



www.acrplus.org

ASSOCIATION
OF CITIES
AND REGIONS
FOR RECYCLING
AND SUSTAINABLE
RESOURCE
MANAGEMENT

ACR+ General Assembly

Genoa, 27 October 2011

**Waste prevention: how to
prepare, design, communicate,
implement, and monitor a
waste prevention programme**

Philippe MICHEAUX NAUDET- ACR+

ACR+ General Assembly, 27 October 2011, Genoa, Italy

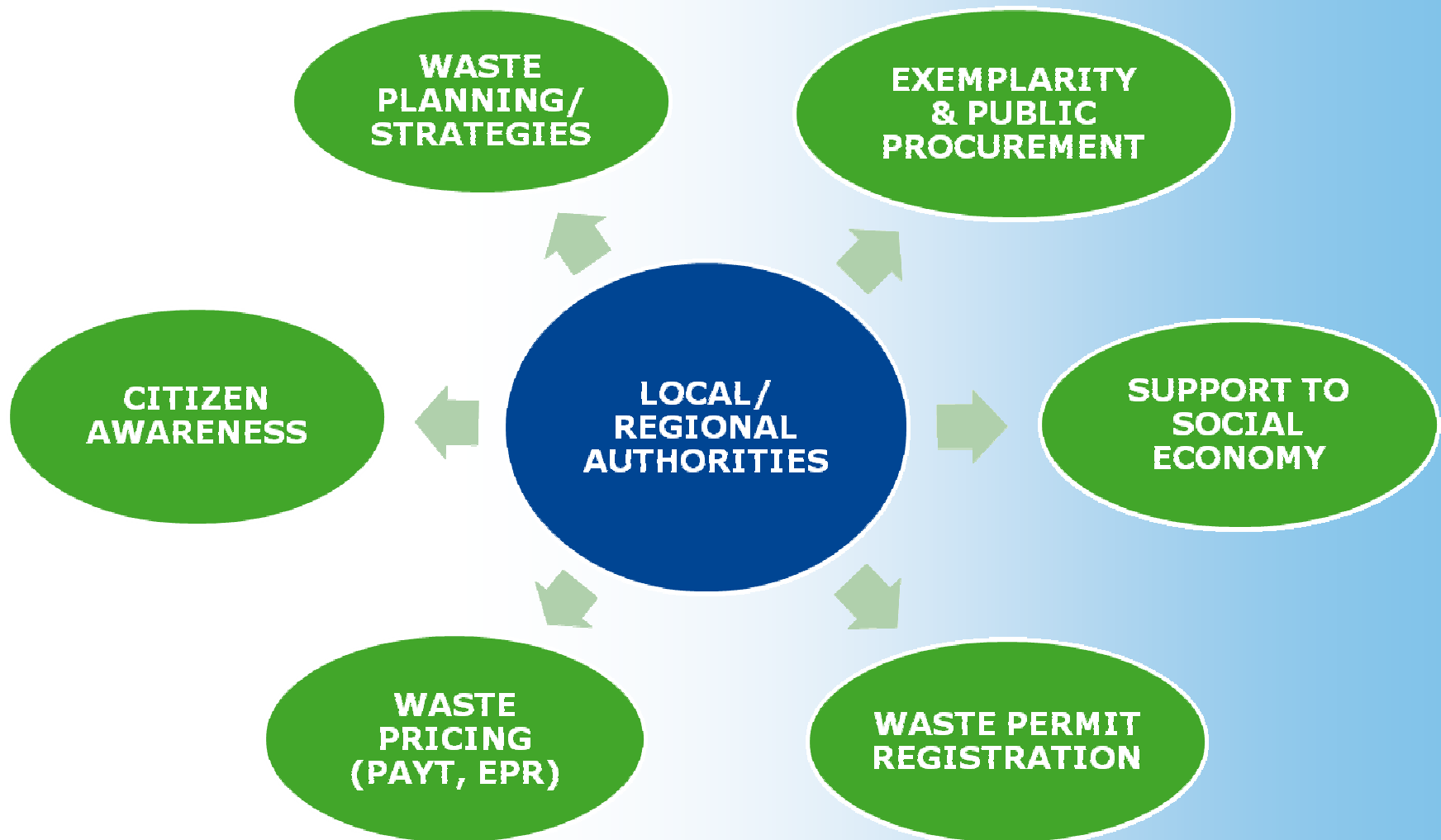


- 1. Why having a WPP at local or regional level?**
- 2. What are the key elements to keep in mind for WPP?**
- 3. What tools are available to help you with your WPP?**



1. Why having a WPP at local or regional level?

LRAs = Key waste prevention players



Legal provisions

Directive 2008/98/EC (“Waste Framework Directive”)

➡ Art. 3 – definition

- ➡ measures taken before waste is created
- ➡ including reuse
- ➡ qualitative and quantitative

➡ Art. 4 – waste hierarchy

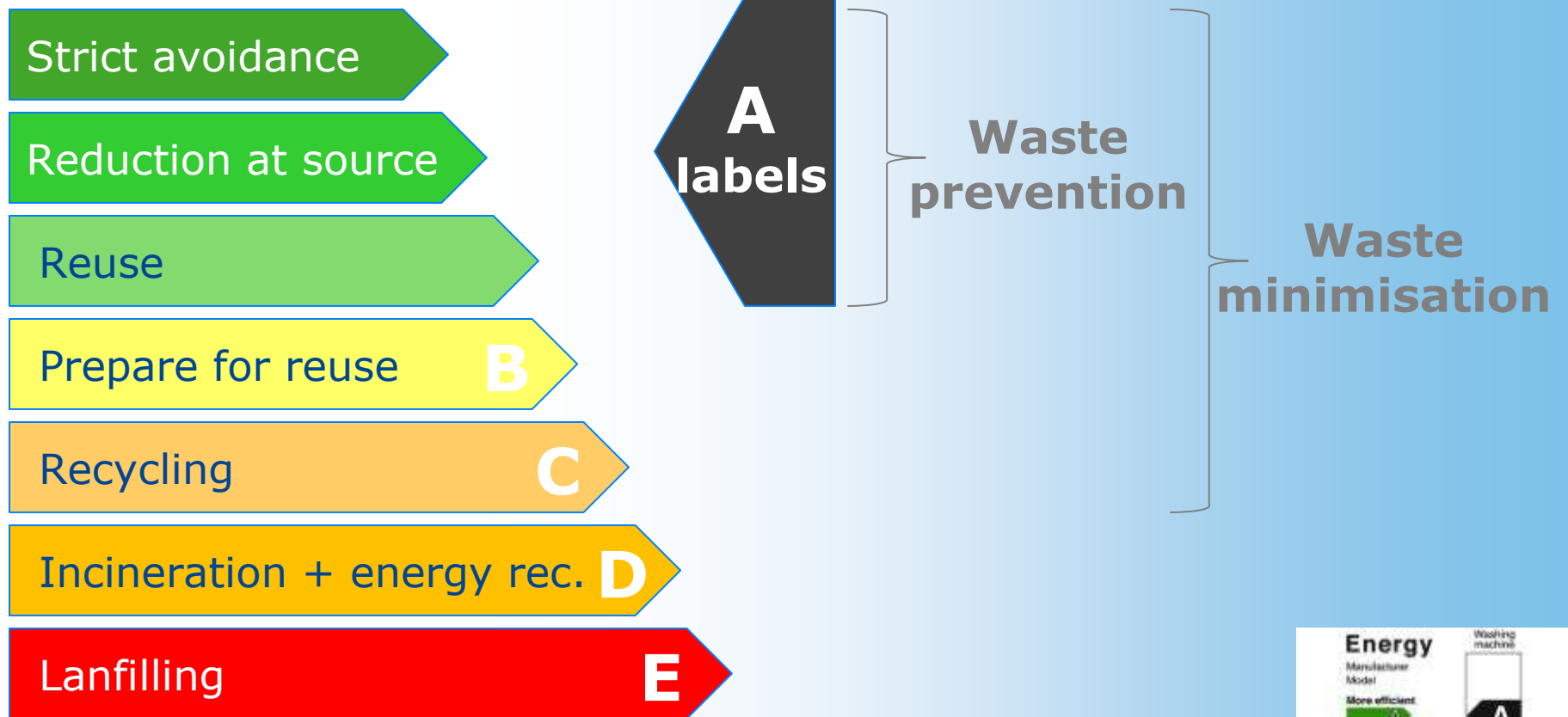
- ➡ waste prevention is the top priority



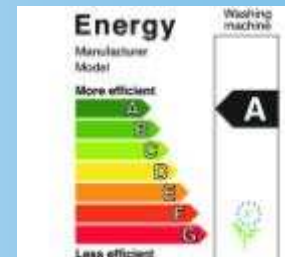


Legal provisions

The waste hierarchy: a new decision grid for waste management



ACR+ General Assembly, 27 October 2011, Genoa, Italy

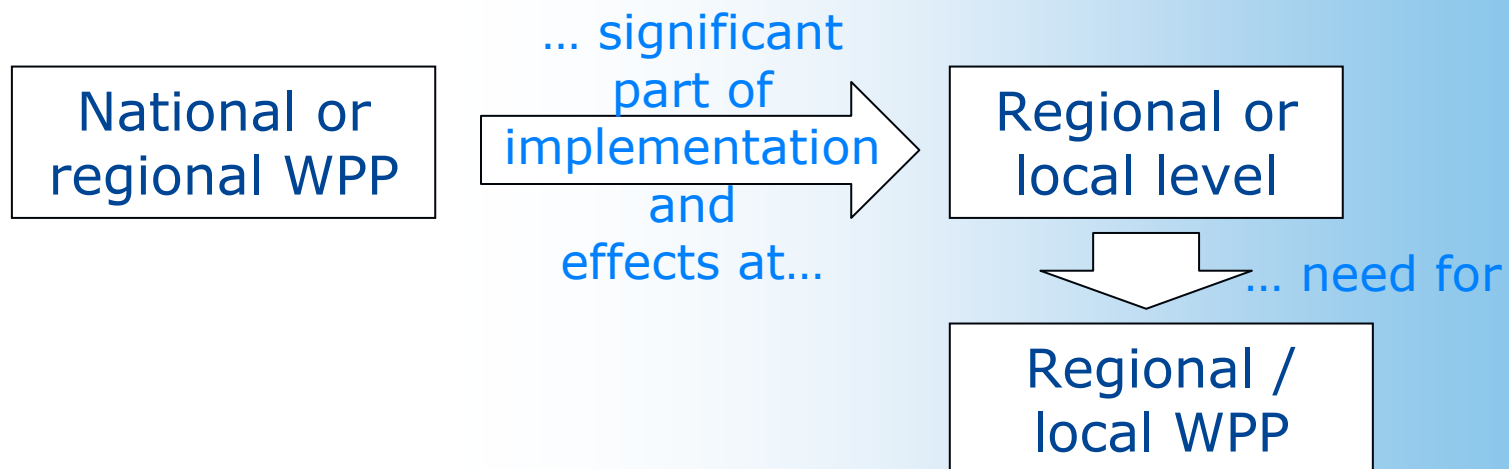




Legal provisions

Directive 2008/98/EC (“Waste Framework Directive”)

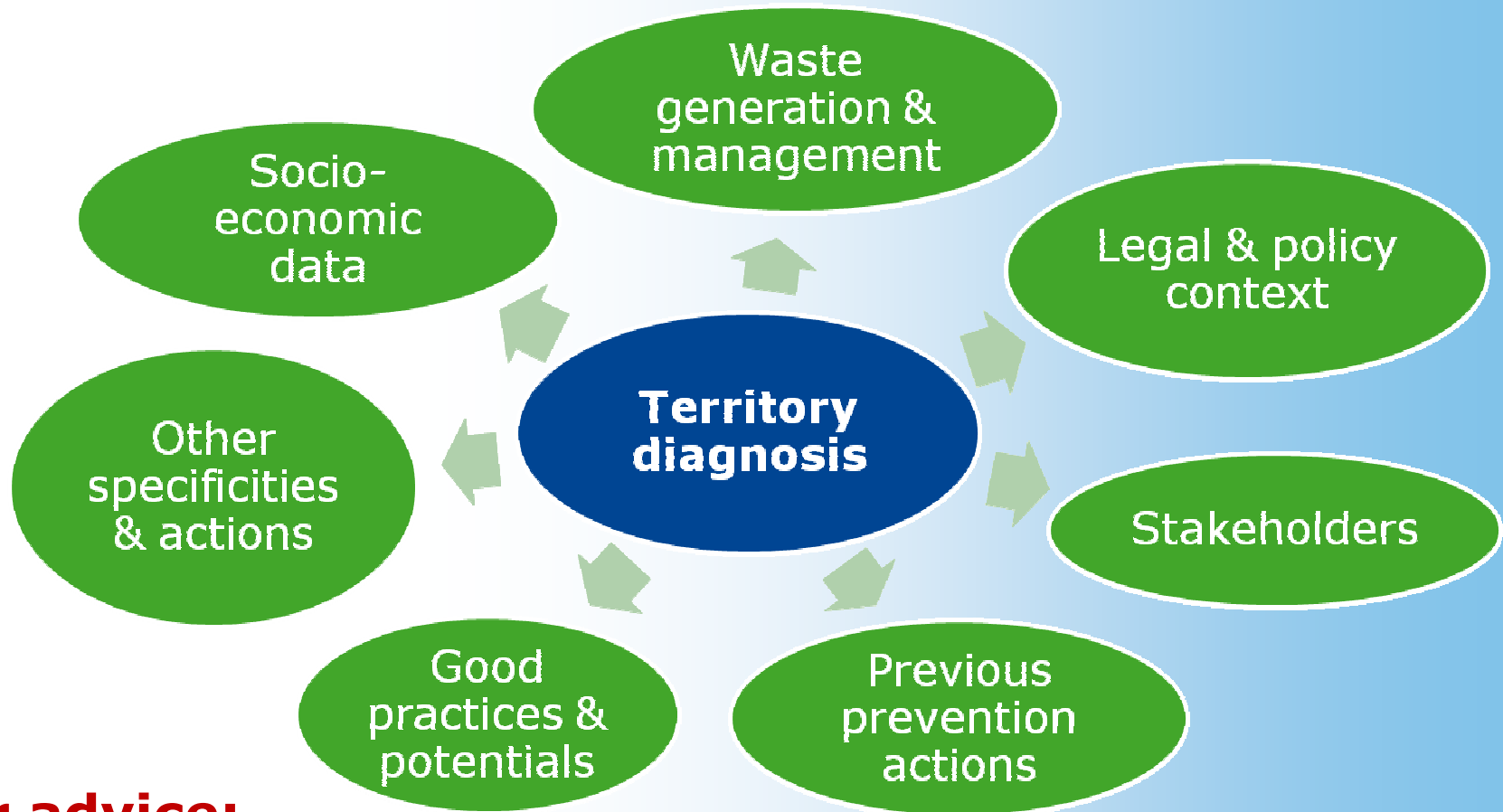
- **Art. 29 – obligations for Member States**
 - Establish waste prevention programmes by 12 December 2013
 - Set benchmarks (indicator/target based)
 - Evaluate programmes every 6 years





2. What are the key elements to keep in mind for WPP?

Know where you come from before starting



Our advice:
Take your time to do it well!



Create a participative process

➡ Internal actors

- ➡ Waste management staff
- ➡ Decision makers & elected people
- ➡ Staff from other related services (envi., econ., social, etc.)

➡ External actors

- ➡ National/Regional/Local public support
- ➡ Business (supermarkets, HORECA, major retailers, big companies, etc.)
- ➡ NGO and waste prevention "allies" (2nd hand shops, master composters, etc.)
- ➡ Media other relays of information/education (schools, etc.)
- ➡ Citizens (public consultation)

Our advice:

Prioritise their involvement (influence/commitment)



Have a clear view of what you want to achieve

- **Set your priorities**
 - Political / strategic agendas
 - Major waste issues
 - Legal, financial and other constraints

- **Assess interesting actions (1/2)**
 - Waste reduction potential (benchmarking)

- **Define your objectives**
 - Measurable target (associated indicators)
 - Global/specific

Our advice:

Don't be afraid to be ambitious, but be realistic



Feed your plan with relevant and efficient actions

- **Assess interesting actions (2/2)**
 - SWOT analysis

- **Describe their content**
 - Why? (What for? For Whom?)
 - Where? When? How? With who?
 - How much?

- **Define their objectives**

- **Keep the global picture in mind**
 - Make a hierarchy
 - Consider complementary actions

Our advice:

Consider each action as a "mini plan"

ACR+ General Assembly, 27 October 2011, Genoa, Italy



Put your strategy into practice

- ▶ **Acting within a framework**
 - ▶ Timeline
 - ▶ Respecting the plan vs Flexibility

- ▶ **Partnerships with stakeholders**
 - ▶ Encourage, Engage, Enable, Exemplify
 - ▶ Highlight win-win situation

- ▶ **Communicating to the audience(s)**
 - ▶ Communication actions vs Communication plan

Our advice:

Keep your objectives in mind

and the communication channels open

ACR+ General Assembly, 27 October 2011, Genoa, Italy



Check your strategy's progress & success

➤ Indicators

- Choosing the right indicators (from the beginning)
- Qualitative/quantitative
- Frequency of monitoring (actions/plan)

➤ Communicating the results

- Transparency
- Public support

➤ Adapt the plan and then start again

- Continuous improvement: plan/do/check/act

Our advice:

Don't be afraid of the truth, avoid blindness!



3. What tools are available to help you with your WPP?

European Union's input

➤ **Article 29 WFD – the Commission**

- Adopt indicators to measure waste prevention
- Create system for sharing best practice
- Develop guidelines for Member States

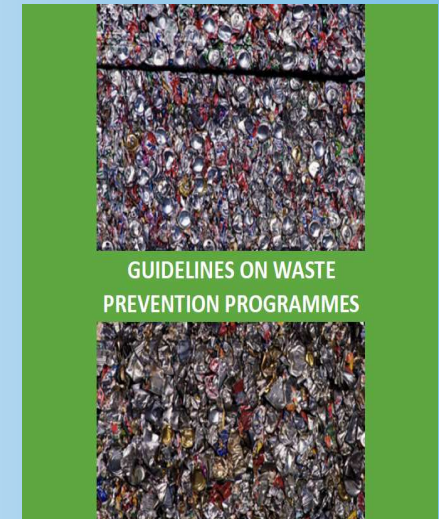
➤ **EC Study on the evolution of (bio) waste generation/prevention and (bio) waste prevention**

(2011/2012): waste generation scenarios until 2020; 3 draft action plans on food waste, hazardous waste and construction & demolition waste; recommended indicators and good practices

➤ **EEA review of waste prevention programmes**

➤ **Sustainable Consumption and Production**

- Review of action plan (2012)
- proposals for ecodesign measures (2012)





Support from ACR+

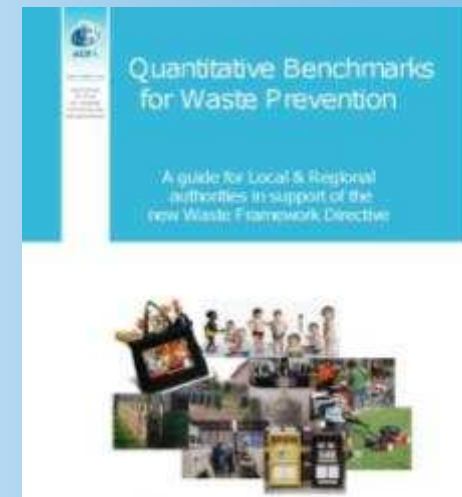
- **Waste prevention database**
 - Quantitative approach
 - About 40 cases so far; more are to be included in the coming months

- **Projects and campaigns**
 - Waste prevention
 - Sustainable consumption and production
 - Waste management capacity building

- **Training expertise**
 - Training of municipality representatives and waste managers on waste prevention planning

- **Knowledge sharing**
 - Studies, reports and news

- **Benchmarks**



ACR+ General Assembly, 27 October 2011, Genoa, Italy

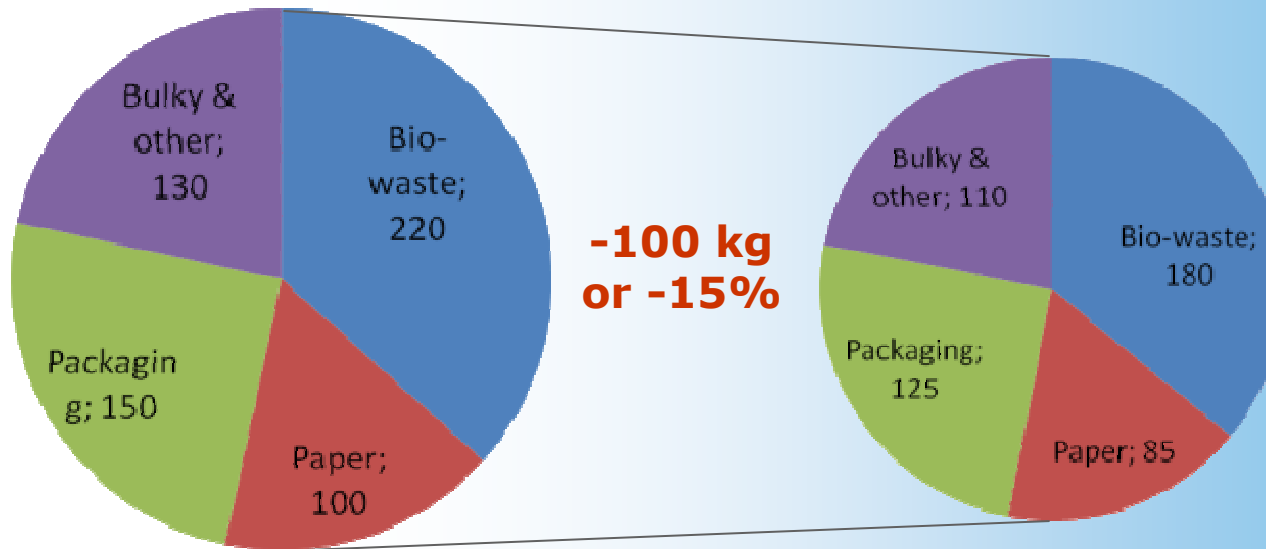


ACR+ -100 kg benchmark

Waste generation EU 15 in kg/inh/y

Waste generation EU 15 in kg/inh/y (with prevention)

600 kg/inh/y
in the
Netherlands,
Austria, etc.



**-100 kg
or -15%**

600 kg/inh/y



500 kg/inh/y



The European Week for Waste Reduction

19-27 NOVEMBER 2011 !

➤ **Awareness raising on waste prevention**

- More than 7000 actions registered so far
- Ideas, tips and methodologies
- Awards highlighting the best actions

➤ **Multiple levels involved**

- LIFE+ programme, European partnership, Technical Secretariat (ACR+)
- National, regional or local coordinators

➤ **For European citizens**

- in the office, at school, in shops, etc.

www.ewwr.eu and [Facebook page](#)



ACR+ General Assembly, 27 October 2011, Genoa, Italy



The European Week for Waste Reduction



Some good practices: “Waste Watchers”, Spain

- ➡ EWWR 2010 awards winner (Jury’s favourite)
- ➡ Initiator/coordinator: AERESS / RREUSE
- ➡ Description: Pan-European initiative, which consists in collecting old items no longer wanted by their owners and reselling them in reuse centres that weigh and communicate the amount of items they sell, i.e. the amount of waste avoided





Pre-waste



- ➔ INTERREG IV C project aiming **to help local and regional authorities improve their waste prevention policies**, in order to significantly reduce the production of waste, and its hazards



- ➔ The main outputs:
 - ➔ **Guidelines** for planning, implementing and monitoring regional waste prevention policies
 - ➔ **20 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



www.prewaste.eu

ACR+ General Assembly, 27 October 2011, Genoa, Italy



Pre-waste



Some good practices: Fontemagna City (modern public water fountain), Italy

- ➡ Initiator/coordinator: Municipality of Castelfidardo and Pluriservice Fidardensi
- ➡ Description: Modern version of a public fountain (started in 2010). Supplies available to the citizens (still or sparkling water) to promote tap water
- ➡ Results: 300.000 l/y = less 200.000 bottles





Miniwaste



- LIFE+ project (2010-2012) aiming to demonstrate efficient actions and methods to reduce the generation of **bio-waste** (food waste, green waste) in cities.



- The main outputs:

- Inventory of 10 good practices (with indicators):

- Home, community and on-site composting
- Fight against food waste
- Closed loop gardening
- Reuse

- Monitoring / assessment methodologies and computerised tool

- Demonstration actions in partners area



www.miniwaste.eu

ACR+ General Assembly, 27 October 2011, Genoa, Italy



Miniwaste



Some good practices: “Love Food Hate Waste” campaign, UK



- Initiator/coordinator: WRAP
- Description: national campaign / local implementation to raise awareness on food wastage reduction (branding, cooking demonstrations, trainings, collaborative website, etc.)
- Involvement of public authorities, retailers and citizens

and save up to
£50
a month



ACR+ General Assembly, 27 October 2011, Genoa, Italy



Thank you!

Visit our website
www.acrplus.org

Or
Contact us
pmn@acrplus.org