



European campaign  
for waste reduction

« 100 KG LESS WASTE PER INHABITANT »





# WHY LAUNCH A EUROPEAN CAMPAIGN FOR THE PREVENTION OF MUNICIPAL WASTE ?

## AN ECOLOGICAL NECESSITY

The amount of waste we produce is increasing all the time. In most of the major European cities around 600 kg waste is produced per inhabitant per year.

This waste is above all the symptom of unsustainable methods of production and consumption. It has been proven that each European citizen uses an average of 50 tonnes of resources per year. The availability and equal world distribution of these resources is now under threat.

Furthermore, product consumption (including production, transport and distribution) represents nearly half of the emissions that contribute to climate change.

## A SOCIO-ECONOMIC AND FINANCIAL NECESSITY

The rising amount of waste to be managed requires an ever more developed infrastructure for collection and treatment. The cost of such infrastructure burdens the local and regional public authorities.

Waste reduction at source is of major financial interest, as investing in prevention is a means of greatly reducing the budgets allocated to waste management in the medium and long-term.

Furthermore, prevention at source can create jobs in the community (for example in communication, repairs, reuse etc...)

Preventing waste generation means choosing the way towards more sustainable development at a local level by:

- avoiding waste production at source
- reducing amount of waste produced
- product reuse.



LET'S CUT WASTE  
AND SORT OUT WHAT  
WE CONSUME BEFORE  
SORTING OUT OUR RUBBISH!



## A LEGAL NECESSITY

Waste management in Europe is currently highly influenced by a series of EU regulations, which are based on a management hierarchy which favours prevention at source.

This management hierarchy means that waste prevention has become a top priority for authorities when they plan their waste management.

Soon, the revised framework-directive on waste will probably reinforce the obligation to establish prevention plans or programmes at a local and regional level.

## A NEED FOR CONSISTENCY WITHIN EUROPE

In order to put a true waste prevention policy into place, it is necessary to be able to act at the level of production and resource use.

Because of the rules laid down by the Single European Market and the need to develop the 27 Member States equally, harmonization and consistency are required.

## A NEED FOR COOPERATION BETWEEN DE-CENTRALISED PUBLIC AUTHORITIES

De-centralised public authorities are the key actors in the planning and management of waste. While numerous local and regional authorities are involved in working out waste prevention strategies, many are still doubtful of the quantitative and qualitative results that can be reached through prevention.

It is important to see the benefits of using different approaches (as regards flows, targets and guidelines, methodologies used...) in order to develop and improve the existing systems.



**WASTE REDUCTION  
IN EUROPE  
NEEDS LOCAL ACTIONS  
DEVELOPED TOGETHER**



## WHY « 100 KG LESS » ?

### HOUSEHOLD WASTE, MUNICIPAL WASTE: A CHANGEABLE FIELD OF ACTION

Even within the European Union, municipal waste is a concept that varies from one town or region to another. Waste usually includes, aside from household waste, that of institutions and other waste flows such as commercial waste, waste from schools, hospitals, markets, certain firms, waste from parks, from road-sweeping and so on.

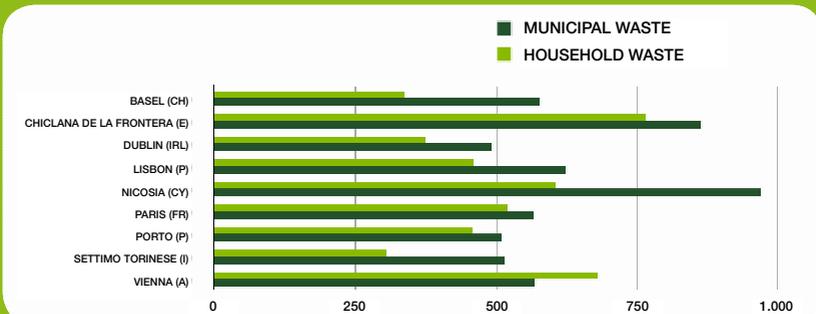
However, there are certain advantages in retaining the concept of “municipal waste” because:

- it is based on a real situation that can be directly comprehended by the public authorities as it corresponds to what they collect and treat at a particular geographical level.
- It means that not only households can be targeted, but also other audiences such as schools, shops, certain firms.. and this means preventative actions with more significant quantitative results can be envisaged.



WASTE REDUCTION  
IN EUROPE NEEDS  
FLEXIBLE REFERENCE TARGETS!

### HOUSEHOLD AND MUNICIPAL WASTE PRODUCTION IN EUROPEAN CITIES (KG/INHAB./YEAR)



Source: “Municipal Waste management: an image from local and regional authorities in Europe” – update ACR+ 2005 survey

# 100 KG ...

## A QUANTITATIVE REFERENCE POINT

Of course, each city or region has different resources and ways of working in terms of:

- Amount and composition of municipal waste
- Competencies
- Regulatory and economic instruments (either already in existence or potential) to deal with waste prevention
- Spatial structure, Quality of life and the population's cultural habits
- etc

Furthermore, many towns or regions have already put preventative actions in place, whereas others have hardly started...



## IT IS NOT A QUESTION OF LAUNCHING A MATHEMATICAL COMPETITION BETWEEN CITIES AND REGIONS

Simply, all the campaign's participants shall :

- Affirm that they share the conviction that a series of preventative actions, carried out conscientiously on a theoretical mass of 600 kg per inhabitant per year, have a theoretical reduction of quantities of waste of around 100 kg per inhabitant and per year.
- Commit themselves to a practical demonstration of this conviction and put into place a series of actions from those suggested by ACR+ as having the potential to bring about waste reduction.



**BASED ON A THEORETICAL AVERAGE OF 600 KG MUNICIPAL WASTE PER INHABITANT PER YEAR, A TARGET OF 100 KILOS LESS PER YEAR IS POSSIBLE**

# THE 4 MAIN WASTE FLOWS INVOLVED

4 categories of waste can be found, in relatively large quantities, in the municipal waste flow and so deserve most attention for waste prevention, that is to say:

1. Organic waste
2. Paper waste
3. Packaging
4. Bulky waste or other waste

## A SET OF ACTIONS

It is up to each town and region to establish which preventative actions it wishes to carry out. However, the list below, drawn up by ACR+, shows actions that have a significant established potential reduction.



## ACTIONS FOR THE 4 FLOWS

	Amount (kg/inhab./year)	Potential waste reduction (kg/inhab./year)*
<b>1 ORGANIC WASTE :</b>	<b>220</b>	<b>40</b>
• Promote composting at source (at home, local, in green spaces...)	180	30
• Fight against food waste	30	8
• Promote reusable nappies	10	2
<b>2 PAPER WASTE :</b>	<b>100</b>	<b>15</b>
• Fight against unwanted flyers or newspapers	20	5
• Encourage dematerialisation (schools and offices)	80	10
<b>3 PACKAGING :</b>	<b>150</b>	<b>25</b>
• Choose products whose packaging can be returned to place of purchase	35	12
• Promote tap water	6	2
• Develop reusable bags	2	1
• Fight against over-packaging	107	10
<b>4 BULKY OR OTHER WASTE :</b>	<b>130</b>	<b>20</b>
• Promote reuse of clothes	8	4
• Promote reuse of furniture, EEE, toys, other bulky waste	110	13
• Fight against excess buying	12	3
	<b>600</b>	<b>100</b>

\* Sources : Internal working groups 2006- ACR+

A first summary approach carried out by IBGE – Bruxelles Environment (B)\*\* leads us to think that the 100 kg waste represent a minimum of 160 kg of CO<sub>2</sub> per inhabitant per year.

\*\* GHG Balance of Prevention Actions, RDC for IBGE-Bruxelles Environnement, January 2007



LESS WASTE ALSO  
MEANS LESS CO<sub>2</sub>



## GOALS AND MAIN LINES OF ACTION

The «The “European Campaign for Waste Reduction» has two types of goals :

### ENCOURAGE COMMITMENT AT LOCAL LEVEL IN MANY EUROPEAN CITIES AND REGIONS

- Greatly reduce the amounts of local waste
- Highlight the key role of local authorities in waste prevention
- Measure the effect of local prevention policies
- Better understand the key factors and levers in prevention
- Develop quantitative prevention indicators
- Develop methodological tools in order to get local prevention working
- Share more information and experiences in order to manage resources in a more responsible and efficient way



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### CONTRIBUTE TO EUROPEAN PREVENTION POLICY

- Help reduce municipal waste generation in Europe
- Contribute to a better conception and integration of local, regional, national and European prevention policy
- Convert the first stage of waste management hierarchy into policies and facts



EVERY COMMUNITY WOULD DO WELL  
TO MEASURE ITS MUNICIPAL WASTE  
AND FIX QUANTITATIVE AND QUALITATIVE  
REDUCTION TARGETS

## THESE FUNDAMENTAL GOALS

WILL BE PUT INTO PLACE ACCORDING TO **4** LINES OF ACTION :

The initiative began in 2006 with the organization of ACR+ working groups who looked at the potential for prevention in the four waste flows under review and the communication aspects of these actions.

### 1. Exchange of information and experience on subject of waste

From January 2007 the ACR+ secretariat will carry out:

- A ratification process of the Campaign Membership Charter, in particular through “patron” members
- The compilation of a database of actors The compilation of a repertoire of waste prevention initiatives
- The organisation of seminars in order to exchange information, experiences and ideas on prevention
- Publication of technical reports on waste prevention linked to other aspects

### 2. Drawing up reference points

« Clusters » (or groups of technical experts) need to be set up for the 4 main identified waste flows, that is to say :

- Organic waste
- Paper waste
- Packaging
- Bulky or other waste

These clusters, which gather together ACR+ members, will also be open to technical experts (consultants, universities, NGO's..) knowledgeable on this subject. Each cluster will function as a 'closed' working group throughout the campaign, and will work to establish prevention guidelines. Each of the clusters will:

- Be in charge of the scientific validation of the initiatives and of what it teaches
- Have an advisory role to participants.

### 3. Partner actions

They will take the following form :

- « Twinnings » between towns or regions for prevention technology and knowledge
- International agreements for prevention tool-sharing, both for technical studies or communication material (folders, audio or video clips, website...) or organising joint events.

ACR+ will compile a database and thus be able to put towns and regions interested in the same themes in touch with one another.

### 4 . A European Waste Reduction Week

A European information-awareness campaign on the waste reduction theme will give more weight to the thousands of initiatives being carried out at local and regional levels.

The goal is to have a large number of European cities (especially the capitals) participate in a joint information-awareness week in order to highlight the international dimension of the campaign and to:

- Help public authorities to act at the local, regional, national and international lev-els by highlighting their initiatives
- Reinforce the involvement of political decision-makers in waste prevention
- Highlight the support that the European institutions can bring to local prevention initiatives



## REASONS TO PARTICIPATE

The Campaign is based on a “win-win” partnership between its participants. A city or region that would like to become a member of the Campaign must first contribute to it, by sharing its own experiences. Then, the city or region will benefit from a series of advantages which will allow it to develop its prevention expertise.

### TECHNICAL AND GENERAL INFORMATION

- Privileged access to all technical information gathered as part of this Campaign via our website <http://www.acrplus.org/-kg>
- A quarterly Newsletter containing information on the latest Campaign developments
- A free copy of the ACR+ publication “Voluntary actions supported by local authorities to encourage waste prevention in Europe”

### GROUPS OF EXPERTS (CLUSTERS)

The Campaign member will have access to our themed groups of experts. These groups will consider how to advise Local and Regional Authorities on fixing quantitative waste prevention targets and on developing measurement guidelines on the ground.

### MAKING YOURSELF KNOWN

- Visibility at EU level
- The chance to present waste prevention actions which have already been undertaken, or which are in the planning stages, on our specialised website (in the rubric “European Campaign for Waste Reduction”), in our publications and at our international meetings
- ACR+ will above all highlight waste prevention actions it considers exemplary

### SUPPORT, SEARCH FOR FUNDING AND PARTNERSHIPS

The Campaign offers a new network that is for more than just information exchange. It will also set up meetings, partner actions, the sharing of prevention material and/or competencies (e.g. communication tools).

It is with this in mind that ACR+’s secretariat will explore funding possibilities for the participants at European and/or national levels, with the aim of:

- allowing the best possible functioning of groups of technical experts
- supporting local initiatives on the ground
- developing joint projects
- setting up a European Waste Reduction Week



## HOW TO PARTICIPATE ?

BY SIGNING AND SENDING US BACK  
THE PARTICIPATION CHARTER ATTACHED

## MEMBERS OF THE POLITICAL PATRONAGE COMMITTEE

Mrs. Martine AUBRY, Mayor of Lille (FR)

Mr. Francesc BALTASAR I ALBESA, Minister of Environment and Housing - Generalitat de Catalunya (ES)

Mr. Johannes BLOKLAND, Member of the European Parliament, Vice-Chairman of the  
Committee on the Environment, Public Health and Food Safety (NL)

Mrs. Mercedes BRESSO, President of the Piemonte Region (IT)

Mr. Sergio CHAMPARINO, Mayor of Turin (IT)

Mr. Delio DONZEL, Depute mayor in charge of the Environment, Aosta (IT)

Mr. Camille DURAND, 1st Vice-President of Nantes Métropole; Mayor of Saint-Jean-de-Boiseau (FR)

Mrs. Evelyne HUYTEBROECK, Minister of the Environment of the Brussels Capital Region (BE)

Mrs. Caroline JACKSON, Member of the European Parliament, Committee on the -Environment, Public Health and Food Safety (UK)

Mr. Ciro LEMBO, Mayor of Capri (IT)

Mr. M. Ken Livingston, Mayor of London (UK)

Mr. José MACEDO VIEIRA, Mayor of the municipality of Póvoa de Varzim (Porto); Chair of the Board of Directors of LIPOR (PT)

Mrs. Giuseppina MONTANARI, Deputy mayor in charge of the Environment, Reggio Emilia (IT)

Mr. Roméo RAGAZZO, Vice-President of the Communauté Urbaine de Dunkerque; Mayor of Fort-Mardyck (FR)

Mr. Hannu TUITTU, Vice-Mayor of Kotka (FI)

Mr. Walter VELTRONI, Mayor of Rome and Mr. ESPOSITO, Depute mayor in charge of the Environment, Rome (IT)



### FOR MORE INFORMATION :

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