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INNOVATION & ENVIRONMENT  
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# pre-waste



## It's time to prevent.

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This project is cofinanced  
by the ERDF and made possible  
by the INTERREG IVC Programme.

Ph. Antaria - Detail of PEUR BLEUE - Marseille Fos, port de tous les talents - "Cool Globes Event" - Marseille 2010



# Table of Content

Foreword	1
The Pre-waste project - Context, objectives and targets	2
Pre-waste methodology for developing waste prevention strategies at local level	3
Waste prevention Best Practices	4
Transferring waste prevention good practices: the Pre-waste feasibility studies	11
Pre-waste webtool and indicators	12
Pre-waste partnership	14
The INTERREG IVC Programme	17



# Foreword

*Europe has enjoyed many decades of growth in wealth and well-being, based on intensive use of resources. But today it faces the dual challenge of stimulating the growth needed to provide jobs and well-being to its citizens, and of ensuring that the quality of this growth leads to a sustainable future, in particular regarding resource consumption and waste generation.*

*Committed to tackle these challenges, the European Union aims to become a 'recycling society' and a part of a greener economy which provides both better resource efficiency and improved security of supply. But this goal can only be achieved when there is a considerable change in production and consumption patterns.*

*A key element here is the improvement of waste prevention policies that will reduce the quantity and the toxicity of waste produced. Indeed, reducing the amount of waste generated at source and reducing the hazardous content of that waste simplifies its management and also helps reducing resource consumption.*

*Considering the limited progress accomplished so far in significantly reducing waste generation in Europe, decision-makers have to take advantage and inspiration from the experience of their neighbours at national, regional and local levels. The exchange of good practices and the development of common methodologies and tools are some of the keys to achieve a resource efficient Europe.*

*Piergiorgio Carrescia  
Head of Waste Cycle Management Unit  
Marche Regional Authority, Italy*

# The Pre-waste Project

## Context, objectives and target

According to Eurostat, each European produces around 500 kg of waste per year - and this amount is expected to rise (World Bank, 2012). Recognising the need to reduce waste, the EU Waste Framework Directive has placed prevention at the top of the waste hierarchy. Regional and local authorities are key actors concretely in charge of dealing with waste.

As reducing its amount at source means lower waste management costs and a smaller ecological footprint, waste prevention is a tempting solution. Yet it is not easy to implement. The Pre-waste project developed a comprehensive approach to help local and regional authorities in their waste prevention strategies.



The Pre-waste partners contributed to the development of a **common methodology for efficient regional waste prevention policies**. They selected and analysed 27 best practices from over 100 good waste prevention initiatives to serve as a source of inspiration for other regional and local authorities. Each partner carried out a feasibility study to transfer one of them onto their territory. Pre-waste also aims at **facilitating the monitoring of waste prevention actions**. For this, the partners identified a range of indicators and set up a shared monitoring web tool to help regional and local authorities to assess the potential of planned waste prevention measures, and the impact of implemented actions.

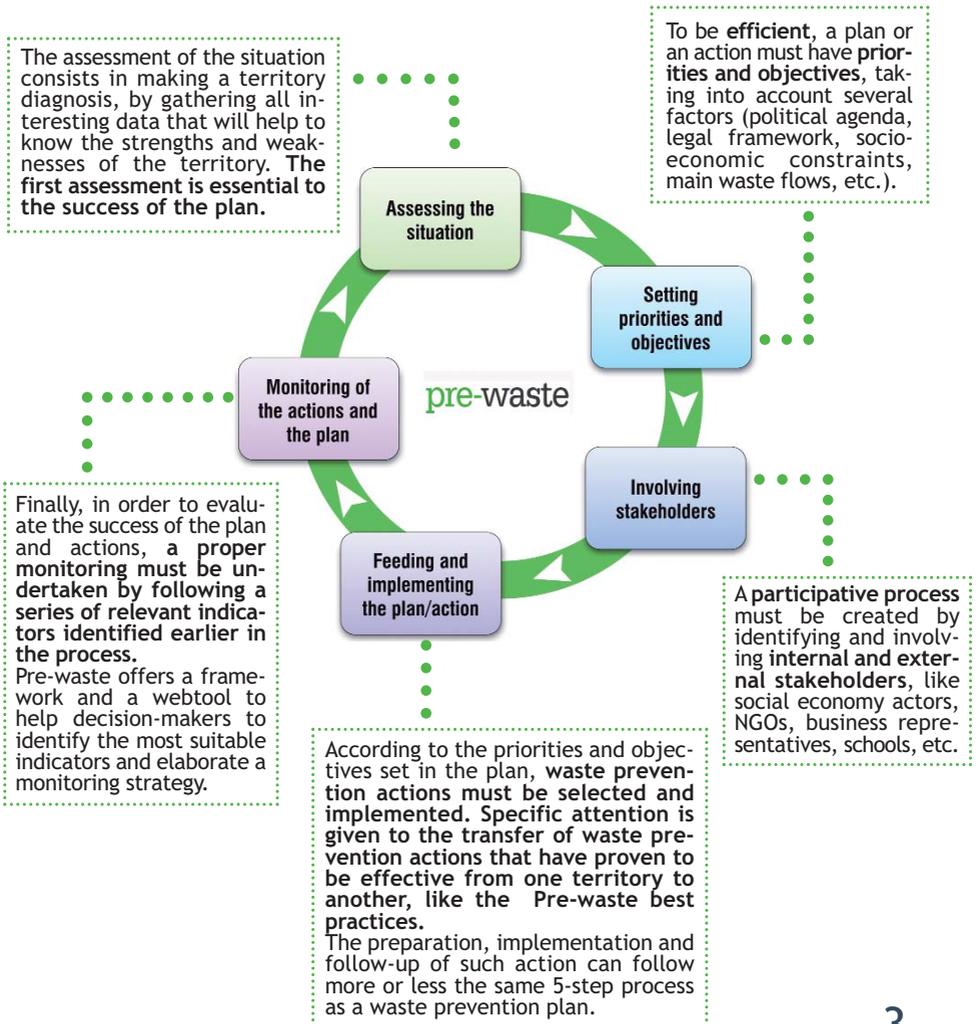
### Main Outcomes

- planning, implementation and monitoring **guidelines for regional waste prevention policies**
- **27 best waste prevention practices** implemented in the European Union by local or regional authorities
- a **web tool** to assess and monitor the efficiency of waste prevention actions
- **numerous communication and dissemination tools**: website, national events, conferences, ...
- **9 feasibility studies** about the transfer of selected best practices in the partners' territories.

# Pre-waste methodology for developing waste prevention strategies at local level

On the basis of the experience demonstrated in various European countries, the Pre-waste methodology aims at helping local and regional authorities to prepare, implement and follow up their

waste prevention plans and actions and to adapt good practices from elsewhere to their territory by highlighting 5 key elements that will make their waste prevention strategies a success.



# Waste prevention best practices

One of Pre-waste's main goals is the selection of at least twenty Best Practices on waste prevention implemented at national,

regional or local level in Europe. All partners participate in this process, with the coordination of Brussels Environment - IBGE.



**17 countries involved:** Austria, Belgium, Bulgaria, Germany, Denmark, Spain, Estonia, Finland, France, Ireland, Italy, Malta, Netherlands, Portugal, Romania, Sweden, United Kingdom



## 1 Love Food Hate Waste Campaign in North London, UK

*Love Food Hate Waste*, implemented in North London 2009-2010, was a comprehensive awareness-raising and information campaign to promote food waste reduction measures, based on a successful UK-wide communication campaign. It involved a variety of activities including food waste road shows, a recipe competition,

community kitchen workshops, events with local businesses, ....

Very well received, the initiative motivated residents to change their habits and gave them examples from their own communities to follow.

## 2 Let's do it with Ferda in Estonian schools, Estonia

"*Let's do it with Ferda*" is an Estonian educational project for primary schools, involving lectures and practical exercises on how to avoid and reduce waste at home and at school. With the help of the mascot 'Ferda' and the book *Ferda Reduces Waste*, the children are introduced to the subject in a fun and playful way. The programme

has proven very successful with 500 participants per year and constantly increasing interest.



## 3 R.U.S.Z - Repair and Service Center in Austria

R.U.S.Z. reinvented repair services in Vienna by training unemployed people to repair goods at affordable prices, focusing on extending the utilisation phase of household appliances, consumer electronics and IT equipment. The centre also offers reasonably priced second-hand appliances for poorer households.

Today, R.U.S.Z. directly serves 6,000 customers a year with an additional 8,000 customers frequenting partner organisations. Since 1998, R.U.S.Z. has prevented more than 10,000 tonnes of waste from electrical and electronic equipment (WEEE).

## Waste prevention best practices

### Ecomobel - Redesign of furniture in Germany

4



Ecomobel GmbH is a network for reconditioning and marketing of used furniture that established a successful recycling design co-operation called ZweitSinn (“second purpose”), and brought together waste managers, designers, furniture producers and retail. Products are made from old furniture or furniture parts, tested for harmful substances, treated, and receive a quality certificate.

The network has about 100 members and up to 10,000 customers. 35 tonnes of furniture is sold per year - and the numbers keep growing.



5

### No-advertisement sticker with legal backing in Brussels, Belgium

Since 1999, Brussels residents can request a free sticker for the mailbox by which they can choose not to receive unaddressed advertisements and/or free newspapers. A regional decree entitling individuals to file a complaint if they receive any despite the sticker provides legal backing.

In 2011, 20.1% of 548,997 mailboxes in the Brussels region carried the sticker. With an estimated avoided amount of waste of 10 kg/inh/y per placed sticker, this represents more than 2,000 tonnes of avoided paper waste per year.

### Promotion of decentralised composting in Brussels, Belgium

6



The Brussels Capital Region promotes decentralised composting (individual garden and vermicomposting, community composting) in its jurisdiction. Its aim is to reduce garden waste by 12 kg/inh/year by 2020, achieving the target of the 2010 Waste Management Plan. Local authorities offer advice and support in form of a composting guide, a master composter network, demonstration sites, and the provision of subsidised composting equipment.



7

### Accompanied paper waste prevention in schools in Brussels, Belgium

Schools wishing to engage in actions to reduce paper consumption can receive free assistance, either short-term (teaching materials and equipment, training sessions for teachers,...) or for the duration of an entire school year (accompanied turn-key projects for classes, school challenges,...).

A lasting effect on children was observed: two years after a project, participating pupils knew and implemented twice as many ways to prevent waste compared to pupils who had not been involved. Paper consumption in participating schools decreased by up to 35 per cent.

## Waste prevention best practices

### Dematerialisation in Brussels offices, Belgium

8



Brussels Environment developed a paper dematerialisation project for offices in 2002. It encompasses region-wide communication campaigns, free tools to reduce paper consumption, and dematerialisation assistance for interested businesses, staff awareness-raising and training, etc.

The second training phase carried out in 2004 coached 25 organisations for 6 months, achieving a 15% to 25% reduction in paper consumption. Longer term organisational were shown to achieve an additional reduction of, on average, 30%, e.g. up to 70% reduction over 5 years.



9

### Halmstad schools competing to reduce food waste in canteens, Sweden

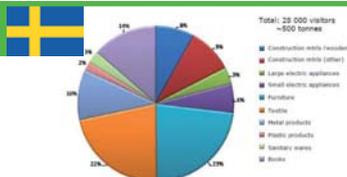
In order to reduce the 1.6 tonnes (2008) of food thrown away each week at the municipality's primary and secondary schools, a campaign was launched in 2009. The campaign included the weighing of discarded food in periods of 2-3 weeks and awareness raising of kids through posters, brochures and information from teachers

and active involvement of the kitchen staff.

At the end of the campaign, the amount of food waste decreased by 11%, a reduction that remained permanent.

### Alleyckan Re-use Park in Gothenburg, Sweden

10



The park was set up in 2007 to give locals the possibility to donate reusable material, and to buy donated goods. After passing by the three specialised (building material, second-hand, and repaired goods) thrift shops, visitors enter the reuse station where they have the opportunity to donate old products that are then sold for reuse if they are in good condition; the rest is sorted for recycling or energy recovery. In 2010, the total inflow to the park was 6,430 tonnes. The reused amount was 358 tonnes, meaning that more than 5% of material otherwise thrown away was reused.



11

### Clothes Library in Sweden

At the Clothes Library, clothes can be borrowed instead of books, allowing clients to renew their wardrobe without increased consumption for a small annual fee. The clothes, which are donated by sponsors, come with washing instructions, and ruined items have to be replaced.

The recently opened Karlskrona Clothes Library already has 160 members, with a rising trend. Other clothes libraries opened in Gothenburg, Malmö and Umeå.

## Waste prevention best practices

### Self-service Detergents in Large Retail in Piemonte, Italy

12



The installment of subsidised detergent dispensers in wholesales across the region, accompanied by a comprehensive information campaign, aimed at reducing the production of packaging waste by encouraging customers to refill detergent bottles.

From November 2006 to July 2010, 1,283,500 liters of detergent (equal to 1,056,426 bottles) have been sold 780,000 bottles have been reused, avoiding about 47 tonnes of HDPE and 26 tonnes of paper/cardboard waste. So far, no shop has given back the dispenser, and the project has been adapted by other Italian regions.



13

### Italian Ecolabel Legambiente Tourism in Marche Region, Italy

LEGAMBIENTE Tourism promotes sustainability in the Italian tourism sector through information, education and awareness-raising. The organisation offers a label for hotels agreeing to operate on a long catalogue of sustainable principles.

Actions to reduce waste include replacing single doses with dispensers and loose products, using returnable bottles and concentrated products, etc.

In 2010, 39 hotels in the Marche Region participated, avoiding an estimated 1.6 tonnes of plastic waste.

### Marche Food Bank ONLUS, Italy

14



Marche Food Desk is the regional branch of an Italian network of 21 food banks that recover surplus product from industry and retailers, and redistribute it to poor people and/or charities.

In 2010, about 2,209 tonnes of food have been redistributed in the Marche Region, supporting about 26,000 people. Since the network is progressively extending, these numbers are expected to continue to rise.



15

### Light Kids, Washable Diapers in the Municipality Crèche and Incentives for Families in Colorno, Italy

In 2009, the municipality of Colorno, where disposable nappies represented a whopping 23 per cent of household solid waste, launched the project "Light Kids" to promote the use of washable nappies. The municipal kindergarten banned the use of disposable nappies, and

parents using real nappies at home received a three-year contribution for each child.

## Waste prevention best practices

### Waste prevention campaign toward shopkeepers and artisans, France

16



Through a voluntary one-year campaign, the community of Coglais raised the awareness of shopkeepers and artisans concerning their waste production through a four-steps process aimed at both their activity and their clients.

40 shops participated, carrying out about 55 actions. The results showed that many small business owners are motivated to reduce their waste, but frequently need more advice and support in the process.



17

### Travelling books, France

"Travelling Books" ("Passe-livres") is an annual campaign initiated in 2008 by a local environmental association in Northern France. Travelling Books gives books a second life by collecting and exchanging them during the European Week for Waste Reduction.

4,000 books were collected and passed on in November

2010. Based on the average weight of a book (750 g), the action prevented about 3 tonnes of waste.

### Good waste prevention communication practices in Sofia Municipality, Bulgaria

18



In 2010, the municipality of Sofia carried out an awareness-raising campaign that provided information about waste prevention practices and ecologically sound treatment methods for household waste.

More than 70 journalists and 20,000 inhabitants were directly involved in the campaign, with many others informed about waste prevention through different media channels (radio, Internet, etc.), raising the awareness of inhabitants about the importance of waste prevention and encouraging them to take action.



19

### Household composting in Bulgaria

To prevent garden and kitchen waste from going to landfill, the Municipality of Sofia set up a campaign to promote home composting in 2006.

Combining economic incentives such as free composting bins and information tools (awareness-raising publication of a practical guide, ...), it is still ongoing, having

been continually broadened in size and scope.

Of the 180,000 tonnes of organic waste generating annually in the municipality, it is estimated that about 18,000 kg (6kg/inh/y) are composted at home.

## Waste prevention best practices

### Calendar with hints for waste prevention in Tampere Region, Finland

20



Every December since 2005, TRSWM has been sending a calendar to each household in its region, including waste prevention tips on every page. Citizens can contribute to the project by submitting photos to the annual competition where the best pictures are selected for the calendar.

In 2010, 220,000 calendars were distributed. They are well-known and popular in the region, providing a playful way of engaging the audience on the path of waste prevention.



21

### European Week for Waste Reduction - EWWR, EU

The European Week for Waste Reduction was a 3-year project to promote waste prevention. During an entire week, awareness-raising actions were organised and coordinated by a variety of actors (public authorities, NGOs, businesses, educational establishments, etc.) all across Europe.

Having started with just 20 organisers from 14 countries, the popularity of the EWWR grew significantly over the years: between 2009 and 2011, over 14,000 actions were implemented in more than 30 countries in Europe and beyond.

### Menu Dose Certa - Food waste reduction and certification in restaurants, Portugal

22



**Dose  
 certa**

Following a pilot in 2008, the project launched in 2011 educates and advises restaurants concerning customers' awareness raising and best food stocks management practices, in order to reduce the amount of food waste along the entire production line, from purchase of food-stuffs until preparation of meals. During the pilot phase, restaurants reported a reduction of, on average, 0.25 kg/client per meal (91kg/client/y if the client has one meal per day).



23

### Environmental Education for the Unemployed & households in Malta

Having been trained in household waste separation and prevention, a number of job seekers then educated households and other interested entities about waste management issues.

A continued upward trend in the quantity of recyclable waste collected from Bring-In Sites was recorded for the duration of this project. Furthermore, the training and temporary integration of the participants into the labour market improved their prospects for future employment.

## Waste prevention best practices

### Ban on disposable food and drink containers at events in Munich, Germany 24

A by-law by the city forbids the use and sale of disposable tableware, cups, and drink packaging at events on public land since 1991. The disposable items are replaced by reusable ones for which consumers pay a deposit that they get back when they return the items. As a result, the volume of waste generated by events decreased by more than 50% from 1991 to 2004. For example, the famous Oktoberfest with more than 6 million visitors per year reduced its waste from 11,000 tonnes in 1990 to 550 tonnes in 1999.



Photo credit: Bernhard Lang



### 25 Brussels waste management plan with reduction targets, Belgium

Brussels Environment has established Waste Management and Prevention Plans since 1992. The 4th Waste Management Plan (2010) includes concrete quantitative objectives for each waste flow based on the amount of waste generated in 2005, the reduction potential (based on pilot projects) and expected participation of the population. Objectives are set for 2013 and/or 2020 and come with a rationale on how to achieve them. Progress towards targets such as “Reduce food wastage by households by 2 kg/inhabitant by 2013 and by 5kg/inhabitant by 2020 (= 5,000 tonnes)” will be evaluated every 2 years.

### EUREST Services, Sweden

During the European Week for Waste Reduction 2009, Eurest Services, which runs restaurants at private companies, hospitals, and schools all over Sweden, implemented a 6-month campaign to fight food wastage on its premises. Guests and staff were informed about the amount and negative impacts of food wasted in each restaurant, and received a 10-measure list to reduce wastage. The 7.8 tonnes (November 2009) of food wasted each day in Eurest restaurants was reduced to 5.8 tonnes after the project.

26



### 27 Pay-as-you-throw (PAYT) scheme in Schweinfurt, Germany



In 2000, a Pay-As-You-Throw (PAYT) scheme was introduced in the city of Schweinfurt. Residents are charged with waste fees based on how much waste they generate, i.e. by the size of the waste bin, how often the bin is emptied, and weight.

The system's performance has been outstanding, reducing the amount of residual waste collected by 46%, and increasing the recycling rate from 64% to 76%.

# Transferring waste prevention good practices

## The Pre-waste feasibility studies

One of the objectives of Pre-waste is the **exchange of waste prevention good practices** among its partners. From this collection of detailed Pre-waste factsheets on more than 50 successful ideas, projects and campaigns, each partner selected at least one good practice they wish to transfer to their territory. However, as the local situation can differ greatly from the one territory to another, it is necessary to first conduct a so-called feasibility study. Using a similar approach than the 5 steps, as described in the Pre-waste methodology, (diagnosis, priorities and objectives, involving stakeholders, preparing implementation, monitoring), a feasibility study examines the viability of an initiative with an emphasis on identifying potential problems, in order to include it in local waste prevention strategies.

-  **Marche Region** chose to implement the information campaign developed by Halmstad municipality in Sweden to decrease food waste in school canteens.
-  **ORDIF** chose to focus on the transferability of food waste prevention practices: the British Love Food Hate Waste Campaign, as well as the Portuguese Menu Dose Certa initiative and/or Eurest services.
-  Due to the great significance of the tourist industry, the **Municipality of Roquetas de Mar** decided to implement the Italian good practice Ecolabel Legambiente Tourism aimed at reducing waste in hotels.
-  **Sofia Municipality** opted for the implementation of the far-reaching Brussels waste management plan with reduction targets.
-  To boost its efforts to reduce packaging waste at events, **Brussels Environment** chose to adopt the banning disposable food and drink containers introduced by the Bavarian city of Munich.
-  **Ilfov County** decided to favour education by adapting the Estonian programme *Let's do it with Ferda*, a waste reduction course for children.
-  In keeping with its tradition of excellent communication and education campaigns, **TRSWM** chose to implement Halmstad's programme to reduce food waste in school canteens.
-  The **Municipality of Karlskrona** hopes to increase its citizens awareness regarding waste prevention by introducing some of the successful waste prevention communication practices developed by the Bulgarian capital Sofia.
-  **WasteServ Malta Ltd** decided to put emphasis on reuse implementing the following good practices: R.U.S.Z., Ecomobel and Alelyckan Reuse Park.

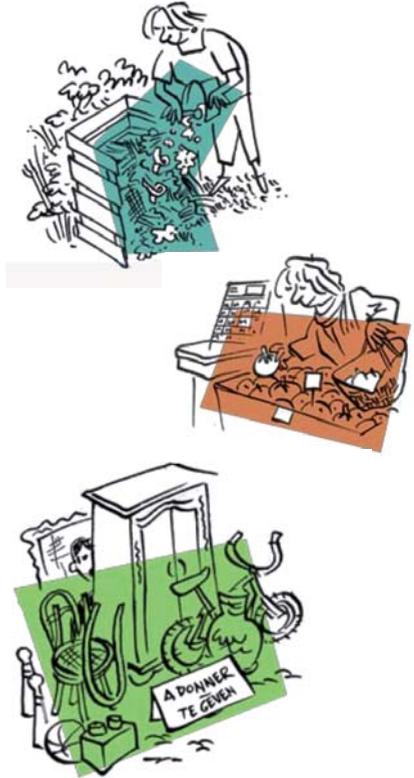
# Pre-waste webtool and indicators

## Know where you come from to go where you want

Implementing waste prevention actions requires time, effort and resources, and their results must be monitored in order to assess their efficiency. Pre-waste aims at supporting public authorities with the preparation and monitoring of their waste prevention actions, in particular by defining a range of relevant indicators, proposing calculation methods and setting up a web tool that will help them to elaborate and follow their waste prevention policies.

## The use of indicators

- Assessing the relevancy of the action, by assessing potential results (in foresight) and bringing evidence of actual results (in hindsight);
- Monitoring the evolution of the action and comparing it to quantitative targets;
- Helping to compare resources and results and therefore facilitating the assessment of actions' efficiency.



Illustrations by Salemi

## Waste prevention indicators

Waste prevention indicators mainly fall into three categories:

1. **Resources:** financial resources, staff, communication tools, equipment
2. **Results:** behaviour change (awareness, participation), evolution of waste generation (collected/avoided quantities, etc.)
3. **Impact:** environmental (material/energy consumption, air pollution, etc.), financial (balancing costs, incomes and savings, etc.), social impacts (job opportunities, etc.)



*Indicators are often a compromise between accuracy and comprehensibility. A simple indicator might fail to fully represent the issue, while a very precise one might be difficult to calculate.*

The webtool: a matrix to help taking the right decisions and following the actions

The web tool has 2 functions: diagnosis and monitoring. A summarised example of its functioning is proposed hereunder with the case of home composting.

Choice of a specific action  
(e.g. Composting)

or

Choice of a specific instrument  
(e.g. awareness raising campaign) and a waste fraction  
(e.g. Biowaste)



### Diagnosis

- **Potential participation** = targeted population (e.g. population with garden) - pre-existing participation (e.g. population already performing home composting).

- **Potential avoided quantities** (requires waste composition analysis) = (potential participation e.g. to home composting) x (waste generation per participant: e.g. compostable bio-waste generated per inhabitant).

### Monitoring

- **Resources:** Staff (Nb of trainers and training sessions, etc.) ; Costs (Total budget of the action, Incomes from the sales of composting units, etc.); Communication (list of communication materials used to promote the action, etc.); Equipment (Nb of distributed/sold/subsidised composting units, etc.).

- **Results:** change of behaviour (Nb of people aware of bio-waste composting solutions, Nb of people newly performing home composting, etc.); Evolution of waste generation (Avoided bio-waste quantities, fraction of bio-waste in the waste composition - before and after the action).

List of relevant indicators + recommendations for implementation

Links toward similar good waste prevention practices

# Pre-waste partnership and actors

*The Pre-waste partners come from around the European Union - from Finland to Malta, from Spain to Bulgaria, from new and established Member States. They vary in size, population and waste management systems, and represent a broad spectrum of authorities and key stakeholders. These highly diverse backgrounds provide an ideal context for an exciting and productive exchange of experiences.*



## Lead Partner

**MARCHE REGION (IT).** Marche Region is located in Central East Italy. Most of its 239 municipalities are small or medium-sized cities apart from the regional capital Ancona with about 100,000 inhabitants. The Regional Government's Territory, Environment and Energy Service is responsible for the waste management in the area. It also manages local and international projects on environmental protection and education.

In the Pre-waste Project, Marche Region has been acting as Lead Partner, with a fundamental role in coordinating and supporting all activities.

To Marche Region, Pre-waste provided a deep understanding of what is the waste prevention, also outside of Italian boundaries, sharing experiences with different European realities. Besides, the project has provided a cultural heritage giving both tools and appropriate methodology aimed at the prevention of waste production.

Marche Region has been supported in the project management and partners' coordination by SVIM, its Regional Development Agency, acting as Pre-waste Technical Secretariat.



## Partners



### ILE-DE-FRANCE REGION WASTE MANAGEMENT OBSERVATORY (FR).

A joint initiative between the French government and Ile-de-France Region, ORDIF strives to ease exchanges and disseminate information among stakeholders of the waste sector, as well as produce data and indicators related to waste prevention, collection and treatment. ORDIF also develops technical waste management solutions in the Ile-de-France region. ORDIF leads the Pre-waste “Component 4”, the development of indicators and a web tool to monitor the effectiveness of waste prevention policies. Pre-waste has allowed ORDIF to bring to Ile-de-France Region’s waste prevention dynamics new perspectives based on the analysis of innovative and relevant local and regional initiatives in other Member States.



**ACR+.** The Association of Cities and Regions for Recycling and sustainable Resource management is an international network of cities and regions representing about 1400 municipalities that aim to promote sustainable resource consumption and waste management. ACR+ has been working on municipal waste prevention for years, in particular by publishing reports and handbooks, organising conferences, and coordinating the European Week for Waste Reduction.

ACR+ is the leader of the Pre-waste “Component 2”, disseminating information about the project’s progress and results. As ACR+ does not have a territory of its own, it will not implement any good practice, but will help disseminate them in Europe. The project thus helped strengthen ACR+ expertise in waste prevention good practices and strategies.



*Municipio de  
Roquetas de Mar  
(Almería)*

**MUNICIPALITY OF ROQUETAS DE MAR (ES).** A popular tourist destination in Southern Spain, Roquetas de Mar sees its population increase up to 200,000 during summer, posing numerous challenges for local sustainable development and waste management. The Municipality of Roquetas de Mar is responsible for environment, social welfare, culture and education, economy and more in the area.

From the Municipality’s point of view, Pre-waste helped acquiring knowledge on waste prevention by exchanging of experiences with other European regions and developing two good practices in the field of hotels locally in Roquetas de Mar.



**MUNICIPALITY OF SOFIA (BG).** Sofia Municipality encompasses four cities, 34 villages and 4 neighbourhoods, including Bulgaria’s capital. The Municipal Council adopts strategies, programmes and plans on local issues such as environmental protection. The recently updated municipal waste management plan focuses on waste prevention and reduction, as well as higher recycling rates.

The Pre-waste project broaden Sofia’s horizon for successful waste prevention practices and gave a possibility to transfer best practices to the territory of Sofia Municipality. It was possible to exchange with project partners many good ideas about waste management and prevention of waste generation.

## Pre-waste partnership and actors

**IBGE (BE).** Brussels Environment is the public administration for environment and energy of the Brussels Capital Region. Its competencies include elaborating and implementing the regional waste prevention and waste management programme, as well as monitoring the results of prevention policies in the region.

The region's recent multi-annual waste plan puts particular emphasis on reducing waste generation, with reduction targets by waste flow.

Brussels Environment manages the Pre-waste "Component 3", coordinating the collection, analysis and exchange of good practices between the project partners and the development of a common methodology on waste prevention policy implementation.

Gathering data to share with partners allowed Brussels Environment to gain more insights into its past and current activities and to question the indicators used so far. Experiences from abroad put actions into perspective and help to improve them and be even more ambitious.



**SPCII ILFOV (RO).** Ilfov County Council is the local government of the county surrounding Bucharest. Many of the villages have developed into high-income commuter towns with an annual population growth rate of 4%, a continual challenge for the waste management in the county. From Ilfov perspective, the Pre-waste project offered a unique opportunity to get a new perspective on waste prevention and to interact with amazing people from this field. The good practices that were shared are a source of inspiration for future waste prevention actions in Romania.



**KARLSKRONA (SE).** Karlskrona is a municipality located on the south-eastern shore of Sweden. Having already achieved good results in terms of bio-waste waste prevention, with about 40% of households compost their bio-waste at home, the municipality is also active on waste prevention through information campaigns, economic instruments and a re-use centre. As a benefit of being a Pre-waste partner, Karlskrona highlighted that the Pre-waste project has given lots of inspiration for the Municipality's work on reducing and re-using waste.



**TRSWM Ltd. (FI).** Tampere Regional Solid Waste Management Ltd. (TRSWM) manages the solid waste of its 17 owner municipalities, including the city of Tampere. TRSWM also provides consumer advice on waste management issues, including waste prevention.

TRSWM recognized that Pre-waste helped its staff to learn to plan, monitor and evaluate their waste prevention actions better.



**WASTESERV MALTA Ltd. (MT).** WasteServ Malta Ltd is the government-owned waste management facility provider and coordinator on the Maltese islands. It implements the local Solid Waste Management Strategy, and is responsible for managing, procuring and operating integrated waste management systems such as waste minimisation, collection, sorting, reuse, recycling, treatment and disposal.

Through this project, WasteServ Malta had the opportunity to learn more about the concept of waste prevention and about what is currently happening in Europe in this respect. This project thus presented a first opportunity for WasteServ to start disseminating waste prevention initiatives locally. The various waste minimisation best practices identified through this project serve as a good database for eventual local transferability.



# INTERREG IVC



**INTERREG IVC is a programme that provides funding for interregional cooperation across Europe.** It is implemented under the European Union's territorial co-operation objective and financed through the European Regional Development Fund (ERDF). Following on from the INTERREG IIC programme (2002-2006), INTERREG IVC goes from 2007 to 2013.

The overall objective of the INTERREG IVC Programme is **to improve the effectiveness of regional policies and instruments.** In order to contribute to the economic modernisation and competitiveness of Europe, the priorities of INTERREG IVC lie in the areas of Innovation & the Knowledge Economy, and Environment & Risk Prevention.

The projects financed by the programme generally build on the exchange of experiences among partners who are responsible for the development of their local and regional policies. Possible project outcomes can be, for example, case study collections, policy recommendations, strategic guidelines or action plans, but also light implementation or pilot actions as long as complementing activities focus on exchanging experience.



## Regional Initiative Projects

- partners exchange experiences in a policy field of their interest
- varied intensity of cooperation: simple networking, development of policy instruments, establishment of mini-programmes

*A concrete action for waste prevention is avoiding using too much paper. It is particularly significant for communication documents and products: Pre-waste must dematerialise its communication and keep the number of printed material at the minimum. This issue is relevant for Pre-waste dissemination tools (brochure, fact sheets, and communication tool kits).*

*This brochure and all Pre-waste communication outputs are downloadable from [www.prewaste.eu](http://www.prewaste.eu)*

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Graphic design: Antaria  
 Edition: October 2012

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Pre-waste is a three-year European project (2010-2012) with an aim to help local and regional authorities improve their waste prevention policies, in order to significantly reduce the production of waste, and its hazards.

In particular, the project will deliver:

- guidelines for planning, implementing and monitoring regional waste prevention policies,
- 27 best examples of actions for waste prevention implemented in the European Union by local or regional authorities,
- a web tool that enables assessment and monitoring of how efficient each waste prevention actions is.

The project involves 10 partners in Europe who are committed to sharing their expertise in waste prevention and waste management, those being:

- Marche Region - Project Leader (Italy)
- ORDIF - Ile-de-France Region Waste Management Observatory (France)
- ACR+ - Association of Cities and Regions for Recycling and for sustainable Resource management (European network)
- Municipality of Roquetas de Mar (Spain)
- Municipality of Sofia (Bulgaria)
- IBGE - Brussels Environment (Belgium)
- Public Cooperation Department of Ilfov County (Romania)
- Municipality of Karlskrona (Sweden)
- Tampere Regional Solid Waste Management Ltd (Finland)
- WasteServ Malta Ltd (Malta).

All partners are involved in the various proceedings of the project which include: communication activities, like publishing press releases, organising a national event on waste prevention along with a press conference, developing the website and disseminating a newsletter, as well as the identification of good practices and indicators, by implementing a number of good practices in its territory and drafting an analysis of their feasibility, in addition to participation to a shared methodology to help local authorities implement effective waste prevention, as well as participation to the proposed web tool for monitoring the effectiveness of waste prevention policies based on indicators.

The Pre-waste project is co-financed by the European Regional Development Fund and made possible by the INTERREG IVC Programme.

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