

JOAN MARC'S WORDS

Dear all,

I am excited to share with you our 2018 annual report!

In 2018, our impact and our network have continued to grow and as a consequence Europe is less wasteful than a year ago. Slowly but surely, the trend is changing in Europe!

Our strategy of push and pull has delivered great results.

"2018 has been a landmark in the history of Zero Waste Europe."



On the push side, we have effectively campaigned for a European directive on the reduction of single-use plastic as well as contributed to pass ambitious waste policies. We have continued to promote best practices of Zero Waste cities and train local change agents to improve implementation of waste policy. Our network of zero waste cities counts now with more than 360 municipalities and we start to see how zero waste becomes mainstream in some European regions.

On the pull side, we have been instrumental in reducing the economic and legal incentives for waste burning and landfilling, which should shift funding from disposal to prevention, reuse and recycling. As part of our empowerment strategy we started to produce webinars, conferences, study tours and case studies in the frame of the European Zero Waste Academy. We are happy to see how thousands of change agents are being equipped with the right knowledge to implement change. We have also organised mobilisation at European level in favour of good design and denouncing those products that are not produced with circularity in mind.

Moreover, the zero waste lifestyle movement continues to grow and so does our membership. The public support for waste-free alternatives is on the rise as people identify it as the easiest way to increase the natural capital in our society and contribute to fight climate breakdown.

"I'm grateful to ZWE's fantastic team and our amazing network of local groups and activists that are making zero waste possible."

JOAN MARC SIMON

Margaret Mead said: "Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has". Our network is indeed the living proof of that!

-Joan Marc Simon Director of Zero Waste Europe









When it comes to Zero Waste Production and Consumption, 2018 has been a year of achievements. ZWE carried out campaign activities as well as policy advocacy in the following areas:

PRODUCTS

On the campaign side, ZWE-powered People's Design Lab allowed 3.404 citizens to have a say on how to improve products design, while raising awareness for long-lasting, repairable products that are free from dangerous chemicals. In the first phase, participants voted to identify the most wasteful products within 4 categories: overpackaging, designed for trash, single-use plastics and toxic products.

In the second phase, ZWE supported its members with the organisation of workshops in Hungary, Romania, Slovenia, Cyprus and Germany. The workshops aimed at developing strategies and actions to raise awareness about the negative impacts of wasteful products, and to promote more sustainable consumption patterns and smarter lifestyles.

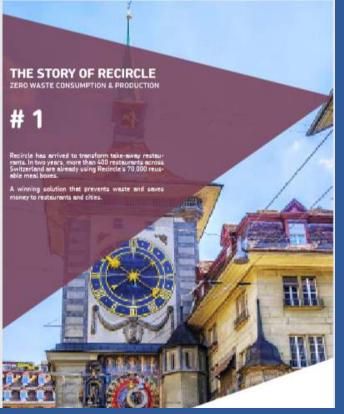


PLASTIC REDUCTION

On the advocacy side, ZWE focused mainly on plastic pollution. Working in synergy with the global movement Break Free From Plastic and it's policy arm, the Rethink Plastic alliance, ZWE brought pressure on EU institutions to deliver ambitious solutions.

The key highlights in this field were the publication of the Commission's Plastics Strategy, and the agreement among the Commission, the Parliament and the Council on a directive to curb single-use plastics.

Among the publications which supported ZWE's advocacy effort are a report showing how throwaway plastic packaging is failing to solve Europe's food waste problem, jointly published with Friends of the Earth Europe, and a case for taxing plastics, issued in cooperation with Rethink Plastic partners.







ZERO WASTE BUSINESS MODELS

ZWE worked to promote the development and mainstreaming of zero waste business models that create value in and for the community, that are collaborative, fair and resilient, enriching social and natural ecosystems and leaving no waste behind.

To do so, ZWE identified best practices across Europe with a potential to be upscaled and replicated in other contexts, and spread their success stories through the publication of case studies. Among the best practices promoted in 2018 are ReCircle, a social enterprise providing a sustainable alternative to disposable containers for take-away food on a deposit scheme, the FreiburgCup, a city-lead system for reusable coffee cups on a deposit, and eReuse, a platform to promote the reuse, repair and upcycling of digital devices.



In 2018, the number of European cities following a Zero Waste roadmap went up to 361.

A growing number of municipalities have shown interest in Zero Waste models by engaging on key strategies towards a more holistic Zero Waste path (promoting prevention strategies, separate collection, etc).

One key milestone has been the development and expansion of the Zero Waste narrative and strategies in Western European countries with the first German municipality, Kiel, engaging in a Zero Waste scheme, with the support of our local member.

Switzerland and Austria have started working on ZW models too, showing that Zero Waste is becoming a more credible alternative to "good waste management" practices, even in highly industrialised countries.

THE CITIES CALENDAR



On July 3rd and 4th, in collaboration with our member Zero Waste Lithuania, we organised a Study Tour in Northern Italy. For the Lithuanian delegation, the aim was to disseminate good practices in terms of separate collection from one of the most advanced region in this field.

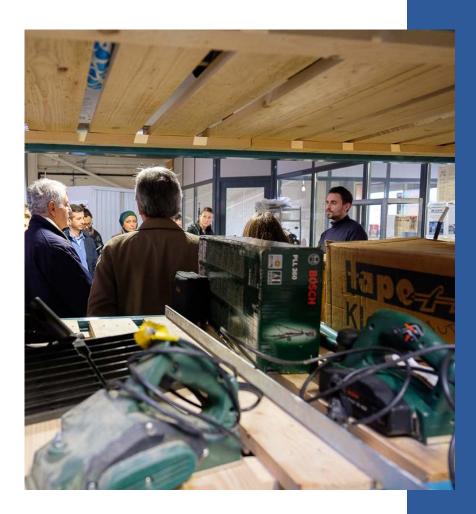
In September 2018 we launched a new project called "Zero Waste Europe Live!", a series of high-level webinars to increase not only the credibility of Zero Waste models but also mainstream their understanding.

This project will be further developed in 2019 to train municipalities, activists and waste professionals, and accelerate the implementation of EU waste legislation.

We organised 3 webinars to raise the capacity of our members in supporting the implementation:

- 10 years to reach EU targets: how to make it happen?
- Pay-As-You-Throw: the ultimate system to reduce waste and increase recycling
- Collection of bio-waste in densely populated areas

THE CITIES CALENDAR



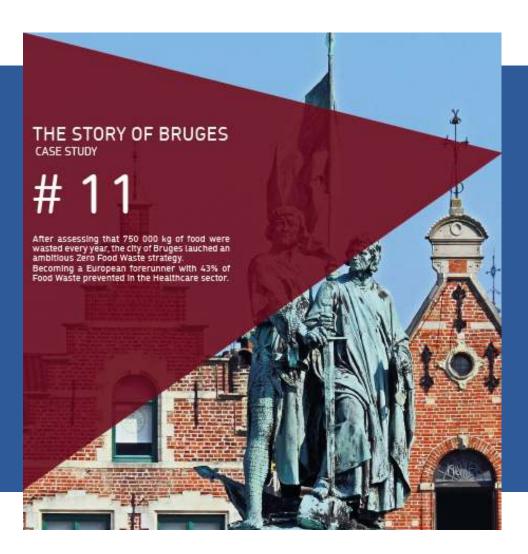
On October 8th, 9th and 10th, we organised our campaigner's meeting in Italy with some of our members to develop a common strategy regarding Waste policy in the European Union.

On November 19th during the European Week for Waste Reduction, we organised a half day conference called "On the path the Zero Waste Cities: the case of organic waste", in partnership with Bruxelles Environnement and ACR+.

In November 2018 we also started a full renovation for the zerowastecities.eu website to make it a knowledge platform for citizens and other NGOs, waste management professionals and civil servants, make it more user friendly, and improve access to key information and the way we showcase our members' work at the local level.

On December 7th and 8th we organised a Study Tour in Flanders and Brussels with the aim of disseminating good waste management practices implemented there.

BRUGES ZERO WASTE CASE STUDY



We have also published a case study about Bruges' food waste prevention strategy: The Story of Bruges.

After assessing that 750 000 kg of food were wasted every year, the city of Bruges launched an ambitious Zero Food Waste strategy. Becoming a European forerunner with 43% of Food Waste prevented in the Healthcare sector.





2018 was a successful year for Zero Waste Europe's campaign on Climate, Energy and Air Pollution, which focused on three key policy developments.

THE REVISION OF THE RENEWABLE ENERGY DIRECTIVE

ZWE worked with Members of the European Parliament and Member States' representatives to influence the negotiations and bring the directive more in line with a true circular economy.

The Revised Renewable Energy Directive (REDII) includes strengthened sustainability criteria for the use of waste for energy purposes, and the requirement for Member States to ensure that their national renewable energy policies take due regard of the waste hierarchy principles. Also, Member States will no longer be able to subsidise incineration of organic waste for bio-energy generation in case they are not meeting the waste separation requirements set out in the Waste Framework Directive 2008/98/EC.



COHESION FUND

ZWE campaigned for the European Parliament to ensure that the main EU's investment policy, the Cohesion Fund, supported Member States to attain and go beyond the circular economy objectives, instead of financing antiquated waste treatment technologies.

In October 2018, the Parliament's Environment Committee voted to exclude investments in residual waste treatment facilities such as MBT plants and incinerators from the scope of the fund - a decision that will be confirmed in 2019 by both the Regional Development Committee and the plenary.

SUSTAINABLE FINANCE

ZWE seeked to influence the European Commission's proposal for a framework to facilitate sustainable investments, in order to avoid the inclusion of unsustainable practices such as waste incineration among the list of eligible activities.

The taxonomy proposed by the Commission does not include waste incineration and, notably, states that: "an economic activity shall be considered as significantly harming circular economy [...] where that activity leads to a significant increase in the generation, incineration or disposal of waste" - a decision confirmed in 2019 by the European Parliament.

To back this advocacy effort, ZWE issued a range of publications, including a groundbreaking report revealing hidden emissions from a state-of-art waste incineration facility in the Netherlands.

Finally, ZWE supported anti-incineration struggles at the national and local level in Lithuania, Italy, Portugal, Romania, Belarus, Bulgaria, Ukraine, Russia and Latin America.







SINGLE-USE PLASTICS DIRECTIVE POLICY WORK

In 2018, a major focus of the #breakfreefromplastic movement in Europe was the Single-Use Plastics Directive. The directive which was tabled in record time presented one of the most ambitious policy proposals to tackle plastic pollution to date.

As part of the Rethink Plastic alliance, we worked with movement and alliance members to ensure that this proposal was not watered down or otherwise adversely altered. As the directive neared acceptance, we organised a Brussels Action Week, bringing member groups from across Europe to the centre of European policy making. As part of this event, the groups met with their local policy makers and took part in a photo action outside of the European Parliament.

In the final days of the negotiations, along with other #breakfreefromplastic members, we brought a dragon into the heart of the Brussels policy space, 3m tall sculpture forged from branded plastic waste found on beaches around the world. We used this opportunity to engage with policy makers including Frans Timmermans, First Vice President of the European Commission, and Frédérique Ries, lead MEP on the single use plastic legislation.

MOVEMENT MEMBER DEVELOPMENT



In addition to monthly catch-up calls with the members of the movement, members were encouraged to participate in thematic working groups to further develop capacity in specific work areas and to facilitate cooperation.

Furthermore, microgrants for impactful activities on the national level were available and supported some fantastic actions.

In April we held the first European wide meeting of the #breakfreefromplastic movement in Zagreb, Croatia, bringing together groups to build the strategy and support each other's work. Decisions made at these meetings formed the basis of the movement's work for the rest of the year and founded working groups which would meet regularly on different topics.



CHANGING THE NARRATIVE

Over the course of the year we produced a range of humorous and informative infographics and cartoons on a range of topics, designed to drive interest in our issues, and to influence dominant narratives on the discussions.

These graphics ranged in topic from the petrochemical industry's plastic related pollution to highlighting the negative aspects of traditional menstrual items and promoting zero waste alternatives.

We further engaged in international fora to influence the narrative around plastic pollution. These included the Our Ocean conference, where we tackled industry arguments and exposed greenwashing attempts.

2018 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.

OUR ACHIEVEMENTS

11

New Case Studies

2

Study Tours

13,943

Twitter Followers in December 2018

2

Webinars Hosted

79

Blog Published

13,583

Facebook Followers in December 2018

4

New Members

31

Total Members

3,375

LinkedIn Followers in December 2018

OUR RESOURCES INCOME & FUNDS RAISED

35%

€358,936 EU Grants

62%

€637,474 Foundation Grants

2.5%

€26,836 Other Income 0.5%

€3,048

Donations & Membership Fees

100%

€746,879

Total Income

OUR RESOURCES COSTS & SPENDING

51%

€526,961

Personnel

13%

€135,132

Travel & Subsistence

6%

€66,085

Other Direct Costs

3.5%

€42,988

Rental

22%

€222,259

External Assistance / Subcontracting

0.5%

€2,869

Equipment & Depreciation

3 %

€30,000

Reserves and last year's losses

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:



Brussels Enviroment



EU Grant: EASME - LIFE - Ecopulpplast



Adessium Fundation



EU Grant: Horizon 2020 Research and Innovation - Collectors



Changing Markets Fundation



EU Grant: EASME - EU LIFE Operating Grant



Plastic Solutions Fund



EU Grant: EACEA - Erasmus+



Study Tour Participants



Donations

GOVERNANCE

BOARD MEMBERS:

Zero Waste Europe's Board members are elected at the Annual General Meeting and are not paid for their roles, only having the necessary expenses covered



Rossano Ercolini

President of the

Board



Huub Scheele Treasurer



Elena Rastei Board Member



Antigone Dalamaga
Board Member

THE SCENTIFIC COMMITEE:

The Zero Waste Europe network and staff receive technical advice and insight from the Scientific Committee. Consisting of renowned scientific experts in the field of waste management, this board ensures the technical consistency and feasibility of our policies and gives advice to the Board. The president of the Scientific Committee is Enzo Ercolini.



Enzo Ercolini
President of the
Scientific Commitee

Kingdom Amsterdam: NETWORI

United

ZW Groups are joining forces in different countries for greater impact. In Spain for example 6 organisations came under the umbrella national platform called Alianza Residuo Cero. Suttractured.

This model of organising is inspiring other countries with Germany kick starting a similar approach.

In September we created a new appointment called "Meet our members" which features a monthly interview with a campaigner from our network, to make the work of national and local groups known at the international level.

Spain

Zero Waste Europe member organisations across Europe

Green Line Albania Zero Waste Austria Centre for Environmental Solutions Za Zemiata/Friends of the Earth Bulgaria Friends of the Earth Croatia Hnutí DUHA/Friends of the Earth Czech Republic Zero Waste France Zero Waste Kiel Ecological Recycling Society Humusz Waste Prevention Alliance Voice Ireland - Zero Waste Cashel Zero Waste Italy Zero Waste Lithuania Let's do it Macedonia Zero Waste Montenegro Zero Waste North West Polish Zero Waste Association Romania **ZERO** Zero Waste Romania Ecologists without borders Friends of the Earth Spain Platform for Clean Air and Zero Waste Madrid Retorna Rezero Zero Waste Switzerland

Blochament

United Kingdom Without Incineration Network

Aspirant Members: Zero Waste Belgium Zero Waste Latvia Society for Earth TNZ Zero Waste Alliance Ukraine

Market 1

Turbs.

STAFF



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Consumption and
Production Campaigner



Consumption and Production Campaigner and Policy Coordinator of RPa

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Coordinator



Network and Admin
Officer



THANK YOU!

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