



International Zero Waste Day

Media Kit

The International Day of Zero Waste on 30 March focuses on waste prevention and reduction to promote sustainable consumption and production. By supporting the societal shift towards a lifecycle approach and raising awareness of zero waste initiatives, UNEP, UN-Habitat and Zero Waste Europe aim to support the advancement of the Sustainable Development Goals. This is the second annual International Day of Zero Waste.

23

bn tonnes

Humanity generates between [2.1 billion and 2.3 billion](#) tonnes of municipal solid waste a year, of which only 61–62% is managed in controlled facilities. Some 2.7 billion people lack access to solid waste collection.

Key Zero Waste Europe Links

Our impact on zero waste can be seen from our projects, infographics and reports.

ReuSe Vanguard Project (RSVP) [[PROJECT](#)]

Elevating Reuse in Cities (ERIC) [[PROJECT](#)]

LIFE BIOBEST [[PROJECT](#)]

Plastics in the Spotlight [[PAST PROJECT](#)]

Beyond Circular Fashion – [[INFOGRAPHIC](#)]

The ultimate 5-step, one-pot, cost-effective, no-fuss recipe to save food in the EU – Infographic [[INFOGRAPHIC](#)]

The Colombian Law 2232 on the gradual reduction of the production and consumption of single-use plastic products [[FACTSHEET](#)]

Estonia's updated Packaging Act: a leading example of how to embed reuse nationally [[FACTSHEET](#)]

State of zero waste municipalities [[REPORT](#)]

The economics of reuse systems [[REPORT](#)]

New Energy For Europe [[REPORT](#)]



Inger Andersen, UNEP, Executive Director

Zero waste makes sense on every level. Keeping materials in the economy and bolstering waste management will lead to enormous financial savings. Prevent greenhouse gas emissions. Avoid damage to the nature that sustains us. And reduce ill health and deaths. On International Day of Zero Waste, let us remember: nature doesn't waste. Nor should we.

Jack McQuibban, Zero Waste Europe, Head of Local Zero Waste Implementation

The environmental challenges we face are huge and systemic. Yet when it comes to zero waste, there are small actions that we can all begin to adopt in our everyday lives which can make a big difference. What inspires me this IZWD is seeing the hundreds of communities in Europe leading the way in showcasing what it truly means to be a zero waste city - with citizen-centered policies being introduced to transition towards systems that recognise the true value of resources and materials.

Jaka Kranjc, Ecologists Without Borders, Project Lead

Aragorn once said that there are some things that are better to begin than to refuse, even though the end may be dark. In times of bleak climate outlooks, zero waste measures fit that bill precisely, whether at the level of individuals, businesses or governments. Europe is filled with an ever growing number of their good practice examples showcasing a radically effective approach to resource management. Come and join us!

Anastasia Korae, Friends of the Earth Cyprus, President

Zero Waste is probably the most tangible example of "Think Globally, Act Locally". By considering the need to protect the planet and its natural resources while ensuring human health and well-being, we take action in our own communities and that action translates into positive effects both locally and globally. On this IZWD, we are grateful for the immense inspiration from Europe that helps us introduce zero waste policies, strategies, initiatives and habits in Cyprus.

Vanja Cicmil, Zero Waste Montenegro, Operations & Programme Manager

We envision a future world in global harmony, where no one is left behind and we all together nurture our shared home. We hope to witness wasting resources being a relic of the past, the bloom of innovative solutions, as cities adopt best environmental practices, and businesses champion sustainability, with communities at the heart of the zero-waste revolution.

Lorraine Wenzel, Zero Waste Austria, Chairwoman

Through collaborative efforts like the EU-funded ToNoWaste project, we're reshaping mindsets and crafting actionable strategies to tackle food waste. Together, we're transforming what once seemed utopian into a tangible reality of zero waste.

Laura Lo Presti, Zero Waste Italy, Cities Campaigner

Zero waste is a lifestyle and mindset that helps us be more conscious of our impact on the environment. It involves analyzing problems and finding alternatives, while also balancing economic and ecological concerns. It encourages communities to work together to address climate change.

Manon Richert, Zero Waste France, Communications Manager

In France, poverty has been on the increase for several years now, and inequalities are widening. The environmental crises are making this situation even worse! Zero waste offers solutions that combine ecological transition with economic and social imperatives within a democratic framework. Through this approach, planetary resources and all living things are respected; at the same time, citizens are listened to and their demands taken into account. It really is a fairer vision of society!





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Social Media

Each week, Zero Waste Europe is bringing you thematic posts to showcase the multifaceted nature of International Zero Waste Day.

Week 4-10 March: Prevention First
[Infographic: Reusable VS single-use packaging](#) | [Reducing food waste at the local level - Zero Waste Cities](#)

Week 11-17 March: Impactful policies
[The Story of Milan](#) | [Video "Material Recovery Biological Treatment"](#) | [The 2024 European Parliament elections pledge](#)

Week 18-24 March: New economies
[The economics of reuse systems](#) | [The story of reWINE](#) | [Understanding the costs - Zero Waste Cities](#)

Week 25-30 March: Thriving communities
[Network Wide Gathering 2022 video](#)

Press Resources

Photos to use - [\[GOOGLE DRIVE\]](#)

International Zero Waste Day Campaign
[\[ZERO WASTE EUROPE WEBPAGE\]](#)

UN global map of events [here](#).

UN Global Waste Management Outlook
2024 [28 FEB 2024 [REPORT](#)]

"World must move beyond waste era
and turn rubbish into resource: UN
Report" [28 FEB 2024 [PRESS RELEASE](#)]

Press Contact



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further information, please contact:

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Zero Waste Europe is the European network of communities, local leaders, experts, and change agents working towards the prevention and elimination of waste in our society. We advocate for sustainable systems; for the redesign of our relationship with resources; and for a global shift towards environmental justice, accelerating a just transition towards zero waste for the benefit of people and the planet. www.zerowasteurope.eu



#ThisIsZeroWaste | #ZeroWasteDay | #BeatWastePollution