



Implementing reuse & prevention in European cities

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We **(ZWE)** are the **European network of communities, experts, organisations, and change makers;**
working to **eliminate waste** in our society



Support NGOs,
local groups
and communities



Change
European
Policies



Mentor cities
towards
zero waste



2024: €2.5 M



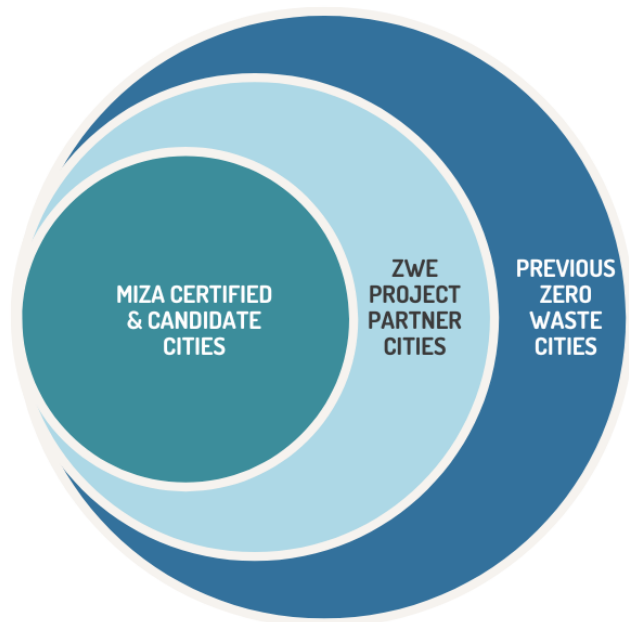
23 staff in Brussels



37 groups in
29 countries



Turning pioneer municipalities into a European best-in-class standard



50+ municipalities implementing holistic ZW strategies via the Mission Zero Academy (MIZA) Certification.

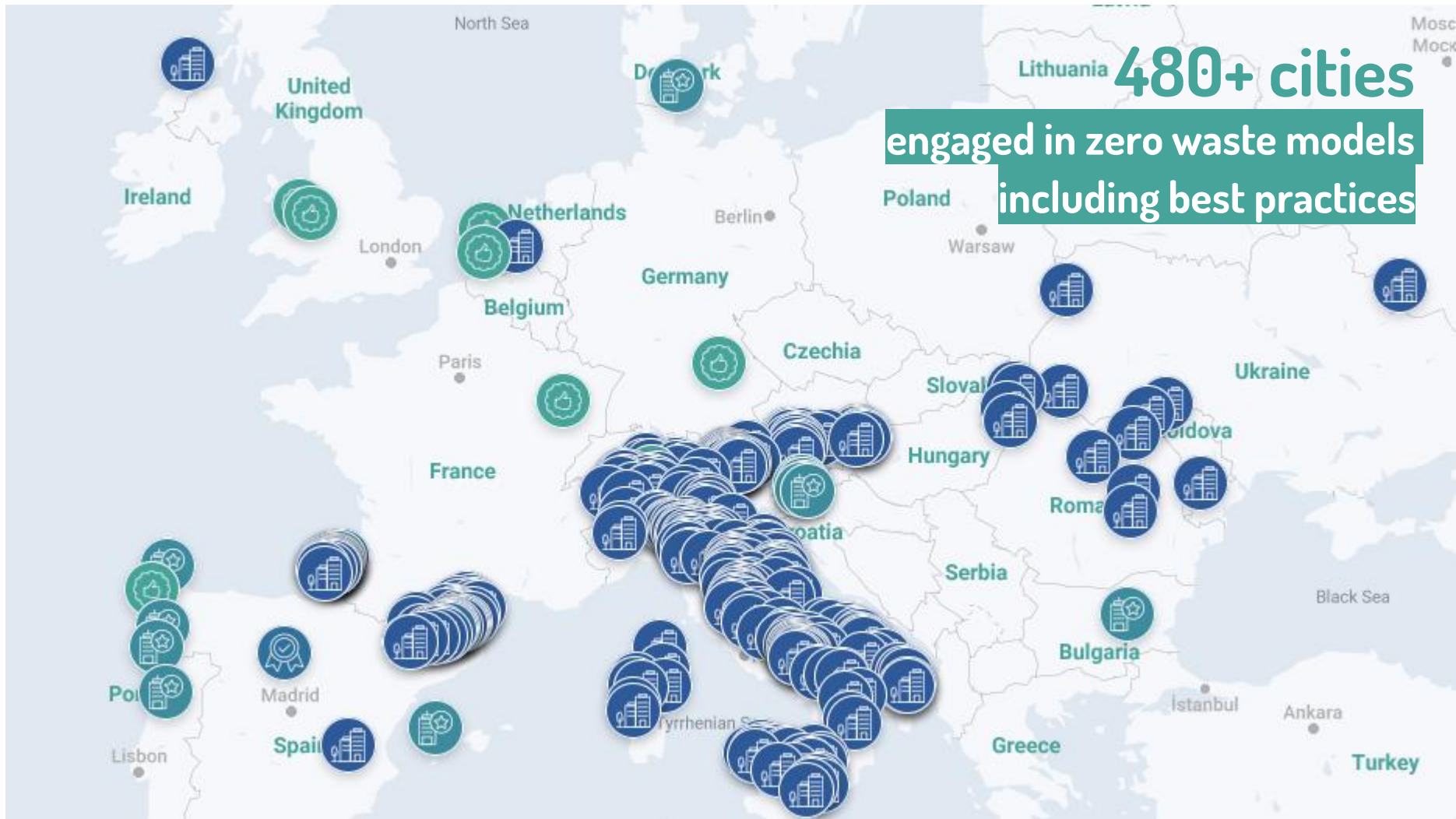
48 municipalities being **directly supported by** ZWE in projects.

16 million people covered in these two categories.

400+ municipalities who made commitment from the **previous ZW Cities programme pre-2021**

480+ cities

engaged in zero waste models
including best practices



Zero Waste Hierarchy



Elevating reuse in cities (ERIC)



- ★ Implementation of **Plastic Prevention Plans in 18 to 30 municipalities** across **10 different EU countries**.
- ★ Promote **concrete upstream policies** that can be taken locally to **prevent plastic waste** and **promote reuse systems**.
- ★ Build a European network of **plastic prevention and reuse experts**.

RSVP – The ReuSe Vanguard Project



COORDINATED IMPLEMENTATION OF 6 CITY PROJECTS:

- ★ Barcelona
- ★ Berlin
- ★ Ghent
- ★ Leuven
- ★ Paris
- ★ Rotterdam

SHARED NARRATIVE & CAMPAIGNING EFFORTS



ENABLING CONDITIONS (Advocacy & Funding the transition)



CO-DESIGNING & CO-LEARNING WITH RSVP PARTNERS



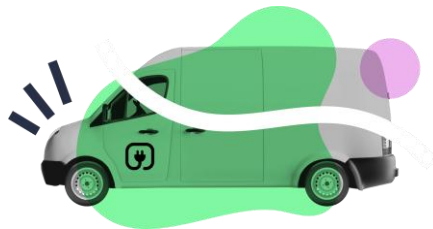
Packaging

At the core of the solution



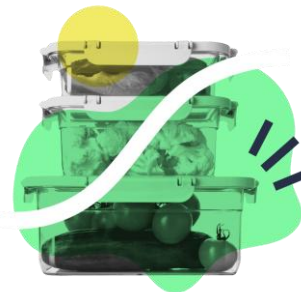
Packaging should be part of a closed loop system

Closed-loop systems, like deposit return schemes (DRS), should be in the toolbox of solutions and measures to achieve true circularity for packaging by **reducing waste and litter, minimising the use of resources, CO2 emissions, and ensuring a high quality recycling** at the end of its product life cycle.



Managed pooling systems for reusable packaging should be set up to ensure efficiency

These pooling systems are the basis for an **effective reuse system** and require [a set of essential criteria](#), like: an institutionalised governance structure; ownership of shared packaging; inclusivity; or self-imposed transparency and reporting based on quality and efficiency standards.



Packaging should be toxic-free

Ambitious reforms of the EU policies related to chemicals are an opportunity for the **transition towards an effective phase-out of the most hazardous chemicals**, and ensure a real circular and safe economy for packaging.

A European reuse eco-system in construction...

Project coordinator



Philanthropic support



Participating cities



Local partners in each project



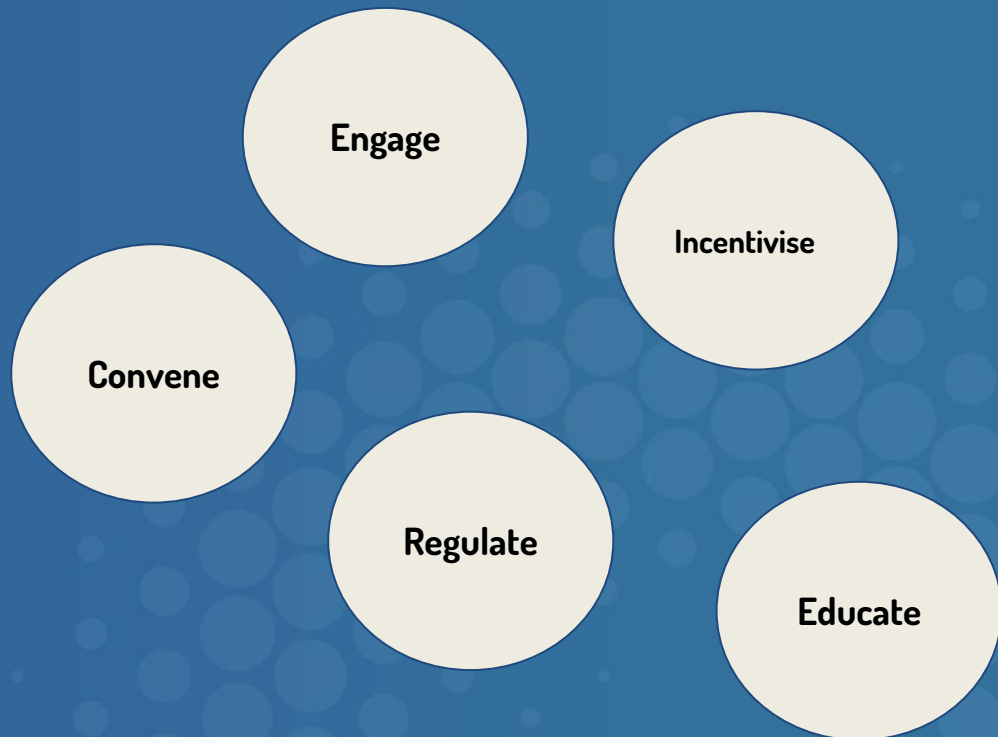
Contributors and amplifiers



RSVP project partners



The role of cities



Ultimately, it is the role of cities to set the culture & direction of travel for others to follow

Set the vision & strategy within a municipal plan

Example of Viladecans, Catalonia (ES)

The Viladecans Plastics Prevention Plan has an initial scope of 4–5 years (fixed to electoral cycle)

The measures include the **mandatory reduction of single-use plastics in shops and educational centers**, beyond EU legislation.

Partnering with neighbouring municipalities to tackle **surplus food with reusable containers** and the creation of **a service for renting reusable crockery and glasses for events**.

Impact monitoring framework embedded in the strategy

Funded by regional subsidies for best performers



Less plastic in the environment means better health for people and for the life of our ecosystems. The Plastic Prevention Program allows us to advance in an orderly manner in reducing single-use plastics.

| Encarni Garcia, Deputy Mayor of the Department of Environment and Sustainability, Viladecans



Tallinn implementing reuse in public events

October 2019: Tallinn banned single-use plastic cups, plates, cutlery

Throughout 2022: Guidelines for organising sustainable events was rolled-out with partners

June 2023: Food and drinks may only be served in reusable containers and use only reusable cutlery at events below 30k attendees

January 2024: Only reusable dishes are allowed in public events in whole of Estonia, regardless the number of visitors.

Amount of mixed waste per person reduced



2019

178g



2023

60g

Tübingen's tax on single-use

Estimated generated annual revenue for the city of 900k in first full year (100k investment)

Subsidy programme for businesses transitioning to reusable packages

- 500 € for packages (per shop)
- 1000 € for dishwashers (per shop)

How does it work?

- 0,50 € on every single-use food package
- 0,50 € on every single-use drink package
- 0,20 € on single-use cutlery

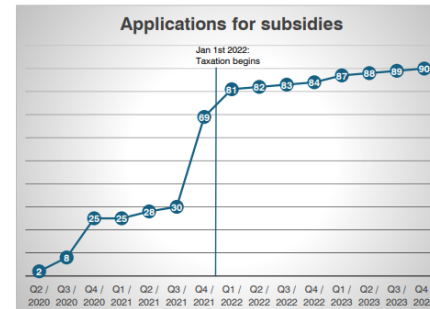
No tax if:

- Reusable packing is used (e.g. as part of a deposit system)
- Food/drink are not consumed promptly (due to legal reasons)



We support alternatives!

- Tax is a catalyst for the usage of reusable packages
- 53.000 € in subsidies have been disbursed to local businesses so far
- 170 businesses offering reusable packagings



Gentse Feesten (Belgium)

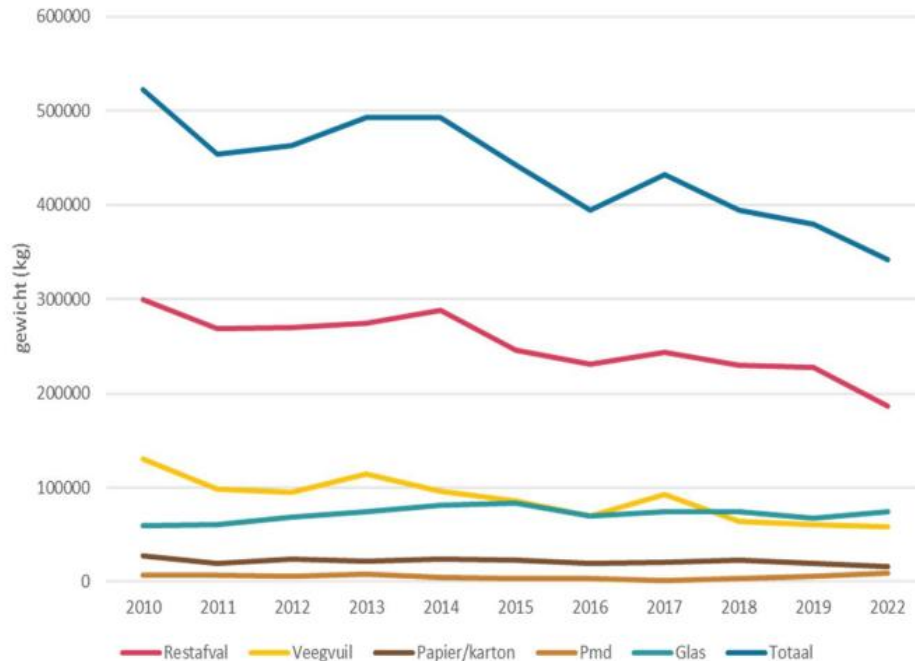
Mandatory reusable cups and plates at a city-wide 10 day festival

Ban on single-use and procurement requirements for reuse across the city (required by the region)

Subsidies provided for washing facilities and businesses offering reuse

Results waste streams GF

Afvalstromen 2010-2022



2022: 40% waste reduction per visitor

20 ton less waste (despite increase of visitors)

Total waste costs - 8%

Visitor experience

Incentivise the right behaviours

Introduce **Pay-As-You-Throw** for households & businesses

- Set a fixed rate per household/business of 60–80%
- Introduce a variable fee depending on waste generation, with highest producers paying the most
- Proven method for reducing waste

Make **subsidies available for local businesses** to adopt more circular models/solutions

- E.g. **Milan offers 20% tax discount** for supermarkets and canteens that donate leftover food

City of Graz & Vienna's “repair bonus” for up to 50% of the total cost of a repair of electrical appliances

Create a **zero waste label for local businesses** implementing the right solutions & promote these widely

- Offer discounts or vouchers for their services, embed them in programmes encouraging good behaviour (e.g. homes who compost)
- European schemes available with frameworks to use



Rzgów's reserved tender procedures for socially marginalised groups

The tender, worth 89 million EUR, was for the collection & management of municipal waste

The tender included:

- **Required levels** of performance regarding recycling & preparation for reuse, and waste reduction

It was specifically reserved for contractors who jointly:

- Were officially registered as social enterprises
- **Had at least 50% of the employees considered to be from socially marginalised groups.**

What more cities can do?

There are also various instruments that municipalities can adopt to reduce packaging waste and optimise reuse:

- **Adopt fiscal measures** (i.e: taxes and levies) on single-use packaging in order to create a more **level playing field** so that **reusable packaging can become the most cost-effective** option. This could be done by:
 - Implementing a tax or levy on single-use packaging placed on the market by vendors; or
 - Implementing a directly consumer facing levy on single-use packaging.
- **Ring-fence the funds** received through the taxes or levies to **support** the evolution of the **reuse packaging systems**;
- Develop a strategy for and **work towards interoperability of different reuse packaging systems**.
- **Encourage or mandate reusable packaging to be the default packaging** option for serving food and beverages (inc. for takeaway)

By adopting measures at the local level, **cities** have the ability to deliver great and efficient reuse systems and can **become the norm-setters in their countries**.





Thank You

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