fraction:** Bio-waste - Bio-waste produced at homes

**Initiator/coordinator:** Tampere Regional Solid Waste Management Ltd.

**Other actors involved:** The Martha Organization. (The Martha organization is a Finnish home economics organization, which was founded in 1899 to promote the quality and standard of life in the home. It also carries out cultural and civic education.)

**Description:** Back-yard composting training is given at several places for people that compost or will compost their biowaste at home. The training session takes about one hour. Anybody can ask for the expert to give the composting training for free from TRSWM Ltd.. You need just at least 10 people and a place where the training takes place. The information about making the order for composting training is on the Internet pages of TRSWM Ltd. and on the invoice of the waste management.

**Years (start to end):** 1995 - continuing

**Resources (budget & staff):** About 10 000 euros / year. One lecturer.

**Results:** The number of people received the composting training is about 400 and the number of composting events is about 30 annually.

**URL and/or contact:** [paivi.koro@pirkanmaan-jatehuolto.fi](mailto:paivi.koro@pirkanmaan-jatehuolto.fi)

**CP4 indicators:** no data

## **74) Tampere 4: Second-hand market on the Internet, Finland**

**Level of implementation:** Regional                      **Scale:** Roll out (Full scale)

**Geographical area:** Tampere Region

**Target Audience (including number & unit):** More than 400 000 citizen

**Waste fraction:** several - Furniture, clothes, sport equipment

**Initiator/coordinator:** Tampere Regional Solid Waste Management

**Other actors involved:** No other actors involved.

**Description:** On the web pages of Tampere Regional Solid Waste Management there is a free virtual second-hand market for furniture, clothes etc. items. Anybody can put something to sell or give for free on the market. There is a place for picture and description of the items sold/given away. Anybody can contact the person and buy/collect the items according to the instructions given.

**Years (start to end):** 2005 - continuing

**Resources (budget & staff):** 200-300 items listed/year. About 1000 visitors/month.

**Results:** Information will be available later next month.

**Main Difficulties:** No difficulties.

**URL and/or contact:** [www.pirkanmaan-jatehuolto.fi/kiertori](http://www.pirkanmaan-jatehuolto.fi/kiertori) (in Finnish)

**CP4 indicators:** no data

## **75) Tampere 5: Reel Time Film Festival, Finland**

**Level of implementation:** Regional                      **Scale:** Roll out (Full scale)

**Geographical area:** Tampere Region

**Target Audience (including number & unit):** Junior high school students

**Waste fraction:** several - All waste types.

**Initiator/coordinator:** EcoFellows Ltd.

**Other actors involved:** Tampere Regional Solid Waste Management Ltd., Finnair

**Description:** REEL TIME film festival is an environmental education project in which movies (without words) are used as a medium for young people to express their opinions about consumerism. The target group is junior high school students, and approximately 300 young people from the Tampere Region have taken part every year. Each year the project starts with educational events at the schools. The project experts give lessons and assist the students to start thinking how they can change the way they are living or what they want to say about consumerism for a big audience. This enterprise has given birth to 100 short films and the best of them have been shown at Tampere's International Film Festival, where it received awards as well. Reel Time festival's movies captured the interest of knowledgeable movie fans, and the high standard has been widely praised. A wide variety of films in the form of documentary, fiction, and animation were produced during the festival, and they rereflect a many-sided view of young people's opinions and their understanding of the world.

**Years (start to end):** 2004 - continuing

**Resources (budget & staff):** About 20 000 euros/year. 1-2 persons working for the project, part-time.

**Results:** About 300 young people every year are having lessons on sustainable way of life and consumerism. Several thousand people have seen the movies on the flights of Finnair.

**Main Difficulties:** The project needs the technical expertise of making the high quality short films and it is not a common knowledge. Recruiting the schools is sometimes difficult because making the films cannot happen only during the schooldays but both students and teachers have to be prepared for working extra hours.

**URL and/or contact:** <http://www.reeltime.fi/?q=project> (in English)

**CP4 indicators:** no data

## **76) Tampere 6: Ecofellows Ltd, waste prevention services, Finland**

**Level of implementation:** Regional                      **Scale:** Roll out (Full scale)

**Geographical area:** Tampere Region

**Target Audience (including number & unit):** Private citizens, private households

**Waste fraction:** several - All types

**Initiator/coordinator:** EcoFellows Ltd.

**Other actors involved:** Tampere Regional Solid Waste Management Ltd.

**Description:** EcoFellows Ltd is a non-profit company that is owned by the City of Tampere, Tampere Regional Solid Waste Management Ltd. and Tampere Power Ltd. The company promotes sustainable development and one person is specialized in waste prevention. It has premises at the downtown of Tampere. There is an information centre for citizens open daily free of charge. The company has web pages that include several plays and test for the public. Also special events and training sessions are arranged by the company. The company runs several development projects, too. One of the main field it organizes these activities is waste prevention.

**Years (start to end):** 2002 - continuing

**Resources (budget & staff):** One person, 35 000 € per year.

**Results:** Several waste prevention events organized yearly, e.g. composting training or training how to make ecological diapers.

**Main Difficulties:** No difficulties.

**URL and/or contact:** [www.ekokumppanit.fi](http://www.ekokumppanit.fi) (in Finnish)

**CP4 indicators:** no data

## **77) Tampere 7: Nuukuusviikko, Using less - Living more Week, Finland**

**Level of implementation:** Regional

**Scale:** Roll out (Full scale)

**Geographical area:** Finland

**Target Audience (including number & unit):** Private citizens

**Waste fraction:** several - All types.

**Initiator/coordinator:** Recycling Movement (Members are several main environmental and nature conservation NGO's)

**Other actors involved:** No other actors involved.

**Description:** Nuukuusviikko, Using less - living more –week. The focus of the week is on sustainable consumption. Every year the week pays interest in special issue, e.g. 2009 in consumer electronics. All the members of the movement and several other organizations organize events for the private citizens during the week all over Finland.

**Years (start to end):** 2004 - continuing

**Resources (budget & staff):** Not available

**Results:** Poster exhibition in 80 schools, public libraries etc. Several events organized in Helsinki area and elsewhere in Finland (about 10 locations).

**Main Difficulties:** No difficulties.

**URL and/or contact:** [www.nuukuusviikko.fi](http://www.nuukuusviikko.fi) (in Finnish and in Swedish)

**CP4 indicators:** no data

## **78) Tampere 8: Waste Prevention Kit for Enterprises, Education and Households, Finland**

**Level of implementation:** Regional

**Scale:** Pilot

**Geographical area:** Helsinki Metropolitan Area

**Target Audience (including number & unit):** Households, schools, day care centres, vocational institutions, public administration and enterprises in the Helsinki Metropolitan Area

**Waste fraction:** several – All types.

**Initiator/coordinator:** YTV Helsinki Metropolitan Area Council, nowadays HSY Helsinki Region Environmental Services Authority

**Other actors involved:** The Finnish Solid Waste Association (FSWA), Helsinki City College of Culinary Art, Fashion and Beauty, The Helsinki City College of Social and Health Care, City of Helsinki Public Works Department, Helsinki City, Social Services Department, Children's day

**Description:** The purpose of the Waste Prevention Kit for Enterprises, Education and Households (WastePrevKit) - project was to work, test, disseminate and adopt best practice -models and materials on waste prevention and with the help of these means, to reduce the waste amounts generated. The project beneficiary, Helsinki Metropolitan Area Council (YTV), its nine project partners and outside experts drew up materials on waste prevention beginning with idea seminars and work groups. The partners tested these materials in practise. Various methods were used to disseminate the project materials and results. The most important methods were advisory work, educational events, household campaigning and gaining media publicity. The web site of the project, [www.ytv.fi/fiksu](http://www.ytv.fi/fiksu), operated as a dissemination channel and as an important part of the waste prevention guidance. The influence of the project was studied through various surveys before and after the project and waste volumes were monitored with the aid of the Petra Waste Benchmarking Service.

**Years (start to end):** 2005-2008

**Resources (budget & staff):** Budget: About 1 000 000 €

**Results:** The total amount of waste, generated by the average grocery store in the metropolitan area per man-year, decreased by 179 kg from 2003 to 2006 (-3,6 %). This is the equivalent of ca. 890 tons of waste, on a yearly basis in the end of the project. If the comparison year was 2004, the change would be even greater. The waste amount generated at offices during the respective time frame (2003-06) decreased by 70 kg per person (-32 %), however only by 8 kg per person (-3,7 %) at offices of the public administration. The latter is the equivalent of ca. 45 tons of waste. Just to mention one example, the Public Works Department of the city of Helsinki has reduced the amount of paper waste per employee by 13 % in five years. In addition to these figures, grocery stores minimized the amount of mixed waste by recycling by 1600 to and offices of the public administration by 170 ton, on a yearly basis. The schools throughout the metropolitan area increased their recycling rates by 27 % which means decrease in the amount of mixed waste disposed of in the landfill by some 700 tons from 2004 to 2007.

**Main Difficulties:** Information not available

**URL and/or contact:** <http://www.hsy.fi/en/fiksu/>

**CP4 indicators:** no data

## **79) Tampere 9: Waste prevention in Hospitals (paper & food), Finland**

**Level of implementation:** Regional                      **Scale:** Roll out (Full scale)

**Geographical area:** Tampere Region

**Target Audience (including number & unit):** The patients and the personell of the hospitals operated by the Pirkanmaa Hospital District

**Waste fraction:** several - Paper, bio-waste (food)

**Initiator/coordinator:** The Pirkanmaa Hospital District ( It is a joint municipal authority of 24 municipalities. Its mission is to provide health care services that promote health and functional capacity and to promote scientific research and training to support this goal.)

**Other actors involved:** Tampere Regional Solid Waste Management Ltd.

**Description:** The target is to reduce paper consumption and biowaste (food) production by 20 percent untill the year 2012 in the hospitals of the Pirkanmaa Hospital District. The reference year is 2008. The paper consumption will be diminished by taking away the personal printers and making the personnel to take almost only two-sided copies. The other problem is the ready made food that is taking to the hospital wards and send later untouched to the biowaste. Nowadays the amount of untouched food is about 10 %. The food waste will be reduced by making the ready portions in different sizes S,M and L and asking the nurses at the hospital ward to cancel portions for people who will not eat at all because e.g. of an operation.

**Years (start to end):** 2010-2012

**Resources (budget & staff):** No information available, yet.

**Results:** No results, yet.

**Main Difficulties:** To make personnel committed to the project because the targets may seem to be quite modest compared with the main functions of the hospitals.

**URL and/or contact:** [esa.sarkimaki@pshp.fi](mailto:esa.sarkimaki@pshp.fi)

**CP4 indicators:** no data

## **80) Tampere 10: Looking for the Lost Eco-Knowledge, Finland**

**Level of implementation:** National                      **Scale:** Roll out (Full scale)

**Geographical area:** Finland

**Target Audience (including number & unit):** High school students and older

**Waste fraction:** several - All waste types.

**Initiator/coordinator:** EcoFellows Ltd

**Other actors involved:** Ministry of Environment Finland

**Description:** Looking for the Lost Eco-Knowledge is a game on the Internet. It is a new interactive way to educate high school students of sustainable consumption and prevention of wastes. It includes information concerning mobility, food, things to buy, free-time and living in general. The results of several studies and indicators or meters are introduced to the players, e.g. MIPS, foot-print, water foot-print, energy consumption and Co2 emissions. You can compare your results with the best ones and you can become a fan of it in the FaceBook.

**Years (start to end):** 2008 - continuing

**Resources (budget & staff):** About 10 000 euros, 4 man-months when developing the games, nowadays one hour per week in FaceBook.

**Results:** The games on the Internet, the FaceBook Page.

**Main Difficulties:** No difficulties.

**URL and/or contact:** <http://www.ekokumppanit.fi/ekotiedonmetsastys/index.php?page=registrate>  
(in Finnish)

**CP4 indicators:** no data



## **WasteServ Malta Ltd**

### **81)Malta 1: Eco-point system in Crai supermarkets (selling in bulk), Italy**

**Level of implementation:** National

**Scale:** Roll out (Full scale)

**Geographical area:** not specified

**CP4 indicators:** no data

**Target Audience (including number & unit):** Consumers

**Waste fraction:** Packaging - packaging of products such as pasta, rice, cereals, legumes, nuts, coffee, spices and sweets

**Initiator/coordinator:** Crai supermarkets and Planet Life Economy Foundation

**Other actors involved:** not available

**Description:** With the Eco-Point system, CRAI is reducing packaging waste and offering low cost products- a totally different way of shopping while respecting the environment. The benefits of this system include buying only the amount necessary, saving for the consumer between 10% and 70% compared to the price of packaged products and significantly lowering packaging waste. Eco-Point offer everyday products, such as pasta, rice, cereals, legumes, nuts, coffee, spices and sweets, in a bulk format through direct dispensers. In certain stores out of the 30 Eco-Points offering this possibility, one can also purchase dishwashing, laundry detergents and pet foods in the same way. Special bio-degradable bags are available as well as reusable containers for liquid detergents.

**Years (start to end):** 2005 (date of implementation)

**Resources (budget & staff):** not available

**Results:** For example in the village of Oulux, 2.700kg of product has been sold in bulk, saving around 12.300 packages since the opening of an eco-point in 2005

**URL and/or contact:** [http://www.crai-supermercati.it/etica\\_e\\_ambiente/etica\\_e\\_ambiente.asp](http://www.crai-supermercati.it/etica_e_ambiente/etica_e_ambiente.asp)

**Indicator information:** no data

## **82)Malta 2: The Real Nappy Campaign, UK**

**Level of implementation:** Local **Scale:** Roll out (Full scale)

**Geographical area:** Milton Keynes **CP4 indicators:** no data

**Target Audience (including number & unit):** not available

**Waste fraction:** several - nappies

**Initiator/coordinator:** Milton Keynes Council

**Other actors involved:** not available



**Description:** Disposable nappies make up half of the household waste produced by families with a new baby. Each infant will have used on average 4000 to 6000 nappies by the age of two and a half, contributing over a tonne of waste to landfill. Disposable nappies take 500 years to fully decompose, releasing methane in the process. Milton Keynes has a growing population with a large proportion of young families. Facing increasing pressure to accommodate household waste in local landfills as well as new UK targets to reduce biodegradable municipal waste. Milton Keynes designed a targeted scheme to address this major component on the borough's landfill problem. A guide for parents was created, featuring step by step instructions to simplify the switch to reusable nappies and detailed local information on suppliers as well as laundering services. A central element of the real nappy campaign in Milton Keynes is its cash-back incentive scheme. The cash-back incentive scheme is offering families who invest more than 60 sterling in reusable nappies a payment of 35 to 40 sterling.

**Years (start to end):** 1999 - year of implementation

**Resources (budget & staff):** not available

**Results:** between 2004 and 2006 23,000 nappies were successfully diverted from landfill

**URL and/or contact:** [www.goreal.org.uk](http://www.goreal.org.uk),  
<http://www.miltonkeynes.gov.uk/recycling/DisplayArticle.asp?ID=13695>  
<http://www.miltonkeynes.gov.uk/recycling/documents/M90977 - Guide Real Nappies.pdf>

**Indicator information:** no data

### **83)Malta 3: Love Food Hate Waste campaign at national level, UK**

**Level of implementation:** National

**Scale:** Roll out (Full scale)

**Geographical area:** UK

**CP4 indicators:** no data

**Target Audience (including number & unit):**  
Consumers (1.8 million UK households)

**Waste fraction:** Bio-waste - Food

**Initiator/coordinator:** WRAP (Waste and Resource Action Programme)

**Other actors involved:** UK grocery sector, food industry, Government and organisations such as the Food Standard Agency

**Description:** One third of the food British buy is wasted. To tackle this problem WRAP - a not-for-profit company established in 2000 and backed by government funding from England, Scotland, Wales and Northern Ireland - launched the "More Food, Less Waste" website, featuring practical advice and tips to help people make the most of the food they are buying and waste less of it. The practical advices provided include a meal planner and a portion calculator, tips for good storage of food, recipes for cooking with leftovers with catchy phrases.

**Years (start to end):** 2008 - year of implementation

**Resources (budget & staff):** not available

**Results:** 137,000 tonnes of food waste

**URL and/or contact:** [www.lovefoodhatewaste.com](http://www.lovefoodhatewaste.com) and [www.wrap.org.uk](http://www.wrap.org.uk)  
WRAP, The Old Academy, 21 Horse Fair, Banbury, Oxon, OX16 0AH  
Tel: 01295 819 900, Fax: 01295 819 911, E-mail: [info@wrap.org.uk](mailto:info@wrap.org.uk)

**Indicator information:** no data

See also 4) ACR+ 4: Love Food Hate Waste Campaign in Kent, UK



#### **84)Malta 4: Courtauld Commitment by retailers, UK**

**Level of implementation:** National                      **Scale:** Roll out (Full scale)

**Geographical area:** UK                                      **CP4 indicators:** no data

**Target Audience (including number & unit):** Businesses

**Waste fraction:** Packaging - packaging waste and food waste from household

**Initiator/coordinator:** WRAP (Waste & Resources Action Programme)

**Other actors involved:** Major UK grocery retailer, the British Retail Consortium, and the UK Environment Minister

**Description:** The NGO WRAP invited directors of the major UK grocery retailers and the British Retail Consortium, as well as the UK Environment Minister to discuss shared solutions to the problem of packaging and food waste growth. The signatories of the Courtauld Commitment agreed to support WRAP to design out packaging waste growth by 2008, to achieve absolute reductions in packaging waste growth by March 2010 and to identify solutions to the food waste problem and reduce UK food waste by 155,000 tonnes by 2010 against 2008 levels. Retailers have developed new packaging strategies for implementation across their supply chain focusing on biopolymers and compostable packaging, providing consistent on-pack recycling information for consumers, household food waste reduction initiatives, company specific internal targets and best practice sharing through case studies

**Years (start to end):** 2005 - year of implementation

**Resources (budget & staff):** not available

**Results:** More than 35 major retailers, brands and distributors have signed the Courtauld Commitment, representing 92% of the UK grocery market. Moreover a series of 30 case studies demonstrating optimal food waste and packaging solutions has been produced. The first objective of halting packaging growth was achieved in 2007 despite 1.8% growth in the grocery sector

**Main Difficulties:** not available

**URL and/or contact:** [www.wrap.org.uk/retail/courtauld\\_commitment](http://www.wrap.org.uk/retail/courtauld_commitment) ,  
[www.wrap.org.uk/downloads/CC\\_Case\\_Studies\\_18\\_May\\_2009\\_final1.1a0bfe53.6249.pdf](http://www.wrap.org.uk/downloads/CC_Case_Studies_18_May_2009_final1.1a0bfe53.6249.pdf)

**Indicator information:** no data

### **85)Malta 5: Local Authority Prevention Demonstration Programme, Ireland**

**Level of implementation:** Local **Scale:** Roll out (Full scale)

**Geographical area:** Ireland **CP4 indicators:** no data

**Target Audience (including number & unit):** Local stakeholders

**Waste fraction:** several - general waste from different stakeholders

**Initiator/coordinator:** Irish Environmental Protection Agency

**Other actors involved:** SME's, NGO's, Local Authorities

**Description:** Ireland's National Waste Prevention Programme was launched in 2004, aiming to raise awareness, provide technical assistance, training, funding and incentives for a wide range of waste prevention activities. The LAPD programme identifies and supports effective waste prevention strategies at Local Level and empowers local authorities to develop and maintain their own projects, strengthening the principle of subsidiarity. In the long-term, the LAPD aims to support sustainable consumption and production in Ireland. Funding for local authority projects is awarded to projects prioritising the following objectives: achieving household, SME or public sector waste prevention, using indicators to measure initiative efficacy, sharing information with other local authorities, creating report and case studies for dissemination. LAPD provides much of its technical assistance through the Clean Technology Centre, a non-profit environmental research institution, which facilitates the exchange of knowledge between local authorities and helps to monitor the performance of initiatives. Thus, in a nutshell, the LAPD initiates and supports local authorities, SME's and NGO's leading local prevention projects, provides specific funding for comprehensive prevention programmes undertaken by local authorities, which include dedicated staff and involve local stakeholders, offers expert technical assistance and publicises successful results of local prevention programmes.

**Years (start to end):** 2006 - year of implementation

**Resources (budget & staff):** not available

**Results:** The LAPD programme phase 1 initially funded three ambitious programmes involving seven local authorities, with 1.2million in grant aid. In phase 2, seven further local authorities were selected.

**URL and/or contact:** [www.ctc-cork.ie/lapd/index.php?id=0](http://www.ctc-cork.ie/lapd/index.php?id=0) , [www.epa.ie/whatwedo/resource/nwpp](http://www.epa.ie/whatwedo/resource/nwpp)

**Indicator information:** no data

## **86)Malta 6: Menu Dose Certa, Portugal**

**Level of implementation:** Regional

**Scale:** Pilot

**Geographical area:** Espinho, part of greater Porto

**CP4 indicators:** no data

**Target Audience (including number & unit):** restaurants

**Waste fraction:** Bio-waste - food waste from restaurants

**Initiator/coordinator:** Lipor

**Other actors involved:** Association of Portuguese Nutritionists, local authorities of Espinho and local restaurants

**Description:** The Menu Dose Certa project aims to reduce food waste by 48.5 kilos per year per restaurant client by 2011 and attempts to change attitudes and behaviours by raising awareness on the problem of food waste. The goal is to support restaurants in creating menus that generate notably less food waste. After launching this project at the Cristal restaurant in Espinho, the project will continue to be expanded with a competition among participating restaurants to produce the best recipe for a Right Serving Menu, in terms of serving size and nutritional value. Winning menus will be collected in a recipe book promoted in local media. Thus, this initiative combats food waste in restaurants, increases public awareness of the issue, and promotes a balanced diet.

**Years (start to end):** 2008 - year of implementation

**Resources (budget & staff):** not available

**Results:** The initiative combats food waste in restaurants, increases public awareness of the issue, and promotes a balanced diet.

**URL and/or contact:** [www.lipor.pt](http://www.lipor.pt),  
[http://www.zeroresiduos.info/index.php?option=com\\_compostagem&task=view&id=425&Itemid=202](http://www.zeroresiduos.info/index.php?option=com_compostagem&task=view&id=425&Itemid=202)  
[http://ec.europa.eu/environment/waste/prevention/pdf/MenuDoseCerta\\_Factsheet.pdf](http://ec.europa.eu/environment/waste/prevention/pdf/MenuDoseCerta_Factsheet.pdf)

**Indicator information:** no data

**87)Malta 7: Clever Akafen Eco-label (on paints & rechargable batteries),  
Luxembourg**

**Level of implementation:** National

**Scale:** Roll out (Full scale)

**Geographical area:** Luxembourg

**CP4 indicators:** no data

**Target Audience (including number & unit):**  
Consumers

**Waste fraction:** Bulky or other - paints,  
rechargeable batteries and accessories, low-  
energy lamps and LED lamps

**Initiator/coordinator:** Luxembourg Ministry  
for Environment and the SuperDrecksKesch



**Other actors involved:** Chamber of Commerce and the Luxembourg Consumers Union

**Description:** This is a product labelling initiative. The aim of this label is to increase the visibility and public awareness of ecological products. The larger goal is to create a shift in consumer behaviour towards the purchase of more environmentally friendly products, particularly those containing hazardous materials. Paints rechargeable batteries and accessories and LED lamps that meet a selection criteria are awarded the label. Detergents will also be included in the scheme. Environmental criteria for each product type can be found on the website. Basically, all products must be made from recyclable material and labelled as such, the product must contain no, or low levels of dangerous substances, products must be designed for durability and must be energy efficient when in use and the product should be easily recyclable. Rather than rely on producers to apply the labels, retailers are the primary stakeholders responsible for application of the scheme.

**Years (start to end):** 2006- year of implementation

**Resources (budget & staff):** not available

**Results:** Although recently implemented, over 150 retail stores already participate in the scheme.

**URL and/or contact:** [www.sdk.lu](http://www.sdk.lu), [www.emwelt.lu](http://www.emwelt.lu), [www.sdk.lu](http://www.sdk.lu) (in English)  
**SuperDrecksKesch** @, Zone Industrielle Piret, L-7737 Colmar-Berg, Tel (+352) 48 82 16 - 1  
FAX: 48 82 16 – 244, B.P. 43, L-7701 Colmar-Berg, [info@sdk.lu](mailto:info@sdk.lu)

**Indicator information:** no data

### **88)Malta 8: Change in landfilling and recycling fees, Malta**

**Level of implementation:** National                      **Scale:** Roll out (Full scale)

**Geographical area:** Malta                                      **CP4 indicators:** no data

**Target Audience (including number & unit):** Households, commercial units, schools, touristic facilities,

**Waste fraction:** several - MSW, recyclables, bio-waste

**Initiator/coordinator:** Ministry of Resources and Rural Affairs

**Other actors involved:** WasteServ Malta Ltd

**Description:** Fees for waste disposed at the landfill and Sant Antnin Waste Treatment Recycling Plant used to be charged at E0.77c. Legal Notice 382 of 2009 describes that waste to be landfilled at Ghallies Engineered Landfill is to be charged at E20 per tonne while recyclable waste to be charged at E0.50c per tonne at SAWTP. The government is passing the sum of E20 for each tonne of waste that is estimated to be generated by each respective Local Council. This will trigger efforts by the Local Council to promote the waste hierarchy as identified in revised strategy of waste management in the Maltese Islands so the surplus funds are retained by the Local Council for these to be employed in embellishment initiatives of the locality or to fund other expenditure.

**Years (start to end):** 2009 - year of implementation

**Resources (budget & staff):** not available

**Results:** early to identify

**URL and/or contact:** [info@wasteservmalta.com](mailto:info@wasteservmalta.com)

**Indicator information:** no data



### **89)Malta 9: Education Campaign in Schools, Malta**

**Level of implementation:** National                      **Scale:** Roll out (Full scale)

**Geographical area:** Malta & Gozo                      **CP4 indicators:** no data

**Target Audience (including number & unit):** 197 schools

**Waste fraction:** several - MSW, bulky, hazardous

**Initiator/coordinator:** WasteServ Malta Ltd

**Other actors involved:** Ministry for Resources & Rural Affairs, Ministry of Education, Eko Skola

**Description:** WasteServ Malta Ltd designed an approach of education services to be hosted by various schools to disseminate information by interactive means and to offer site visits to its' facilities to increase awareness about waste management. Different interactive sessions (powerpoint presentations, games, drama sessions, environmental weeks, puppet shows) were delivered to different age group. Each session always starts with the definition of waste and the importance of the 3R's (Reduce, Reuse, Recycling) in their order and of waste prevention. Such sessions were delivered throughout the whole scholastic year and summer schools.

**Years (start to end):** 2006- present

**Resources (budget & staff):** 2 full timers during the first 2 years and 3 part-timers added in next 2 years with a budget of 47, 281 each year

**Results:** 2006/7- 14,500 students, 2007/8- 20, 486 students, 2008/9- 20,933 students

**Main Difficulties:** difficult to estimate how much waste prevention is actually triggered through this education campaign

**URL and/or contact:** [info@wasteservmalta.com](mailto:info@wasteservmalta.com)

**Indicator information:** no data

## **90)Malta 10: Environmental Education for the unemployed, Malta**

**Level of implementation:** National                      **Scale:** Roll out (Full scale)

**Geographical area:** Malta & Gozo                      **CP4 indicators:** no data

**Target Audience (including number & unit):** households

**Waste fraction:** several - MSW, bulky, hazardous

**Initiator/coordinator:** WasteServ Malta Ltd

**Other actors involved:** European Social Fund 2004-2006, Ministry of Resources and Rural Affairs

**Description:** WasteServ secured funds from the European Social Fund 2004-2006 for this project which provided 29 jobseekers with specialised training which included communications skills, technical knowledge about waste management and also about environmental education. On completing the training, the participants then started visiting households throughout the Maltese Islands to explain the concept of the 3R's and waste separation at home to the general public. (Following the success of this project, WasteServ has continued to train more participants, thus expanding its reach to more household around Malta and Gozo on a daily basis). These promoters visited households building rapport and explaining on an individual level how to reduce and reuse and also recycling, giving them tips and practical examples. They also went on media programmes to reach more people. One of these promoters continued to specialise on composting and encouraging more households to adopt these systems at home.

**Years (start to end):** 2004-2006

**Resources (budget & staff):** EUR 283,865

**Results:** 50,000 households were reached with this information and related material

**URL and/or contact:** [info@wasteservmalta.com](mailto:info@wasteservmalta.com)

**Indicator information:** no data

## **91)Malta 11: Care Creates Change in People's Lives and the Environment, Malta**

**Level of implementation:** National

**Scale:** Roll out (Full scale)

**Geographical area:** Malta

**CP4 indicators:** no data

**Target Audience (including number & unit):** socially disadvantaged groups

**Waste fraction:** several - Training on waste prevention and minimisation of all waste streams taking a holistic approach in the product life cycle

**Initiator/coordinator:** WasteServ Malta Ltd

**Other actors involved:** Ministry for Resources & Rural Affairs, MCAST, Nature Trust, Commission on Domestic Violence, Malta Red Cross, S.A.T.U. Rehabilitation Centre, Maltese Mentoring Society, Mid-Dlam ghad-Dawl, Jesuit Refugee Services, Greenhouse, The Oasi Foundation

**Description:** The project is founded on the belief that we need to care both for the person and for the environment we live in. This belief will then motivate our behaviour to take the necessary measures for a better quality of life in harmony with our environment. This project is based on working in multi-disciplinary teams, on networking and on the transfer of knowledge. It draws from different fields such as the environment, psychology, education, social work, mentoring, sociology, art & design and engineering.

Modules provide trainees with an understanding of the relationship between Humans and the Environment. Trainees learn and most importantly experience the relationship with the environment in various forms, our influence on the environment and the effect of the environment on our well-being. This project is about training 100 participants for employment in this evolving environmental area. This includes providing training as part of a holistic approach assisting the person to grow on a personal level and professional. It recognizes that in order to change habitual daily attitudes and behaviours one needs to work on a psychological level, and have it ingrained in cultural norms. The training includes looking at the product life cycle from start to end of life, and closing the loops. It recognizes that in order to prevent and minimise the generation of waste and use resources more efficiently one needs to include these practices across the board and throughout daily practices. The training starts with an introduction to waste management practices and how these are integrated in the product life cycle. Trainees learn to view waste as a resource, and how the individual can act in utilizing resources to the maximum potential. They learn about waste prevention and the difference in sorting waste in environmental, sociological and economic terms. Therefore training includes planning of one's finances and becoming more conscious of one's purchasing habits and prepares them to alter as required. Furthermore, it also includes prevention at the drawing board and thinking what will become of the product. It also focus on thinking skills and creativity, designing and manufacturing useful products made out of recyclable materials collected at the Civic Amenity Sites. They also learn about healthy nutrition, cooking and minimizing bio-waste, upholstery, carpentry and repair, composting gardening and landscaping.

Trainees attend to seminars on different aspects including life skills, and practical daily aspects focused on prevention of waste generation and protecting our heritage.

Most important Trainees learn about waste management practices in context, adopting these practices themselves at the training centre, extending it to their daily lives and then teaching others.

Whilst learning more about effective communication, Trainees demonstrate what they have learnt in schools, at fairs and activities to the general public, transferring their enthusiasm and knowledge to other people bringing more people on board to participate in waste prevention and minimisation.

**Years (start to end):** 2005 - year of implementation

**Resources (budget & staff):** EUR 1,247,638.09

**Results:** not available

**URL and/or contact:** [ccc@wasteservmalta.com](mailto:ccc@wasteservmalta.com)

**Indicator information:** no data

## *Ilfov County*

### **92) Ilfov 1: Partnership for a clean environment, low waste and sustainable development in Region 7 Center, Romania**

**Level of implementation:** Regional                      **Scale:** Roll out (Full scale)

**Geographical area:** Region 7 Center

**Target Audience (including number & unit):** 2.525.650 inhabitants

**Waste fraction:** several of the above - biodegradable, green waste, garden waste, hazardous waste from household waste, construction and demolition waste

**Initiator/coordinator:** REPA Sibiu

**Other actors involved:** • from Norway: Green Living (NGO), Waste Management Norway (NGO), Stavanger municipality (public), Trondheim University (public)  
• from Romania: the County Council Sibiu (public), the Saliste City Hall (public), the Association of Romanian Cities (NGO), , the Ecological Club Bios Sibiu (NGO), Lucian Blaga University (public), SC Lafarge SA (private) and SC Fabis SRL (private)

**Description:** Improving regional-level waste management in Romania through a combination of institutional building, small-scale pilot project implementation and awareness raising actions.  
Expected results:

Component 1 - Institutional/capacity building

- A revised regional waste management plan (with a statistical study and opinion poll to serve as inputs for revision)
- Two associations (one made up of public and private entities as well as NGOs, the other a network of regional environmental NGOs) – legally established (i.e. legal set-up papers finalised)
- At least 220 staff trained in waste management related issues

Component 2 - Practical small-scale pilot project implementation

- Three waste-management pilot projects implemented as follows:  
a – one composting system for biodegradable waste in Saliste consisting of training to users and the procurement of equipment – special bins;  
b – one mobile installation for the treatment of construction/demolition waste in Medias consisting in the procurement of equipment/machine and in defining legal guidelines/implementation rules and  
c – one collection system of hazardous waste from household waste in Medias consisting in the procurement of equipment and in information sessions

Component 3 - Awareness-raising

- 12 awareness-raising sessions on waste management in general and selective collection in particular

**Years (start to end):** May 2009 - April 2011

**Resources (budget & staff):** Budget: EUR 2 400 000; staff: 3 (2 in Romania and 1 in Norway)

**Results:** in progress

**URL and/or contact:** [www.arpm7c.ro](http://www.arpm7c.ro); e-mail: [office@arpm7c.ro](mailto:office@arpm7c.ro); tel: 0751 082485, Maria Vandra, Project Assistant Manager

**Indicator information:** no data

### **93)Iifov 2: Waste Management Program in Piatra-Neamt, Romania**

**Level of implementation:** Local

**Scale:** Pilot

**Geographical area:** Piatra Neamt Municipality

**Target Audience (including number & unit):** 2.200 inhabitants (2% of population)

**Waste fraction:** several of the above

**Initiator/coordinator:** Piatra Neamt Municipality (Main Beneficiary)

**Other actors involved:** none

**Description:** The pilot program that took place in the Neamt Municipality focused on one neighbourhood and was co-financed by the Danish Environmental Protection Agency (DEPA) and by the Piatra Neamt Municipality.

Its main purpose was to get people to be familiarized with selective waste collection and raising awareness with regard to recycling and waste prevention. The waste prevention part referred mostly to the reuse of some packaging.

The pilot program was very well received by the public and efforts have been made to extend it to the entire municipality. In this regard, a new project was initiated in 2005, which focuses on developing an integrated waste management system and, at the same time, raising public awareness with regard to waste prevention and recycling. In order to do this, the Municipality is developing public campaigns in which people are taught how to limit their waste production through reuse, donations and repairing some of the damaged products that they might want to throw away.

**Years (start to end):** October 1997-April 1998

**Resources (budget & staff):** not available

**Results:** The project was very well received and is currently being extended to the entire municipality. It managed to raise awareness with regard to environmental issues generated by the increase in the quantity of waste. The selective collection of waste started to be implemented.

**Main Difficulties:** none

**URL and/or contact:** Lucica Popârda  
Address: Str. Ștefan cel Mare nr. 8, Piatra Neamt, RO - 610101  
Telephone: 0233 - 218 991, interior 123  
Email: proiecte@primariapn.ro  
Fax: 0233 - 215 374

**Indicator information:** no data

### **94)Ilfov 3: Ecotax on non-biodegradable plastic bags, Romania**

**Level of implementation:** National                      **Scale:** Roll out (Full scale)

**Geographical area:** Romania

**Target Audience (including number & unit):** 20 mil inhabitants (100% of population)

**Waste fraction:** packaging

**Initiator/coordinator:** Government of Romania/National administration of environment.

**Other actors involved:** supermarkets, hypermarkets, local shops.

**Description:** After January 1, 2009, Romanians will pay RON 0.2 for each non-biodegradable plastic bag.

The Eco Tax will be cashed from the economic operators that introduce the plastic bags on the market and will be destined to the Environment Fund. The tax will be paid monthly by economic operators who introduce plastic bags on the market, both producers and importers. They are required to visibly stipulate the Eco Tax on the selling products so that the consumers would be clearly informed that all plastic bags are paid. A survey of the Environment Ministry indicated the average Romanian uses 250 plastic bags per year and the bags are only used for about 20 minutes. Moreover, a considerable percentage of the used plastic bags are thrown to green areas, pipes, public waters or on the streets due to the poor usage of rubbish cans.

The tax is also applicable for reusable plastic bags and revenues from its collection go to the country's National Environment Fund. From July 21 2010 the ecotax applied plastic bags fell from EUR 0.2 to 0.1 RON per unit product

**Years (start to end):** January 2009 - ongoing

**Resources (budget & staff):** not available

**Results:** In the first three months of the year, the Administration Environmental Fund has received \$ 964,845.40 ecotax lions. The tax value of 0.2 lei for each plastic bag purchased, this amount is a non-biodegradable plastic bags consumption of 4,824,227 in three months. The figure is significantly lower than in the pre-ecotax, given that a single vendor factory had sell last year nearly one million bags a month. With the introduction of Ecotax in the first quarter of 2009 was registered a decrease of 27 - 30% less non-biodegradable bags. Large supermarket chains have already ditched biodegradable plastic bags. If Carrefour a year ago, Real hypermarkets, Auchan, Cora and Mega Image offers customers many plastic bags they wanted for free, now they have dropped this practice and provide more green solutions: oxo-biodegradable bags and reusable bags. The introduction of a tax named the Eco Tax will diminish the consumption of such bags by discouraging the free distribution of non-biodegradable plastic bags and encouraging the production of biodegradable or recyclable bags

**URL and/or contact:** [george.oancea@spcilfov.ro](mailto:george.oancea@spcilfov.ro)

**Indicator information:** no data

## ***Other leads***

This section presents other topics that have been suggested by project partners, but for which no full factsheets have yet been compiled.

### **95)Other leads: Take back stations for reusable/recyclable WEEE, Romania**

"Colecting WEEE in Ilfov County" - Colecting WEEE in Ilfov County  
Ilfov County – Romania

Suggested by Ilfov Country

### **96)Other leads: Voluntary agreements with certain sectors on reusable dishes, Germany**

"Vereinbarung über die Nutzung von Mehrweggeschirr" - Negotiated for selected occasions (e.g. use of returnable dishes from vendors during the christmas market)

Dresda, Stuttgart – Germany

Suggested by Ilfov Country

### **97)Other leads: Tax break for home composting, Italy**

**Geographical area:** cities of Martellago and Santa Giustina

**Waste fraction:** Bio-waste – food & green waste

**Description:** Description: Since the mass of organic waste mixed with the municipal waste was 30-35 % of the annual total of around 450 kg/person, initiatives of home composting started in the mid 1990s. A pilot experience carried out in the cities of Martellago and Santa Giustina (Lombardy) were based on the free distribution of compost bins (300, 400 and 600 litres), explanatory brochures and a tax break offered on the remaining portion of waste. A significant level of participation was achieved and the remaining organic waste that required collection was reduced by 70 % (or 102 kg/inh) in Santa Giustina and by 53 % (or 77 kg/inh) in Martellago.

**Results:** 77 kg/inh & 102 kg/inh reduced

**Years (start to end):** more than 10

**URL and/or contact:** [www.cooperica.it](http://www.cooperica.it)

Suggested by ACR+

### **98)Other leads: Legal framework for food donations - Good Samaritan Law, Italy**

**Geographical area:** Turin

**Waste fraction:** Bio-waste – food waste

**Description:** The “Good Samaritan Law” in Italy refers to law No. 155/03 published in the Official Gazette No. 150 from July 1, 2003 that deals with the distribution of foodstuffs that can no longer be sold but that are still eatable for purposes of social solidarity, i.e. foodstuffs from supermarkets, canteens, the food industry or restaurants. It permits law permitting the distribution of surplus food to non-profit institutions.

**Results:** Many local food collection and redistribution initiatives across Italy

Suggested by ACR+

### **99)Other leads: Ban on disposal crockery, Germany**

**Geographical area:** Munich

**Waste fraction:** packaging - Disposable crockery

**Description:** In 1991 in Germany, the local government of Munich (1,3 million inhabitants) banned the use of disposable crockery (paper plates, plastic cups, plastic forks and knives) at large-scale public events. They are replaced by reusable items for which consumers pay a deposit that they get back when they return the items. This action significantly reduces the waste generated by events like the Christmas market, Auer-Dult Faire, Oktoberfest and Munich City Marathon. Also, for smaller-scale events (200-300 people), the City of Munich cooperates with MobilSpiel e.V offering the possibility to rent a crockery and dishwasher service. The City of Munich also promotes returnable bottles for beverage. Ex. waste generated during the Oktoberfest (beer festival), attracting tens of thousands of people from all over the world, was reduced from 11,000 tonnes in 1990 to 550 tonnes in 1999. Since this event is based on a strong ecological concept, it received the “Eco- Oscar” award by the Federal Government of Germany in 1997.

**Results:** 10,450 tonnes reduced

**Years :** since 1997

**URL and/or contact:** <http://www.muenchen.de>

Suggested by ACR+



### **100) Other leads: National quota for reusable packaging for deposit scheme, Germany**

**Geographical area:** Germany

**Waste fraction:** Packaging waste - Bottles

**Description:** A number of EU countries have set up a deposit scheme for the recycling or reuse of drink containers. In Germany, a deposit scheme for reusable bottles has been in operation for decades (1950s), meaning that consumers are 'used to this type of scheme'. The German Packaging Ordinance sets minimum packaging quota for reusable drink packaging and one-way packaging containers deemed 'ecological advantageous', namely 80%. This quota target mainly glass and plastics and in particular mineral water and beer. The market share for reusable drink containers in Germany is 45% for water and carbonated drinks and 89% for beer, with an overall market share of 50%. The loss rate, due to the breakage or scrapping of reusable containers is between 3-5% (Source: Assessment of results on the reuse and recycling of packaging in Europe, ADEME, March 2009).

**Results:** Market share of 50% for reusable drink containers

**Years:** more than 20 years

**URL:** [www.bmu.de](http://www.bmu.de); [www.bmu.de/files/english/waste\\_management/downloads/application/pdf/verpackung\\_3aenderung\\_en.pdf](http://www.bmu.de/files/english/waste_management/downloads/application/pdf/verpackung_3aenderung_en.pdf)

Suggested by ACR+

### **101) Other leads: Refillable packaging credits, Belgium**

**Geographical area:** Zonhoven in Flanders

**Waste fraction:** Packaging waste - Bottles

**Description:** Since 2001, the inhabitants of Zonhoven (a municipality of 20,300 inhabitants located in the Belgian province of Limburg in Belgium) receive "credits" when they buy drinks in refillable packaging thanks to an electronic recording system (each household received a savings card). These credits give right to a premium at the end of the year (discount of maximum 8.75 € on the waste tax). The participating retailers have to provide a minimum selection of drinks in refillable packaging: at least one alternative in refillable packaging for milk, yoghurt, chocolate milk, fruit juices, lemonade, coke, water, beer and wine. Total weight of drink packaging decreased from 25.5 kg/cap before the action to 23.4 kg/cap in 2003.

**Results:** 2.1 kg/cap reduction

**Years:** two years

**URL and/or contact:** OVAM - [www.ovam.be](http://www.ovam.be)

Suggested by ACR+

## **102) Other leads: Voluntary agreements to reduce plastic bags, Luxembourg**

**Geographical area:** Luxembourg

**Waste fraction:** Packaging waste - Carrier bags

**Description:** Around 750 tonnes/year of single-use plastic bags are consumed in Luxembourg. In order to reduce the quantity of lightweight single-use plastic bags in circulation Luxembourg Environment Minister reached a voluntary agreement with Valorlux (the non-profit Packaging Recovery Agency) for the period 2004-2008, to promote reusable shopping bags. Since the signing of the first agreement (January 2004), some 600,000 “eco-sacs” (reusable bags) have been sold. The signatory to the agreement expect to see a 38 % increase of households using reusable bags. A new agreement has been signed for the next period 2008-2012.

**Results:** Expected 38% increase in use of reusable bags

**Years:** 2004 to 2008

**URL:** [www.environnement.public.lu;www.environnement.public.lu/dechets/dossiers/emballages/accord\\_volontaire\\_2012.pdf?SID=068090c6d2f4310aefc182d1f7b61100](http://www.environnement.public.lu;www.environnement.public.lu/dechets/dossiers/emballages/accord_volontaire_2012.pdf?SID=068090c6d2f4310aefc182d1f7b61100)

Suggested by ACR+

## **103) Other leads: Waste Management Plan with waste reduction targets, Belgium**

**Geographical area:** Brussels Capital Region

**Waste fraction:** several

Description: Brussels Environment has established Waste Management and Prevention Plans since 1992. In its 4<sup>th</sup> Waste Management plan published in 2010 it includes for the first time quantitative objectives for each waste flow with a rationale on how to achieve them. The figures are based on the amount of waste generated (per waste stream) in 2005, the reduction potential (calculated based on pilot projects) and expected participation of the population. Objectives are set for 2013 and/or 2020.

These objectives have for instance been set

- in kg/inhabitant/year for food wastage by households, paper wastage by households, packaging reduction at household level, reduction of household consumption of certain products and disposable nappies, garden waste;
- in % for the collection and return to the market of reusable goods and bulky waste;
- in kg/worker/year for the workplace and in kg/pupil/year for schools concerning paper waste, packaging and food wastage in schools.

Example: Reduce food wastage by households by 2 kg/inhabitant by 2013 and by 5kg/inhabitant by 2020(= 5.000T)

For the full detail of the quantitative objectives and the underlying calculations, please refer to Annex II (p.66-68) of the Waste plan at the URL below.

**URL:** <http://www.ibgebim.be/Templates/etat/informer.aspx?id=3080&langtype=2060&detail=tab3> (in French)

Suggested by IBGE

### **104) Other leads: “ Das abfallarme Geschenk 2007“ guide for the dematerialisation of gifts, Austria**

**Geographical area:** Vienna

**Initiator/coordinator:** Vienna University of Economics and Business, Institute for Technology and Sustainable Product Management

**Description:** Online guide with concrete suggestions for the dematerialization of gifts for instance in the field of education, culture, wellness, health, sport, eco-tourism and mobility, social/ethical/ecological gift ideas. Direct link to service providers.

**URL:** <http://itnp.mp-pc.at/cgi-bin/webknecht.cgi?d4-1006%%refresh> (in German)

Suggested by IBGE

### **105) Other leads: GreenEvent webplatform and awards, Belgium**

**Geographical area:** Flanders

**Waste fraction:** Several – waste generated by the organization of events

As a component of its policy for environment-friendly and durably waste and resource use policy in Flanders, OVAM (the Flemish Public Company for Waste Materials) provides a series of tools on its website for environmentally aware event organizers and participants. Participants can access calendar database of environment-friendly events, appraisals by of other participants and a variety of ideas on green events. Event organizers can assess the environmental impact of their events, evaluate it and reduce it by means of a practical online-Eventscan and compete in the annual Groenevent Award, which rewards the greenest event of Flanders for three categories - festival, sport anden indoor- ! with attractive prizes and advantages. Besides positive publicity and high visibility the winners receive an award of 2000 EUR. These organizers make efforts for to prevent waste, to sort waste, to use products that generate less waste, to use the eventscan, and to collect the necessary data to play an exemplary role. Groenevent webplatform and awards have been running for several years.

**URL:** <http://www.groenevent.be>, <http://www.ovam.be/jahia/Jahia/pid/1779?lang=null> (in Dutch)

Suggested by IBGE