

# pre-waste



# Synthesis Report



*Improving the effectiveness of waste prevention policies in EU territories*

With the support of:



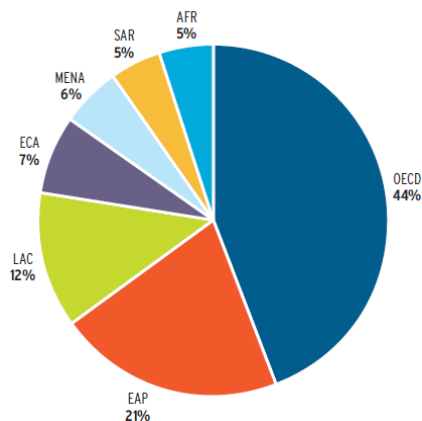
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# The Project and the Partnership

## Context

Per year, each citizen of the European Union generates 502kg of municipal solid waste – and this amount is expected to increase: according to a 2012 report by the World Bank, annual global waste is set to rise from 1.3 billion tonnes to 2.2 billion tonnes by 2025.



Taken into account that disposing of waste or recycling require resources while having an impact on the environment, reducing the amount of waste at source was placed at the top of the waste hierarchy in the EU Waste Framework Directive.



A tempting solution because it reduces the cost of waste management and lowers the ecological footprint, waste prevention is however not easy to implement. Which strategies are efficient? How does one assess the results of a prevention action?

## The Project

Regional and local authorities are key actors concretely in charge of dealing with waste. They have to make sure waste is correctly collected, treated, and disposed of, and it is they who face the biggest challenges in the future: Implementing EU waste legislation while having to deal with constantly increasing waste arisings.

Ten partners from around Europe have joined forces in the 3-year INTERREG IV C project Pre-waste (2009-2012) to improve local and regional waste prevention policies, and make waste prevention easier for the responsible authorities.

### INTERREG IVC

Pre-waste is co-financed by the European Regional Development Fund's INTERREG IVC programme. The total budget amounts €1,866,230, with an EU contribution of €1,437,335.

INTERREG IVC provides funding for interregional projects across Europe, aiming to improve the effectiveness of regional policies and instruments. Innovation & the Knowledge Economy, and Environment & Risk Prevention are the programmes priorities.

Projects generally build on the exchange of experiences among partners responsible for the development of local or regional policies. Possible outcomes include case study collections, policy recommendations, strategic guidelines, but also light implementation or pilot actions.

## Objectives

Pre-waste aimed to deepen the knowledge of public entities about good waste prevention practices and policies implemented in Europe, and improve their competence in evaluating the effectiveness of such policies in order to design better local prevention strategies.

The project's main outcomes include:

- planning, implementation and monitoring **guidelines for regional waste prevention policies**

- a collection of **27 best waste prevention practices** implemented by local or regional authorities in the European Union
- a **web tool** to assess and monitor the efficiency of waste prevention actions
- numerous **communication and dissemination tools**: website, national events, conferences, ...

## The Partners

Europe's diversity is well represented by the project partners who vary in background, size and experience. All were involved in communication activities, the identification of good practices and indicators, the development of a shared methodology and web tool, as well as the transfer of a good practice on their territory.



### Marche Region (IT)

Supported by SVIM as Technical Secretariat, the Region was the Project Leader, in charge of coordinating the project and stimulating progress in its implementation.



### ACR+ (Europe)

The European network for Recycling and sustainable Resource management was responsible for disseminating information about the project's progress and results.



### Roquetas de Mar (ES)

In summer, the municipality sees its population increase up to 200.000, challenging local sustainable development and waste management.



### ORDIF (FR)

The Ile-de-France Region Waste Management Observatory was in charge of coordinating the development of indicators and a web tool to monitor the effectiveness of waste prevention policies.



### Sofia (BG)

Waste management in the municipality, which encompasses four cities and 34 villages, including Bulgaria's capital, is still developing.



### IBGE (BE)

Brussels Environment coordinated the collection, analysis and exchange of good practices between the project partners and the development of a common methodology on waste prevention policy implementation.



### Ilfov County (RO)

The annual population growth rate of many of the villages in the county surrounding Bucharest (4%) is a continual challenge for local waste management.



### Karlskrona (SE)

Having successfully promoted home composting, the municipality is also active in waste prevention through information campaigns, economic instruments and a re-use centre.



### TRSWM Ltd. (FI)

Managing the solid waste of its 17 owner municipalities, the company also provides consumer advice on waste management issues, including waste prevention.



### WasteServ (MT)

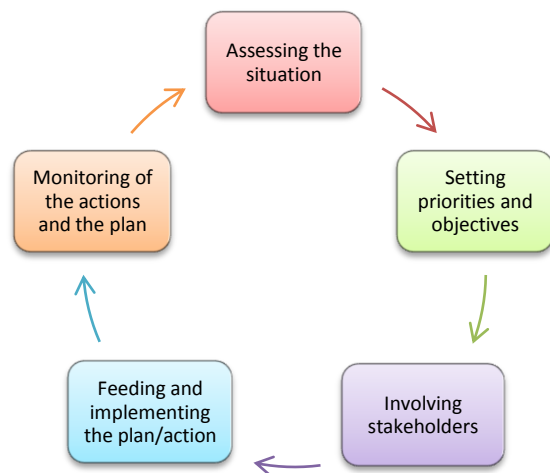
The public Maltese company implements the local Solid Waste Management Strategy, and operates an integrated waste management system which includes waste minimisation, reuse, recycling, treatment and disposal.

# The Pre-waste Methodology

## Guidelines for waste prevention plans and actions

In order to help local and regional authorities to prepare and implement their waste prevention strategies, the Pre-waste partners proposed a methodology aimed at providing guidance on how to prepare and implement a local or regional waste prevention programme and how to transfer the good experiences initiated elsewhere in Europe.

Taking advantage of the existing guidance documents on how to prepare a waste prevention programme (for instance in France or the UK) and of already adopted local or regional waste prevention programmes, Pre-waste has developed a synthesis methodology based on 5 steps (described in the following chart). The methodology encompasses other outputs of the project, in particular the good practices on waste prevention and the monitoring indicators and web tool.



This methodology starts with an initial territory diagnosis aimed at assessing the situation before starting a waste prevention action or programme at local/regional level, and follows a continuous improvement approach: monitoring will lead to an evaluation of the plan or action and to the implementation of corrective measures.

Download the [common methodology](#) from the Pre-waste website.

## Applying this method to waste prevention best practices

This methodology can be applied to waste prevention plans and programmes and also to waste prevention actions, in particular with the view to transfer waste prevention practices from one territory to another.

Indeed, any attempt to implement a good practice successfully launched.

See the following section on [Pre-waste good practices](#) for more detail

## Monitoring waste prevention strategies and actions

In-depth research and knowledge sharing have been implemented in relation with waste prevention monitoring during Pre-waste duration.

See the following section on [Pre-waste monitoring](#).

# The Pre-waste Good Practices



practices developed by local and regional authorities across Europe. The result of this effort - 105 different projects from 18 EU Member States - was presented in a [Mapping Report](#) (Oct 2010), available on the Pre-waste website.

## Context

It is not easy to tackle a new and complex problem such as waste. Where does one start? How can one find efficient and affordable solutions? What needs to be taken into account when implementing a waste prevention action? To answer these questions, it can be useful to have a look at already existing solutions.

Municipalities all over Europe have already developed and implemented schemes to prevent waste in their jurisdiction. However, it can be hard to find sufficient information on these projects.

To provide local and regional authorities with the detailed information needed to duplicate successful cases, the Pre-waste partners assembled a collection of good waste prevention practices.

The collection of good practices consists of PDF factsheets which present on about 7 pages the local context of the action, how the action was implemented, which and how many resources were used and which results were obtained. It also provides recommendations and information on similar actions elsewhere.

## Mapping

Between April and December 2010, the Pre-waste partners collected data and information on successful and interesting waste prevention



Green = countries of project partners  
Blue = the 9 other countries

The Mapping Report covers municipal waste prevention practices that are implemented within the EU27 and can be transferred to other territories by local or regional authorities. The cases are listed by waste fraction, type of instrument, and country.

## First Selection

On the basis of this collection of information, the 105 good practices were assessed and discussed. 50 of these good practices were selected and analysed more in depth.

Once the top 50 Good Practices were identified, the partners completed detailed factsheets on every one of them. These factsheets can be found on the [Pre-waste website](#).

















## Final Selection

In early 2012, **27 Best Practices** that effectively illustrate the use of waste prevention indicators were chosen according to several criteria:

- partner's preferences, i.e. relevance to each project partner
- thematic and geographical diversity
- data availability
- innovative character
- the possibility to apply indicators



## The 27 Best Practices

-  [Love Food Hate Waste Campaign](#)
-  [Let's do it with Ferda](#)
-  [R.U.S.Z - Repair and Service Center](#)
-  [Ecomobel – Redesign of furniture](#)
-  [No-advertisement sticker with legal backing](#)
-  [Promotion of decentralised composting](#)
-  [Accompanied paper waste prevention](#)
-  [Dematerialisation in Brussels offices](#)
-  [Food waste reduction in school canteens](#)
-  [Alelyckan Re-use Park in Gothenburg](#)
-  [Self-service Detergents in Large Retail](#)
-  [Italian Ecolabel Legambiente Tourism](#)
-  [Marche Food Bank ONLUS](#)
-  [Light Kids](#)
-  [Waste prevention campaign for shopkeepers and artisans](#)
-  [Travelling books](#)

 [Good waste prevention communication practices](#)

 [Household composting](#)


 [Calendar with waste prevention hints](#)

 [European Week for Waste Reduction](#)

 [Menu Dose Certa - Food waste reduction in restaurants](#)

\*  [Environmental Education for the Unemployed & households](#)

 [Ban on disposable food and drink containers at events](#)

 [Brussels waste management plan with reduction targets](#)

 [Pay-as-you-throw \(PAYT\) scheme](#)

 [Lånegarderoben – Clothes Library](#)

 [EUREST Services](#)

## Transferring Good Practices

From the collection of 50 Best Practices, each partner selected at least one initiative to transfer to their territory. As the local situation can differ greatly from the one territory to another, it is necessary to first conduct a so-called **feasibility study** which examines the viability of an initiative with an emphasis on identifying potential problems. In other words, a feasibility study allows to find out whether an action developed and implemented, for instance, in Malta would also work in Karlskrona, and which adjustments would have to be made for that. In some case, the feasibility studies will lead to pilot actions.

A **training** organised by SPCII Ilfov, ACR+ and IBGE in Bucharest in October 2011 taught the respective authorities how to elaborate a waste prevention plan, and prepared them to transfer waste prevention good practices into their territory.

Read more about the [training in Bucharest](#) on the Pre-waste website.

<b><u>Partner</u></b>	<b><u>Chosen Best Practice</u></b>	<b><u>Waste Fraction</u></b>	<b><u>Transferred from</u></b>
<b>Marche Region</b>	Food Waste Reduction in School Canteens	organic waste	Halmstad, SE
<b>ORDIF</b>	Love Food Hate Waste; Menu Dose Certa	organic waste	London, UK; LIPOR, PT
<b>Roquetas de Mar</b>	Ecolabel Legambiente Tourism	hotel waste	Marche Region, IT
<b>Sofia</b>	Brussels Waste Management Plan with Reduction Targets	MSW	Brussels, BE
<b>IBGE</b>	Ban on Disposable Food and Drink Containers at Events	packaging waste	Munich, DE
<b>Ilfov</b>	Let's do it with Ferda	MSW	Tallinn, EE
<b>Karlskrona</b>	Good Waste Prevention Communication Practices	MSW	Sofia, BG
<b>TRSWM</b>	Food Waste Reduction in School Canteens	organic waste	Halmstad, SE
<b>WasteServ Malta</b>	R.U.S.Z.; Eco-moebel; Alelyckan Reuse Park	WEEE, bulky waste	Vienna, AT; Munich, DE; Göteborg, SE

All [feasibility studies](#) are available on the Pre-waste website.



# Indicators and the Pre-waste Web tool

## Background

Implementing waste prevention actions requires time, effort and resources, and the results of the actions must be monitored in order to assess their efficiency.

Currently (2012), local and regional authorities lack both sufficiently structured technical means to design and implement waste prevention programmes, and effective control systems to monitor if the objectives are met.



Pre-waste wants to help public authorities with the preparation and monitoring of their waste prevention actions. For this, the partners defined a range of relevant indicators, proposed calculation methods and set up a web tool that will make it easier and more convenient to develop and follow waste prevention policies.

## Waste Prevention Indicators

Indicators are 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.

ORDIF, the Pre-waste partner coordinating the working group on indicators, attempted to solve this dilemma by elaborating a general framework of waste prevention indicators applicable to many different actions, and suggesting a specific set of indicators for actions such as awareness-raising campaigns and home composting which were difficult to monitor in the past.

The indicators identified by ORDIF serve to

- **Assess the relevancy of an action**, by assessing potential results (ex ante) and actual results (ex post)
- **Monitor the development of an action** by comparing it to quantitative targets
- **Compare resources and results**, facilitating the assessment of an action's efficiency

Download the [framework of indicators](#)



Waste prevention indicators mainly fall into three categories:

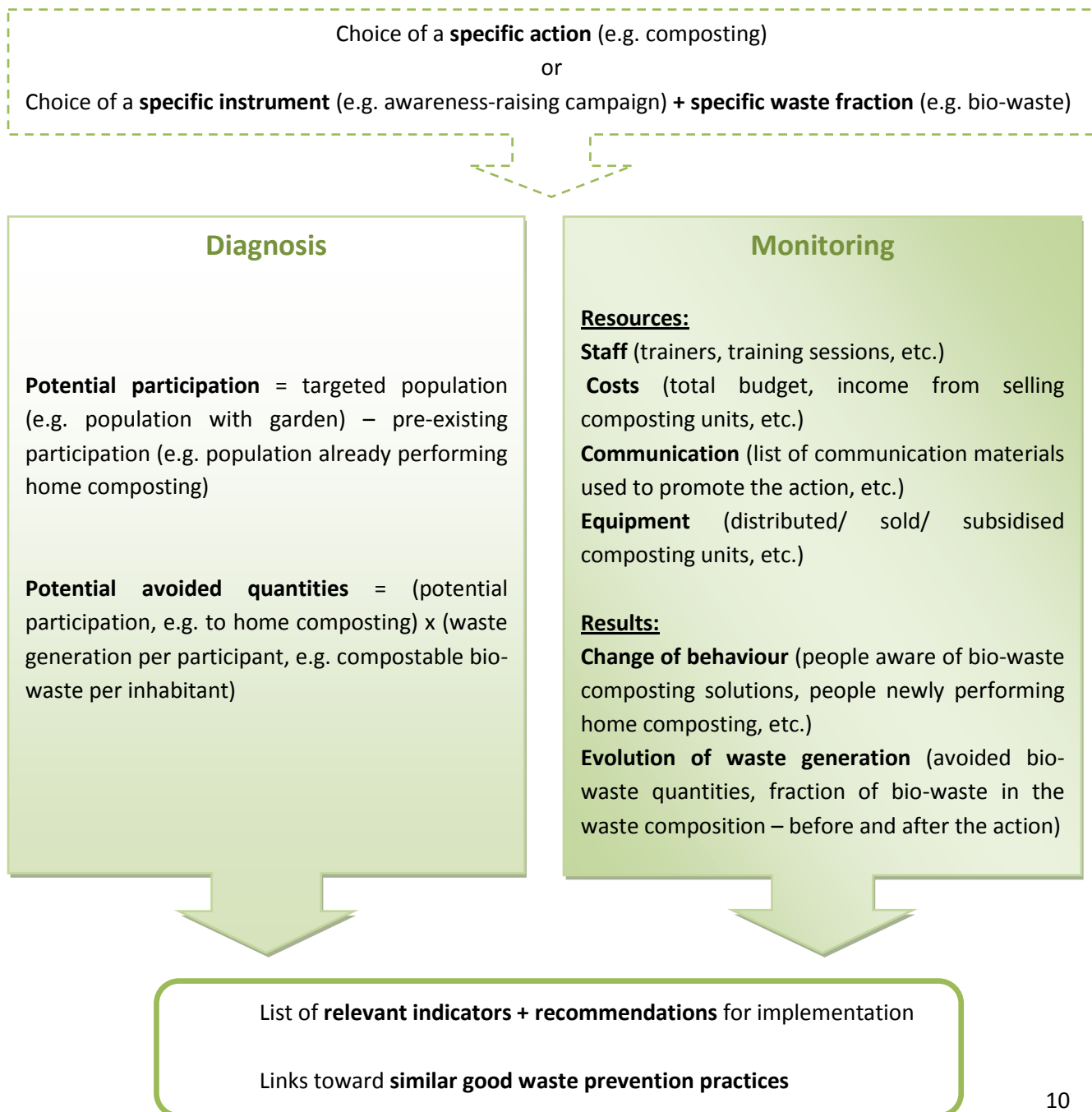
1. **Resources**  
e.g. financial resources, staff, communication tools, equipment
2. **Results**  
e.g. behaviour change (awareness, participation), evolution of waste generation (collected/ avoided quantities, etc.)
3. **Impact**  
e.g. environmental (material/ energy consumption, air pollution, etc.),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

## The Pre-waste Web tool

A multitude and variety of indicators need to be tracked in order to get a clear picture of the potential waste prevention action and its progress. It can be difficult not to get lost in the amount of data. For this reason, the Pre-waste partners developed a web tool for local and regional authorities.

It is a matrix that helps taking the right decisions and following the implemented waste prevention actions.

The web tool has 2 functions: **diagnosis** and **monitoring**. A summarised example of its functioning can be found below for the case of promoting home composting.



## Training Session in Malta

In October 2012, a joint interregional training session organised by WasteServ Malta and ORDIF gave the Pre-waste partners and other interested local and regional authorities the opportunity to get to know the Pre-waste web tool and gain in-depth knowledge about waste prevention monitoring.

After a brief description of the concept of waste prevention, and a look at the efficiency of waste prevention actions and successful ways of monitoring it, the Web tool was introduced to the public.



The morning of the first day focused on the development of the tool, and its technical details.

The afternoon was more practical and interactive with four workshops on implementing successful waste prevention actions: Using the Web tool, Setting Quantitative Waste Prevention Targets, Collecting Data for Waste Prevention Indicators,

and Conducting a Waste Prevention Attitude Survey.

The next day, questions concerning the Web tool management and sustainability were answered, followed by an interactive session to exchange opinions and experiences concerning the Pre-waste tools.

Read more about the [training in Malta](#) on the Pre-waste website.

The web tool is available for download on the Pre-waste website:

<http://webtool.prewaste.eu/Login/Login.aspx>



# Spreading the Word

## Communication & Dissemination

Pre-waste wants to make it easier for European local and regional authorities to design and implement waste prevention plans on their territory. The results of the project can be very helpful to these stakeholders – but they can only use them when they know about them.

Thus, it was a priority for Pre-waste partners to reach a great number of local and regional authorities in Europe by disseminating the results of the project.

### Communication actions...

- promote the transfer of technology and best practices
- inform relevant European stakeholders of progress and results of the project
- encourage new projects and collaboration on municipal waste reduction

ACR+ was responsible for the communication around the project. Its comprehensive communication plan ensured consistent and engaging dissemination of the project's progress and results. The target audience consisted in European local and regional authorities/public bodies active in the field of waste as well as European and national decision-makers.

## Communication Tools and Actions

### ➤ Tool kits for Multipliers/ Press Kits

A press kit including the project abstract, the main contacts, the last press release, pictures and logos of partners were handed out to journalists and other people interested in ready-to-use information about the project.

### ➤ Website – [www.prewaste.eu](http://www.prewaste.eu)

A lively, interesting website provides detailed information on the project, and is regularly updated with news and information on the latest progress of the project. The Good Practices factsheets, the Brochure, and other material can be downloaded from there.



### ➤ Dissemination Material

A wide range of dissemination material was produced to ensure the project's visibility.

#### **Promotional Posters**

Posters and panels explaining some aspects of the project were used to present the project at events, in particular during the mid-term international conference and the final conference in Brussels.

#### **Brochure**

A leaflet and a concise [brochure](#) were designed and printed in each language. The leaflet gave an early overview of the project when the brochure describes more in detail the best practices, the methodology for including waste prevention in plans and programmes, and the assessment tools.

#### **Newsletter**

A newsletter in HTML and PDF format, the "[Pre-waste in brief](#)", was published every four months. It informed about the partners, the

latest developments, and the next steps and deadlines. All issues can be found on the Pre-waste website.



### ➤ Conferences

During a mid-term international conference held in Brussels in March 2011, 135 waste prevention stakeholders discussed key issues regarding waste prevention at local and regional level, and 50 good practices chosen within the project.

The results of the Pre-waste project were presented to a broad international audience at the Pre-waste final conference in Brussels at the Committee of the Regions, during the European Waste and Resource Days (November 2012).

### ➤ National Events

National events, either presenting the project in general or focusing on a specific aspect, were organised by the partners to promote Pre-waste in each participating country.

### Press Releases

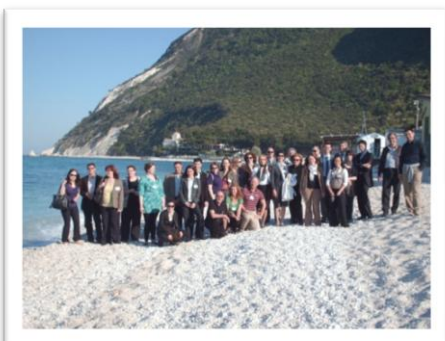
Regular dissemination of [press releases](#) (at least one per semester per partner) made the Pre-waste project known among journalists at European, national, regional and local scale.

### ➤ Reports

This Layman's Report was published at the end of the project. It is aimed at a general audience, and introduces Pre-waste and its results on about ten pages.

### Events

The project partners were actively involved in several types of events, either by organising or attending them. In order to reduce the footprint of events organized by Pre-waste partners, ACR+ issued a guide including some recommendations on how to implement events with a lower environmental impact.



#### Tampere (March 2011)

TRSWM and EcoFellows organised the closing event of the "Reel Time" film festival which showed 13 movies about responsible consumption and waste prevention.

#### Sofia (June 2011)

National and local Bulgarian representatives got an overview of Sofia's waste management and the aims and objectives of Pre-waste.

#### Bucharest (October 2011)

A conference about the waste situation in Romania brought together national and regional experts and gave them an insight of several waste prevention good practices and strategies.

### Marche Region (November 2011)

A workshop for national and regional policymakers at the 15th Ecomondo in Rimini, the biggest annual Italian expo on green technologies and new lifestyles, introduced Pre-waste to the Italian public.

### Malta (November 2011)

During the European Week for Waste Reduction, WasteServ Malta organised an informative and practical weekend focused on reducing food waste.

### Karlskrona (May 2012)

During a seminar on "Waste Prevention in practice - from words to action", the municipality presented Pre-waste along with examples and guidance on how waste prevention can be done in practice.

### Roquetas de Mar (May 2012)

At a national conference, the municipality presented the Pre-waste first stage report

containing an analysis of the good practices collected by the project partners and a feasibility study on the good practices selected for implementation by the city.

### ➤ INTERREG IV C Dissemination Events

Pre-waste good practices were showcased during two events organized by the European institutions:

- the INTERREG IV Good Practice Fair in Krakow (November 2011)
- the 2012 Open Days organized at the Committee of the Regions (October 2012)



*Pictures from the Pre-waste final conference in Brussels, November 2012*



# *It's time to prevent!*



For further informations:  
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