



ZERO  
WASTE  
EUROPE

# 2017: OUR YEAR IN REVIEW

Zero Waste Europe



# JOAN MARC'S WORDS

Any organisation would struggle to keep up with these changes and the increasing interest from members, media, policy-makers, companies, authorities, researchers and many others. Zero Waste Europe is no different and despite the extra effort it has required we have managed to grow to meet the challenge. This is reflected in the increase in our budget and the fact that our team has almost doubled in size adding capacity to our work on product policy, communications, membership support and financial management.



[illegible]

Throughout 2017 we were at the cutting edge of the zero waste movement, building on our work of previous years and building new campaigns. When looking at campaigns, the big expansion of 2017 has been in the field of plastics with Zero Waste Europe being the coordinator of the Break Free From Plastic Movement in Europe as well as the Rethink Plastic Alliance, which has been instrumental in shaping of the EU plastics strategy.

From a policy perspective we have successfully shaped the waste package of the Circular Economy, campaigning to have better methodologies and measures of progress, more economic incentives to do the right thing and more ambitious targets to give legal certainty to investors. We have also worked to stop the subsidies to burning waste that should be recycled or composted.

"We have grown  
by more than  
30% in a single  
year bringing in  
different  
European  
realities and  
expertise"

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JOAN MARC SIMON

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All in all we have consolidated our organisation as the main reference for European-wide NGOs working in waste and resources and the go-to organisation for Zero Waste policy and implementation.

-Joan Marc Simon  
Director of Zero Waste Europe





# WASTE POLICY & BEST PRACTICE

The Definition and Stages

The background image shows a scenic view of a river, likely the Doubs in Besançon, France. On the right bank, there is a prominent stone tower with a conical roof, surrounded by lush green trees. The river reflects the sky and the surrounding landscape. In the foreground, a person is sitting on a concrete ledge by the water's edge. The overall atmosphere is peaceful and scenic.

# In the city of Besançon decentralised composting covers 70% of the population

Throughout 2017, the zero waste movement in Europe continued to expand and to successfully make an impact. Our movement has continued to build on the successes of previous years, with zero waste policies and ideas gaining traction in legislative and cultural spaces across Europe. New projects have continued to spring up in countries across Europe and around the world. We have seen legislative advancements towards zero waste in many regions and different policy spheres. There is a real feeling that this movement is growing and will change the way waste management is considered.

We have continued to produce case studies highlighting these zero waste successes. Our first of the year looked at the case of Besançon, a successful example of the extensive use of decentralised composting in an urban context, which today covers 70% of their population and has resulted in big savings in waste management costs.

# SARDINIA ZERO WASTE CASE STUDY



The second case study we produced in 2017 – and released in January 2018, looked at the island of Sardinia, that thanks to the effective collection of bio-waste and the introduction of economic incentives for municipalities has managed to become the best performing island in the Mediterranean in terms of waste management, well ahead of the European average. For this reason on Sardinia, we organised a study tour to discover best practices in tourist areas.

In the European policy arena, two key policy discussions were at the core of our work: the Circular Economy Package and the Communication on Waste-to-Energy. The approval of latter was a key milestone for the promotion of alternatives to waste incineration, with the Commission now calling to divest from waste-to-energy and to focus primarily on waste prevention and separate collection of waste. The former was concluded in late 2017 with the agreement between the Council and the Parliament, in which Zero Waste Europe managed to secure key elements to advance towards a zero waste circular society. These included the separate collection of bio-waste and ambitious prevention policies which required monitoring the position of Member States, holding several meetings with almost all EU national governments and putting pressure on Member States to make sure they supported an ambitious Circular Economy Package.

# ZERO WASTE IN CITIES



On the city level, we released the Zero Waste Cities Masterplan, intending to provide a structured approach to transition towards zero waste and we saw important victories, such as the defeat of the incinerator of Zagreb, and the several zero waste pledges from big cities, such as Rome, Barcelona or London.



# PRODUCTS, GOOD DESIGN, AND PLASTICS



# Frustrated by waste?



TAKE ACTION NOW!

## What is the People's Design Lab?

The People's Design Lab is a platform for people frustrated by the increasing production of items that cannot be reused, repaired, recycled or composted. It's a place to address governments and industries

[READ ALL](#) ▼

The Products, Good Design and Plastics programme had a highly successful year in 2017, which saw many of its policy priorities adopted in legislation and the team growing with a new campaigner joining the team.

The programme divided its activities in campaigning as well as policy lobbying. On campaigning, 2017 saw a successful People's Design Lab, which brought together more than 4,000 people across Europe to vote on the worst designed products on the market. The 'winners' of this year's project were single-use plastic bags, styrofoam containers and non-recyclable single-use coffee capsules which were voted as the worst designed products on the market today. In addition, 7 workshops on better design took place across Europe, where citizens were engaged in how to make everyday products long lasting, repairable, reusable and at the end of their long life, recyclable.



The campaign on plastics gained momentum across Europe. The Break Free From Plastic movement, launched and led by Zero Waste Europe since 2017 has doubled its number of members 2017, covering now all European subregions and bringing together expertise all along the plastics value chain. As a founder of the Brussels-based coalition Rethink Plastic Alliance, ZWE had a distinctive role in promoting prevention of plastic use and the business alternatives to the single-use plastics. The publication of a paper on reduction targets was well received and influenced the plastic debate in Brussels, which resulted on the commission's compromise to table legislation on the reduction of some single-use plastic items.

2017 also saw the publication of two reports on Extended Producer Responsibility, making the case for the need to introduce the right economic incentives to design out waste and ensure high collection of waste products and materials.

A photograph of two children, a boy and a girl, seen from behind, standing in a field of tall, golden-brown grass. They are looking towards a hazy, orange-tinted sky where large, dark plumes of smoke or steam are rising from industrial structures in the distance. A blue rectangular box is overlaid on the center of the image, containing the title text in white.

# Climate, Energy & Air Pollution

# 01



Zero Waste Europe's work on the Climate and Energy programme in 2017 can be divided into 4 main areas of work.

The Revision of the renewable energy directive (the biggest!)

The main focus of our work in this area throughout 2017 was on the revision of the Renewable Energy Directive (REDII) to bring it into alignment with the EU waste legislation. This meant working with the members of the Parliament committees to highlight issues such as a lack of coherence between the waste and the renewable policies. Targeting members of the European Parliament who were active in the development of the circular economy package with scandals of energy-from waste facilities in their countries was a very effective way to win MEPs support for our amendments in the recast of REDII. As a result most of our amendments were adopted by the parliament during the plenary. This meant that the Parliament significantly strengthened the Commission's proposal to ensure that the waste hierarchy was applied to the use of waste and residues. Moreover, the adopted text included a direct exclusion of subsidies for energy from waste which ensures that it does not comply with the separate collection obligations set out in Directive 2008/98/EC.

# TERCER ENCUENTRO INTERNACIONAL CONTRA LA INCINERACIÓN DE RESIDUOS

# 02

Apaxco, Estado de México.  
24 AL 26 DE NOVIEMBRE



Greenhouse Gas (GHG) accounting from zero waste strategies

In 2017 Zero Waste Europe established a partnership with Zero Waste Scotland to support research and develop a methodology for accounting for GHG reductions from waste management strategies. The first case study to be published in 2018, will focus on one of the zero waste municipalities in Usurbil, Spain, to demonstrate the GHG savings made through their zero waste strategy.

contacto:

[3reunion@noincineracion.org](mailto:3reunion@noincineracion.org)



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TRANSPORTE SUSTENTABLE  
INICIATIVA DE RESPONSABILIDAD  
SOCIAL



# 03

## Toxic emissions from waste burning

Zero Waste Europe has supported and documented local struggles around air pollution facilities, investing capacity to investigate and report on those struggles through our blogs and communication platforms. Moreover, a peer-reviewed case study has been published in the academic journal Sustainability Science based on 15 interviews conducted with local anti-incineration groups in Spain who have expressed their views and strategies on their local campaigns, which has been shared with allied NGOs following the process of revision of BREF (the EU's best available technique reference documents) on incineration to improve the air pollution standards and thereby feed into policy processes. Zero Waste Europe has also supported the organisation of the International Gathering Against Incineration taking place in Mexico in 2017, ensuring the participation of a zero waste expert on behalf of ZWE and reporting back to groups in Europe.





## Financing waste burning in developing countries

Zero Waste Europe has followed up with specific countries in Europe, i.e. France and Germany, in terms of their climate finance contributions towards the waste management sector in developing countries. In both cases, Zero Waste Europe has had a chance to publish the results of our research and raise these issues directly with government representatives – the French Ministry of Development and the GIZ (German Agency for Development and Cooperation) with the support of national and international NGOs. In 2017, Zero Waste Europe published a policy-briefing on zero waste and climate finance to provide an overview of the contribution of zero waste strategies towards climate mitigation, highlighting the best practices in the global south. This policy briefing, together with a sign-on letter that gathered support from more than 30 international networks reached the Green Climate Fund Board during their last meeting in South Korea during November 2017. Unfortunately, Zero Waste Europe has not been able to follow up the specific commitments of EU member states to the Paris Agreement, as the Agreement has not given the EU a binding mandate to put forward relevant emission reduction commitments, nor a coherent GHG emissions accounting methodology, which has resulted in a weakened policy agenda with poor results.

# OUR ACHIEVEMENTS

5

New Case Studies

5

Webinars Hosted

11

New Members

6,016

Twitter Followers in  
January 2016

9,240

Twitter Followers in  
December 2016

28

Total Members

# OUR ACHIEVEMENTS #2

7,391

Facebook Followers in  
January 2016

9,714

Facebook Fans  
December 2016

3

Study Tours

35

Conferences Spoken at

1,612

Publication Downloads

# OUR RESOURCES INCOME & FUNDS RAISED

45.4%

€339,348

EU Grants

51%

€385,900

Foundation Grants

2.8%

€20,711

Donations & Membership  
Fees

0.8%

€6,168

Other Income

100%

€746,879

Total Income

# OUR RESOURCES COSTS & SPENDING

57.5%

€429,552

Personnel

11%

€81,920

Travel & Subsistence

0.4%

€3,235

Equipment &  
Depreciation

3.8%

€25,178

Rental

22.4%

€167,559

External Assistance /  
Subcontracting

4.5%

€33,707

Other Direct Costs

0.8%

€5,727

Reserves and last year's  
losses

For more detailed financial information about Zero Waste Europe please see our entry in the  
EU Transparency Register: <http://bit.ly/1qvTwKZ4>

# OUR FUNDERS

Zero Waste Europe gratefully acknowledges funding support for the following institutions in 2015. Thank you! Without the support of our donors Zero Waste Europe's work would not be possible. We would like to thank & acknowledge the following institutions and foundations which have helped to fund our work:



**EU LIFE**



**Plastic Solutions Fund**



**Adessium**



**EU H2020**



**Changing Markets**



**EU LIFE Operating Grant**



**WRAP**

# GOVERNANCE



**Rossano Ercolini**

President of the  
Board



**Flore Berlingen**

Secretary



**Huub Scheele**

Treasurer



**Elena Rastei**

Board Member



**Victor Mitjans**

Board Member

# OUR NETWORK

Amigos de la Tierra (Spain)  
Both Ends (Netherlands)  
Estratègia Catalana Residu Zero (Catalonia, Spain)  
Humusz Zero Waste Hungary  
Retorna (Spain)  
Residuo Cero Madrid  
UKWiN (UK)  
Za Zemiata (Bulgaria)  
Zero Waste France  
Zero Waste Italy  
Zero Waste Montenegro  
Zero Waste North West (Northern Ireland, UK)  
Zero Waste Slovenia  
Zero Waste Romania  
Zero Waste Alliance UK  
Zero Zabor – (Basque Country, Spain)  
Zelena Akcija (Friends of the Earth Croatia)  
Centre for Environmental Solutions (Belarus)  
Ecological Recycling Society (Greece)  
Association for a Clean Environment, Let's Do It Macedonia

Žiedinė Ekonomika (Lithuania)  
Polskie Stowarzyszenie Zero Waste (Poland)  
Friends of the Earth Czech Republic  
Zero Waste Denmark  
Zero Waste Switzerland  
Voice Ireland - Zero Waste Cashel (Ireland)  
Friends of the Earth Cyprus  
ZERO (Portugal)  
Green Line Albania  
Zero Waste Kiel (Germany)  
Zero Waste Austria

# STAFF



**Janek Vahk**

Development & Policy  
Coordinator



**Joan Marc Simon**

Executive Director



**Ferran Rosa**

Waste Policy Officer



**Matt Franklin**

Communications &  
Programme Officer



**Mariel Vilella**

Managing Director



**Esra Tat**

Network &  
Development  
Coordinator



**Delphine Lévi  
Alvarès**

Policy Officer



**Jan-Lars Lagas**

Office & Finance  
Manager



**Ariadna Rodrigo**

Sustainable Products  
Campaigner



# THANK YOU!

[REPORT.ZEROWASTEEOUROPE.EU](https://report.zerowasteurope.eu)

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