

# Taking the Commitments to the Streets

## Fifth European Conference on Sustainable Cities and Towns

Sevilla March 21-24 2007



### Press release : ACR+ drives European Cities and Regions towards waste prevention actions

The Association of Cities and Regions for Recycling and sustainable Resource management (ACR+) is one of the 13 partners of the European Sustainable Cities and Towns Campaign and is organizing the thematic session on Aalborg Commitment 4 focused on resource use and sustainable consumption and production on 20<sup>th</sup> March. This session, entitled "100 kg less waste as a local policy target" is the occasion for ACR+ to make a first call of interest for its Europe-wide Campaign of action for waste reduction.

600 kg of municipal waste are produced per European citizen per year, which represent 50 tonnes of resource consumption : this leads to an ecological footprint of 2-3 planets and 50% of the total balance of European CO2 emissions.

ACR+ Campaign aims to drive European Cities and Regions towards waste prevention actions and is targeting four main lines of action which are going to be developed by the association as from 2007 :

- to increase the international exchange of waste prevention information and experience between local authorities
- to formulate waste prevention targets and indicators for main waste streams
- to develop partnerships for action between cities and regions
- to promote a European week for waste reduction

ACR+ initiative is based on the ambitious but well-founded target of reducing our municipal waste by 100 kg per inhabitant and per year. ACR+ claims that this objective is theoretically achievable by working on the four main municipal waste streams (organic waste, paper waste, packaging and bulky/other waste) and developing a range of convincing waste prevention practices based on experience.

European cities, regions or associations of local authorities are invited to participate in this campaign by :

- signing the Charter of Membership
- making the prevention of municipal waste a political goal for 2008-9
- defining one or several quantitative prevention target(s)
- and putting the prevention initiatives they develop on the ground under the heading "European Campaign for waste reduction".

To know more about this campaign and download ACR+ Brochure "European Campaign for waste Reduction - 100kg less waste per inhabitant" : <http://www.acrplus.org/-kg>

For any further information:

Please pop in at ACR+ stand in the exhibition hall or contact Caroline Saintmard, ACR+  
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## Annex 1 : how to do -100 kg waste ?

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

- Organic waste
- Paper waste
- Packaging
- 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.

| <b>Actions for the 4 flows</b>   | <b>Amount (kg)</b> | <b>Potential waste reduction (kg/inhab./year)*</b> | <b>Potential CO2 réduction CO2 (kg/inhab./year)**</b> |
|--|--------------------|--|---|
| <b>Organic waste :</b>   | <b>220</b>         | <b>40</b>  | <b>57</b>   |
| - Promote composting at source (at home, local, in green spaces...)    | 180                | 30   | 11  |
| - Fight against food waste   | 30                 | 8  | 27  |
| - Promote reusable nappies   | 10                 | 2  | 19  |
| <b>Paper waste:</b>  | <b>100</b>         | <b>15</b>  | <b>16</b>   |
| - fight against unwanted flyers or newspapers                          | 20                 | 5  | 5   |
| - Encourage dematerialisation (schools and offices)                    | 80                 | 10   | 11  |
| <b>Packaging :</b>   | <b>150</b>         | <b>25</b>  | <b>30</b>   |
| - Choose products whose packaging can be returned to place of purchase | 35                 | 12   | 7   |
| - Promote tap water  | 6                  | 2  | 4   |
| - Develop reusable bags  | 2                  | 1  | 2   |
| - Fight against over-packaging   | 107                | 10   | 17  |
| <b>Bulky or other waste :</b>  | <b>130</b>         | <b>20</b>  | <b>57</b>   |
| - Promote reuse of clothes   | 8                  | 4  | 37  |
| - Promote reuse of furniture, WEEE, toys, other bulky waste            | 110                | 13   | >20   |
| - Fight against excess buying  | 12                 | 3  | NI  |
|  |                    |  |   |
|  | <b>600</b>         | <b>100</b>   | <b>&gt; 160</b>                                       |

\* Sources : Internal working groups 2006– ACR+

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



## **Annex 2 : Timetable of actions**

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 at the communication aspects of these actions.

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

**> Jan 2007**

From spring 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

### **2. Drawing up reference points**

**> Sept 2007**

« 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**

### **3. Partner actions**

**> Jan 2008**

They will take the following form :

- « Twinning » 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.

### **4. A European waste prevention week**

**On the horizon  
for 2008-2009**

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 levels 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

