



# Zero Waste Europe Annual Report 2023

[zerowasteurope.eu](http://zerowasteurope.eu)



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# About

## Zero Waste Europe

### Our mission

Zero Waste Europe (ZWE) redesigns our relationship with resources by empowering communities and changemakers across Europe.

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



### What moves and inspires us

ZWE's strength lies in our membership, working together in solidarity, collaboration, and commitment.

**We promote local solutions to global challenges.** Through our network, we build local-global connections essential to movement building and enhancing our collective impact.

**Our solutions are decentralised, replicable, and adaptable** to diverse geographic and cultural needs and situations. We bring these solutions with us when we campaign at the global level.

**We believe in the power of social movements** to create positive change. Our transnational organising model respects place-based leadership; fosters solidarity; identifies points of common cause; and helps us build a culture of shared practice for positive change.

**We believe in equity, democracy, and justice.** The inclusive zero waste approaches that we promote are rooted in the belief that the democratisation of power and resources is essential for preserving our planet and creating just and sustainable local economies.



### Our vision

A zero waste, just, and inclusive Europe built on respect for ecological limits and community rights.

A Europe where our production and consumption models are compatible with the resilience and wellbeing of communities, and support people's right to a safe and healthy environment - all resulting in a more equitable income distribution.

A Europe where regenerative, people-focused, and community-led solutions restore and conserve our resources.

A Europe that leads by example and acts as a catalyst for a global transition towards zero waste.

### ZWE history

ZWE was created in 2014 as the European regional branch of the Global Alliance for Incinerator Alternatives (GAIA) and, throughout the last years, it has established itself as a key environmental, circular economy, just transition, and movement building network in Europe.

Building on the initial zero waste vision and code, which was created by the Italian city of Capannori, the ZWE network includes 35 members in 28 European countries (as of December 2023) and works with topics across the whole waste lifecycle. From product design to reusability and end-of-pipe waste management solutions, to the phase-out of plastics to waste trade and municipal zero waste strategies, our scope has significantly expanded. But our mission and vision remain the same – a zero waste, fairer, inclusive, circular Europe for all (and planet, too, while we're at it).



# A message

from the Directors



**Esra Tat**  
Executive Director

**Joan Marc Simon**  
Director-Founder

*Dear friends,*

2023 has been a year of significant progress and expansion for Zero Waste Europe, as we continued to implement zero waste solutions and advocate for policies prioritising waste prevention reuse, and reduction of resource use. Our achievements have been made possible thanks to the expertise and dedication of our committed network in Europe and our close collaboration with our colleagues worldwide within the Global Alliance for Incinerator Alternatives (GAIA) and the Break Free From Plastic (BFFP) movement.

At the local level, we launched and accelerated the implementation of key projects together with our members and local partners. Our Blueprint for Movement Building project, now in full speed, supports the creation and strengthening of five national zero waste national alliances in Bulgaria, Cyprus, Germany, Spain, and Ukraine. It is already showing positive results in advocating for ambitious national policies, but also acting as a catalyst to engage with other movements. We successfully intensified our local efforts with the launch of key zero waste projects on bio-waste and reuse solutions in cities - which, along with our Reuse Blueprint, are bringing together our members, partners, city officials, and businesses. **This work helped us reach a total of 16 million European inhabitants across 15 countries through our certification programme, joint projects, and committed cities.**

On the policy front, our team worked tirelessly to influence the Packaging & Packaging Waste Regulation (PPWR) negotiations, securing important provisions such as a ban on harmful chemicals in food contact packaging materials and recognition of the environmental impact of different recycling technologies. We also saw a key victory in the implementation act of the Single-Use Plastic Directive, which leads to more transparency and traceability in allocating recycled content in plastics. In the textile sector, we established ourselves as a key actor by publishing policy briefs on textile waste prevention and sufficiency, and identifying essential criteria for sustainability in the fashion industry.

On the global stage, we strengthened our engagement with GAIA and BFFP colleagues, contributed to the UN Global Plastics Treaty, and expanded our work on reuse systems to other regions. In May 2023, we co-hosted the Global Zero Waste Cities Summit with GAIA, bringing together zero waste leaders worldwide.

Internally, we underwent a successful restructuring and welcomed a new Board, including a new Chair, strengthening our governance and ability to face the challenges and opportunities ahead.

As we reflect on 2023, we are filled with hope and determination to continue our mission of creating a zero waste Europe. We are grateful for the unwavering support of our members, funders, and partners, who share our vision of a just and healthy future, putting communities at the centre.

**Thank you for being a part of this journey.** We are excited to continue collaborating and exploring uncharted territory for another year, making an impact along the way.

*With gratitude,*

**Esra Tat and Joan Marc Simon**

# Our Manifesto

The European project as we know it is running out of steam and is not capable of delivering on its objectives of peace, prosperity, and equality.

To stay within the commitment of 1.5°C degrees warming, we must replace the broken paradigm based on economic growth with a new one.

Launched in November 2021, our **"New Energy for Europe"** manifesto calls on the need to build a new European project based on wellbeing for all, sufficiency, and resilience. This is our vision for Europe - and, by extension, for a better future for the entire planet and its inhabitants. **Join us in turning it into a reality.**

Read  
the full  
Manifesto  
here



# Our Strategic Framework 2022-24

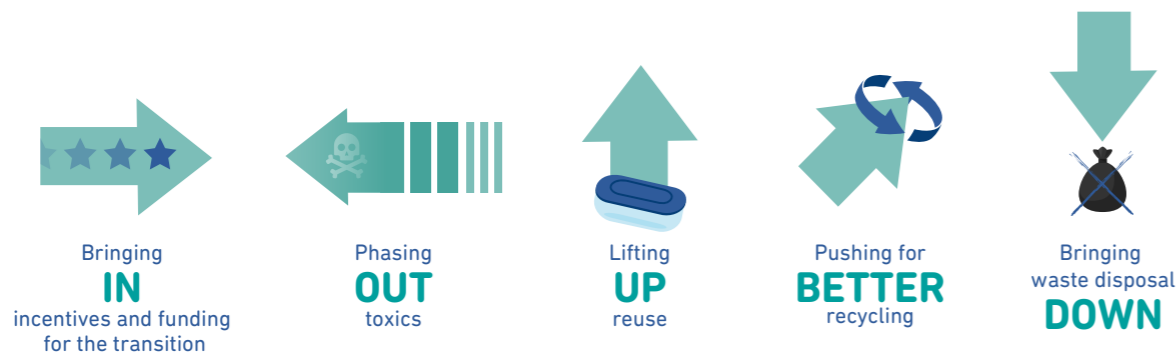
Europe is in the midst of a transition - and zero waste is part of it.

The effects of the climate crisis are becoming more evident every year, with floods, fires, and pandemics becoming the new normal. With resource management in mind, the need for a circular economy is finally becoming real for most Europeans due to the disruption in global supply chains and energy prices. European producers and consumers are having to wait and/or pay more to continue producing and consuming like they used to, and this is an unequivocal sign of a change of tendency. The more expensive and less reliable a globalised economy is, the cheaper and more convenient a circular economy becomes.

In short, durability, reusability, and repairability are at an advantage today, more so than they have been in the recent past.

Ten years ago, the concept of zero waste was laughed at. Today, zero waste is a mainstream idea, from being considered a practical approach to implementing a circular economy to a trending lifestyle globally. The efforts from civil society groups in Europe and around the world pushed the debate to a higher place in the waste hierarchy. If, at any time over the last twenty years, reuse and prevention had a chance, it is now - and ZWE is committed to bringing that change forward.

From a content perspective for the last three years we have been focusing on



## ZWE's Strategic Framework in a nutshell

Integrating our work areas into three main pillars is critical to explaining our impact.



### Enabling conditions through work on EU policies

We have a strong record of being influential in EU policy-making. We are a regular contributor and a credible actor with good access to institutions and media. We are well-respected by pressure groups, policy-makers, and stakeholders in the field of circular economy and the climate agenda.



### Implementation of zero waste strategies

Our credibility as an organisation stems from our expertise (both on the ground and in Brussels) in implementing zero waste strategies at the local and regional levels. We provide expertise, technical guidance, and facilitation to those willing to walk the zero waste path.



### Movement building and coordination

Our expertise in coordination, movement building and process facilitation is well-recognised. We coordinate a network of 35 European member organisations (as of December 2023).

As part of our movement building efforts, ZWE initiates coalitions and movements. Currently, we host the coordination of the Break Free From Plastic movement in Europe, including the Rethink Plastic alliance. As a founding and active member of these groups, we advance our agenda of moving away from disposability and the presence of hazardous substances in packaging.

**We facilitate negotiations with big companies and empower small companies to get organised.**

Read the full [Strategic Framework for 2022-24](#) on the ZWE website.

Read the full Strategic Framework here

# Key ZWE highlights

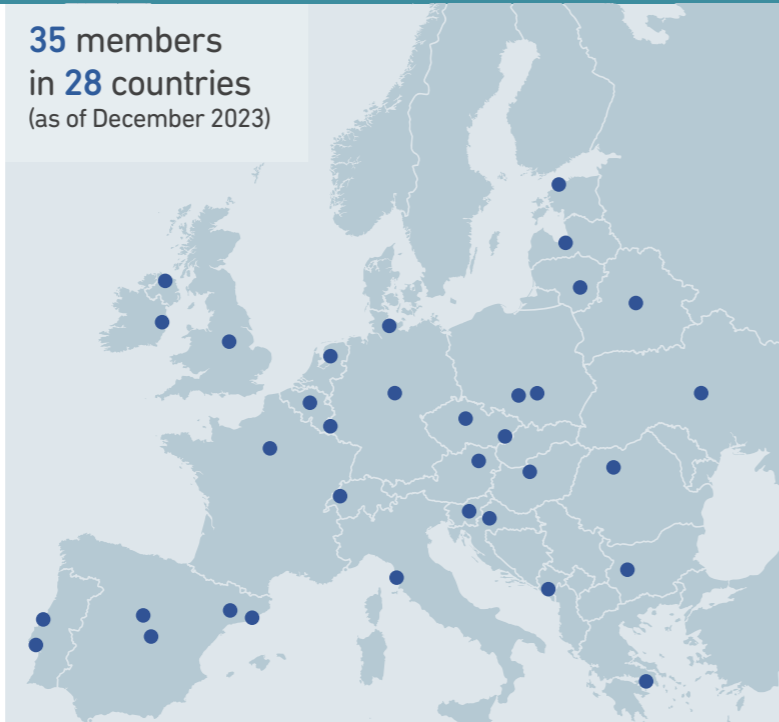
of 2023

## Membership and movement building



Launch of the [Blueprint for Movement Building project](#)

**35 members**  
in **28 countries**  
(as of December 2023)



Active presence at the International Zero Waste Cities Conference in the Philippines



2023 ZWE Network-Wide Gathering in Guimarães (Portugal)



Active presence in the United Nations Global Plastics Treaty negotiations

## Implementation of zero waste solutions



Start of the EU-funded [bio-waste consortium LIFE BIOBEST](#)



Kick-off of the pioneer [European-wide Elevating Reuse in Cities \(ERIC\) project](#)



Successful testing of our [Reuse Blueprint](#) within the context of the ZWE-led [ReuSe Vanguard Project \(RSVP\)](#)

## Advocacy and policy



The [EU Sustainable finance package](#) supports zero waste activities



The [Packaging & Packaging Waste Regulation \(PPWR\)](#) proposes to reduce packaging waste



The PPWR proposes to [ban PFAS](#) from food-contact packaging

## Shaping the conversation



A [strong presence](#) of ZWE network events and activities around the first UN International Day of Zero Waste on the [UN's dedicated webpage](#)



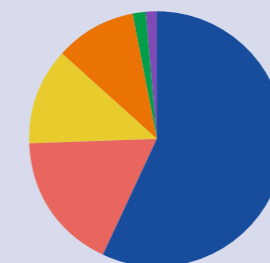
[Zero Waste Europe](#) played an important role in driving engagement for Zero Waste Day by [engaging its network of 35 local and national NGOs](#) from around the continent and running a social media campaign.

[Zero Waste Italy](#) hosted a number of events across the country, including a seminar in Sicily and a press release and video calling for the ban of single-use plastic packaging in schools. It also produced a [map](#) tracking [133 reuse centres, 24 repair centres and 10 that deal with upcycling projects](#) across the country.

This tool aims to inform citizens and build networks between these centres, which can lead to synergy and partnerships.

In Nice, France, arts organization [New Planet](#) completed a fashion show and photoshoot of [upcycled dresses and clothing made from plastic waste](#), including bottles, cigarettes, coffee capsules and face masks. [New Planet](#) released a [video](#) to explain how each of its designs connects to a different aspect of plastic pollution, and how each form of waste impacts the environment and human health.

### REGISTERED ACTIVITIES BY REGION:



- Africa: **139**
- Europe: **43**
- Latin America and the Caribbean: **30**
- Asia Pacific: **25**
- North America: **4**
- West Asia: **3**

Content from: The International Day Of Zero Waste 2023 Wrap-Up Report

## Content creation

000

**57**

publications

(research, policy briefing, infographics, reports, ...)

**37**  
blog posts



**6**  
webinars  
(hosted or co-hosted)



Launch of the [#MeetTheTeam](#) series

## Increased media outreach work



**29**  
Press releases

**2193**  
media mentions



**10**  
op-eds

**10**  
feature interviews



# Our impactful movement

ZWE connects and supports a vibrant network of local and national NGOs from all around Europe, sharing common values and objectives and working together for a zero waste future.

The member organisations promote zero waste in line with the zero waste hierarchy, manage the network of zero waste municipalities, and engage with decision-makers and companies.

The ZWE network is a space for growth, inspiration, and innovation, in which members work together in a united, strong voice to scale up positive change in Europe.



With all these impactful and inspiring developments, ZWE's membership counted 35 member organisations in 28 European countries by the end of 2023.

## In 2023, we...

### Had our Network-Wide Gathering in Portugal

We brought together 60 members and staff representatives from all over Europe to strategise, share stories, exchange knowledge, connect, and be together. We co-hosted this 3-day meeting with our member ZERO in the beautiful town of Guimarães, one of the first cities in Portugal committed to becoming a Zero Waste Certified City.



### Launched our Blueprint for Movement Building project

This project supports the coordination of our zero waste national alliances in Bulgaria, Cyprus, Germany, Spain, and Ukraine to play a leading role in zero waste strategies in their countries. Our highlight of the year was our 3-day gathering of the alliances in Sofia, Bulgaria, hosted by our member Za Zemiata. Together, we explored successes and challenges in building networks and communities and discussed what makes movement building work - all feeding into our upcoming Blueprint for Movement Building!



### Welcomed Oekozer Pafendall (Luxembourg) as a new Associate Member of the ZWE network.



Since 2019, Oekozer's environmental advisory service has run projects promoting ecolabels for tourist accommodations and green events at the local level as well as in business, culture, and academia, with waste prevention being one of the main objectives. Oekozer Pafendall provides advice and training to individuals, municipalities, ministries, public administrations, enterprises, and other public and private organisations to support them in implementing reuse solutions. They have also participated in various awareness-raising campaigns on waste-related issues.



### Saw the promotion of Let's Do It Foundation (Estonia) to full ZWE Membership.





# Success stories

## from the network



Za Zemlata  
**BULGARIA**

### Sofia's battle against the waste incinerator

In Sofia (Bulgaria) in 2023, an 8-year legal battle culminated in the overturning of an environmental impact assessment for a proposed waste incineration plant due to health and environmental risks. Despite receiving financing from the European Commission and the European Investment Bank, concerns from locals and environmental organisations were repeatedly ignored. Sofia's Municipal Council decided to return EU funding allocated for the project due to delays. The court highlighted deficiencies in public participation, health risk assessment, and air quality impact analysis. The proposed incinerator underestimated hazardous waste quantities and exceeded current refuse-derived fuel (RDF) production levels, raising environmental and safety concerns. The ruling emphasised the need for alternative waste management solutions, such as separate waste collection and bio-waste composting. Environmental advocates criticised the incinerator plan as counterproductive to a circular economy and urged EU institutions to invest in sustainable alternatives. The possibility of an appeal remains as Sofia residents continue their fight for a healthier and more sustainable city.



Alianza Residuo Cero  
**SPAIN**

### A year of growth and collaboration

In 2023, Alianza Residuo Cero (ARC) saw a significant expansion and an increase in its membership, enhancing its visibility.

The past year marked the launch of #LeydeResiduosYA, a 120 organisations-strong platform to advocate for waste legislation compliance in Spain.

In parallel, Rezero, in collaboration with the Alianza, organised the first Residuo Zero Festival. This event aimed to stimulate thought, foster reflection, and spark discussions toward a viable zero-waste future. The festival welcomed some of the leading experts and voices driving an eco-social transformation in the scientific, social, economic, business, institutional, and political spheres.



Zero Waste  
**LATVIJA**

### Digital hub for reuse, rent, and repair spots

Zero Waste Latvija has developed a digital platform aimed at promoting circular economy alternatives to combat overconsumption. This platform features a digital 'library of things' and a map highlighting various circular economy alternatives such as libraries, rental and repair shops, and second-hand and exchange services.

The development of this platform is part of the LIFE Waste To Resources IP integrated project funded by the European Union's Environment and Climate Action Programme. The platform provides comprehensive information on circular economy opportunities and news to Latvian residents.

Scheduled to run until the end of 2028, the project aims to establish an economic system across Latvia that encourages resource reuse among a wide segment of society.



Let's Do It Foundation  
**ESTONIA**

### Bold steps in Estonia towards zero waste initiatives

Let's Do It Foundation (LDIF) has been conducting training workshops in Estonia since 2022, emphasising waste prevention and circular resource use, while the regulation mandating the use of reusable containers and cutlery at public events, initially implemented in Tallinn, has been effective since January 2023. In 2023, these courses have been attended by around 250 participants coming primarily from Estonia's public sector, including municipalities, ministries, businesses, consultants, and educators. 60 Zero Waste Ambassadors and 33 Zero Waste Trainers were coached to advise cities on waste reduction strategies, aiming to promote zero waste initiatives.

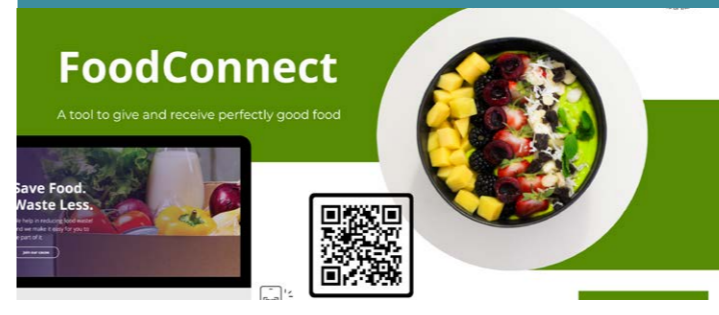


Friends of the Earth  
**CYPRUS**

### FoodConnect: a platform tackling food waste and fostering communities in Cyprus

In April 2023, Friends of the Earth Cyprus launched the "FoodConnect" platform for food donation, created as part of an EU co-funded project to spread awareness about the impact of food waste in Cyprus and advocate for zero waste policies. The platform aims to bring together HORECA sector businesses and individuals who wish to distribute their surplus food to people in need - either directly or through municipalities, services, citizen initiatives, or NGOs.

The platform is the first of its kind in Cyprus and has received additional EU funding to upscale and replicate by enhancing its technical infrastructure and adding features to make it more user-friendly for a lasting impact. It is also expanding to partner countries in southern Europe (Malta, Portugal).



Zero Waste  
**MONTENEGRO**

### Zero Waste Montenegro's HORECA Guide: leading hospitality towards sustainable practices

In 2023, Zero Waste Montenegro created a comprehensive HORECA Guide translated into 3 languages, offering practical and specific solutions for restaurants, cafes, and hotels in the region. Additionally, ZWMNE collaborated with businesses and 5-star hotels to achieve their zero waste goals by 2025. Their advocacy efforts extended to the initiation of a pilot Deposit Return Scheme (DRS) for wine bottles in a 5-star hotel (The Chedi Lustica), aiming to reduce glass waste which isn't being recycled in Montenegro.

Besides this, in 2023 ZWMNE gave recommendations and significantly contributed to amendments to the country's law on waste management, including the ban on lightweight plastic bags, as well as the implementation of the Extended Producer Responsibility (EPR) programme for manufacturers and importers in Montenegro. This EPR programme seeks to make these entities organisationally and financially responsible for waste generated during the placement of their products on the market.



Humusz Waste Prevention Alliance  
**HUNGARY**

### Introducing the Zero Waste Learning Path: a journey towards sustainability in Hungary

In September 2023, Humusz inaugurated the Zero Waste Learning Path, an itinerary in the green oasis of Újbuda, Hungary, consisting of 6+1 stations. Visitors can walk the path of waste, transitioning from the end-of-pipe (which represents unacceptable and polluting practices) to solutions for a circular, sustainable, and waste-free life. By following the path, guided by the beautiful interactive boards created by Patkós Stúdió, visitors can journey from landfill to composting, and even further to the "green home" area.

The Zero Waste Path seeks to share knowledge on waste management, prevention, and responsible consumption, encouraging critical thinking while providing an immersive experience. This guided learning trail programme is a playful, hands-on activity lasting 60 minutes, ideal for school groups.



ZERO – Associação Sistema Terrestre Sustentável  
**PORTUGAL**

### Sustainable solutions: transforming waste management in a small Portuguese village

In the village of Muxagata (Portugal), a small and ageing community faced economic and social challenges with limited access to communication routes. Waste management posed a significant issue with low recycling rates and increasing costs, aggravated by a distance of 100 km from the nearest regional waste management facilities. To address this, in 2023 the municipal team initiated the "Muxagata Aldeia Sustentável" project, implementing door-to-door collection for both bio-waste and recyclables, as well as community composting facilities. With technical support from ZERO consultants, the project had active participation from 79% of users, with 55% regularly engaging in door-to-door collection. The initial results show significant bio-waste and recyclable collection rates, with community events serving as platforms to promote waste sorting practices. The next phase involves replacing mixed waste bins with smaller ones for better monitoring and enforcement of sorting practices, signalling a step towards sustainable waste management.

# Success stories

## from our work within our hosted coalitions and movement (BFFP and RPa)

In the realm of plastics and polymers, as usual, ZWE joined forces with Break Free From Plastic (BFFP) and the Rethink Plastic alliance (RPa) - of which ZWE is a member and whose European teams we host in our offices - to champion transparency and safety measures across Europe. This collaborative effort didn't just stop at discussions — it ignited action on multiple fronts.



### PPWR taskforce to match lobbying battle

In the heart of Brussels, the future of packaging rules in Europe was seen as one of the fiercest lobbying campaigns ever witnessed. Amidst the high stakes of the Packaging & Packaging Waste (PPWR), RPa and BFFP bolstered support from ZWE to launch an all-out campaign to preserve and strengthen crucial prevention and reuse measures.

Undeterred by industry pressure, we formed a task force to navigate the complex PPWR negotiations. This collaboration extended beyond Brussels, tapping into the network of BFFP members across European capitals. We showcased existing solutions by elevating the voices of reuse businesses, such as NewERA and ReLoop, and cultivated trust among policy-makers in the viability of reuse. But their efforts didn't stop there — we put together communication initiatives from media briefings to captivating videos, quirky postcards, and engaging photo ops, all aimed at securing public support for packaging prevention and reuse measures.

In the run-up to the European Parliament plenary vote on the PPWR, BFFP and RPa members staged an action outside the Parliament in Strasbourg, urging MEPs to strive for ambitious legislation.

### Agreement on plastic waste export ban

After much campaigning and advocacy with our allies from the RPa, we have secured a ban on exports of non-hazardous plastic waste to non-OECD countries. Work by the alliance garnered the support of 180,000 individuals across Europe in their call for the EU to ban plastic waste exports from Europe to both OECD and non-OECD countries. The co-legislators agreed to allow the export of non-hazardous plastic waste to OECD countries, subject to the prior written notification and consent procedure ('PIC'). The text calls on the European Commission to strictly monitor the export of plastic waste to OECD countries to ensure such exports do not significantly impact the environment or human health. For intra-EU shipments, the text also bans the shipments of all waste destined for disposal within the EU, except if consented to and authorised under the strict PIC conditions and in well-justified cases. Monitoring waste shipments in the coming years will show the results of these new provisions. We will continue to engage with our global networks to highlight the harmful export of waste from Europe to the Global South.

### Communications coordination

Communications collaboration was another cornerstone of our engagement with RPa and BFFP in 2023. Our partnerships have grown stronger through monthly meetings and our willingness to amplify each other's messages across all channels. Through meticulous planning, we jointly penned op-eds and press releases that echo our unified voice. From updating each other on monthly activities to leveraging our respective channels for maximum impact, every move is a step towards amplifying our shared mission.

# Success stories

## from our global work

Our involvement with our global network [Global Alliance for Incinerator Alternatives \(GAIA\)](#) in 2023 included vital collaboration moments for sharing zero waste experiences across global regions and keep fighting together for a just, sustainable world for all.

In January 2023, the ZWE team had the opportunity to join the **International Zero Waste Conference in Quezon City (Philippines)**, where we shared learnings and achievements from the European Zero Waste Cities network and heard from zero waste best practices from other global regions. We also participated in the GAIA Global Comms Retreat and the Asia-Pacific Zero Waste Academy while in the Philippines.

This [opportunity](#) allowed us to better align promotion and communication moments and processes with other GAIA global regions; learn more about zero waste practices throughout the Philippines and visit action sites; and understand key priorities for other regions in the zero waste movement. We also got to share some European best practices to inspire other global regions in our panels at the conference. The academy participants were also given a broader view by having a more global set of examples and trainers.

In May 2023, ZWE and GAIA hosted the **Global Zero Waste Cities Summit** - a live, interactive, virtual event spanning all timezones and multiple languages. Together with experts and advocates from all over the world, we discussed the latest developments on zero waste as a proven, cost-effective strategy to both reduce waste pollution and help cities reach their climate goals; and provided a networking space for hundreds of municipal officials, zero waste implementers, and fellow changemakers. Participants also had the opportunity to learn more about many organisations through the virtual Zero Waste Booths.

In 2023 we have also strengthened and further aligned our cross-regional work, as part of our global alliance GAIA and with Break Free From Plastic (BFFP) global. Our team took part in the GAIA Leadership meeting in Ghana in March 2023 to share best practices and align our future strategic plans, focusing primarily on further advancing our global methane mitigation agenda and exploring new ways to push for material use reduction, for example on batteries. Similarly, ZWE has joined the European delegation to the BFFP Global Meeting in April 2023, designing and leading on strategic conversations to reframe our global efforts on plastic pollution; and strengthening the vision from promoting reuse and fighting disposability to an agenda and vision for an absolute reduction of plastic use. This work prepared the ground for positions pushed in the context of the Global Plastics Treaty.

Last but certainly not least, ZWE has been involved in the [UN Global Plastics Treaty](#) negotiations, having had an active presence in the two 2023 negotiation rounds in **Paris** and **Nairobi**. ZWE has asked for the reduction of plastic use and has been instrumental in clarifying the definitions of reuse and refill. Moreover, together with our member Retorna and in collaboration with wastepicker organisations, we have advocated for having Deposit and Refund Systems (DRS) that include wastepickers in the Treaty text.



### OUR KEY ASKS

- Align the Global Plastics Treaty with the climate agreement (i.e. plastic production should be capped at a level compatible with 1.5C degree warming)
- Focus on the whole life cycle of plastics from production to disposal, including social and health impacts
- Prevention and reuse: prioritise the scale up of existing solutions

## ZERO WASTE EUROPE IS GOING TO PARIS

FOR AN INC-2 FOCUSED ON SUFFICIENCY AND REUSE

### OUR REPRESENTATIVES

<p>INC-2 negotiations</p>  <p>ALINE MAIGRET HEAD OF POLICY</p>	 <p>JOAN MARC SIMON DIRECTOR-FOUNDER</p>
<p>Reuse events in Paris</p>  <p>NATHAN DUFOUR REUSE SYSTEMS MANAGER</p>	 <p>ESRA TAT EXECUTIVE DIRECTOR</p>

# Our impactful work

## Implementation of zero waste solutions

### Zero Waste Cities

Our work at the local level with European municipalities continues to grow year on year. We are working closely with our sister organisation, Mission Zero Academy (MiZA), to help more cities commit to and become fully Zero Waste Certified Cities. At the same time, we are expanding our work on key sub-topics that fall within the holistic zero waste cities model – bio-waste, packaging, and textiles, for example. Through the Certification, our projects, and the cities that committed to our vision in the past, **we now reach 16 million European inhabitants across 15 different countries.**

For the first time, in 2023 we took a detailed look at the costs surrounding various waste management infrastructure and initiatives, presenting this info from 10 municipalities across 5 different European countries.

As part of efforts around the European Week of Waste Reduction, we once again showcased ambitious zero waste laws and their impact on citizens' everyday lives - namely, the implementation of the Single-Use Plastics Directive in Estonia; and Colombia's Law 2232 on the gradual reduction of the production and consumption of single-use plastic products (the first time we published a factsheet on a non-European best practice).

We also capped our year's work on zero waste cities with a ZWE Study Tour in Barcelona and the Catalonia region, where participants got to visit paradigmatic zero waste municipalities such as Torrelles de Llobregat and Argentona (both Zero Waste Certified Municipalities by the Mission Zero Academy). The Study Tour also showcased key reuse and waste prevention projects and activities at the local level among which the Library of Things, Millor que Nou, Associació Social Andròmine s - Centro de Preparación para la Reutilización, and the foodbank of Mercabarna.

### Elevating Reuse in Cities (ERIC)

We proudly launched the Elevating Reuse in Cities (ERIC) project in 2023, which aims to support 18 to 30 EU municipalities to embed waste prevention locally through the creation of Plastic Prevention Plans (PPPs) that target and implement reuse actions within their direct sphere of public control. These include public events, buildings (e.g. municipal facilities, gyms), spaces (e.g. streets, squares, parks), and through procurement tenders.

ERIC is run by 10 member organisations of Zero Waste Europe: Zero Waste France, Zero Waste Belgium, Zero Waste Italy, Za Zemiata (Bulgaria), Hnuti Duha (Czech Republic), Ekologi brez meja (Slovenia), Rezero (Spain), Zelena Akcija (Croatia), Friends of the Earth Slovakia, and Friends of the Earth Cyprus.

By the end of December 2023, **26 European municipalities** have confirmed their participation in the project and their commitment to work on plastic prevention locally, representing a total population of about **3M inhabitants.**



### ReuSe Vanguard Project (RSVP)

The ReuSe Vanguard Project (RSVP) played a crucial role in the wave of packaging-centric developments that took Europe by storm in 2023.

Besides helping the project's key European cities and their local partners in their transition to interoperable and accessible reuse systems - Rotterdam, Barcelona, Leuven, Ghent, Berlin, and Paris (most of which are officially launching their local projects in 2024) - we used the key findings of the first years of the project to back up our advocacy efforts around the PPWR and the Global Plastics Treaty negotiations.

In particular, the publication of the first draft of the Reuse Blueprint, outlining the critical criteria for a truly circular reuse system for takeaway foods and drinks packaging, was used to demonstrate that, despite a lack of ambition at the supranational level (often fueled by lobbying coalitions interested in doing "business as usual"), national and local contexts are increasingly embracing reuse systems. Thanks to this visionary work, the focus is now on 'how' we transition and not on 'if'.

Our RSVP work was also visible in many joint activities and events throughout the year - from specific activities during the Paris International Forum to End Plastic Pollution in Cities in May 2023 with the city of Paris, UNEP, GIZ, ICLEI and many others; to roundtables such as the one on "Building on success: the flourishing reuse industry in Europe" during the NewERA and Planet Reuse event in September. We have supported progressive reuse businesses' willingness to speak with one voice across the EU, and will continue to do so in 2024.

Zero Waste Europe also collaborated with Searious Business on publishing "The economics of reuse systems" report. Its findings showed that reuse packaging will only become even more economically viable in the next few years and provide a faster return on investments - conclusions that very much align with the efforts and direction of the RSVP project.

The way ahead continues to be challenging, but this is the start of a pretty extraordinary journey. In the case of Paris, to only mention this one, we are now actively preparing the ground for a city-wide reuse system after securing the financial and operational involvement of some of the critical French packaging players. **We will surely celebrate more exciting reuse systems developments in next year's Annual Report!**



## LIFE BIOBEST

In January 2023, the LIFE BIOBEST project started with a critical mission: to guide the mainstreaming of best bio-waste management and recycling practices in Europe. For 2.5 years, a team of recognised experts in the field, including Zero Waste Europe, ENT Foundation, Consorzio Italiano Compostatori (CIC), European Compost Network ECN e.V. (ECN), and the Association of Cities and Regions for Sustainable Resource Management (ACR+), will join forces to promote greater efficiency in bio-waste management.

We will help EU officials create better local bio-waste collection systems, a vital step following the EU's new requirement for separate bio-waste collection.

Amongst the main LIFE BIOBEST activities of 2023, we highlight:

- [The dedicated webinar in September](#), which had over 150 participants from all over Europe to explore the best ways to collect bio-waste in high-density areas.
- The project's first in-person event, ["Unlocking efficiency: strategies for building a high-performing municipal bio-waste system"](#), which took place in Barcelona in November.



## New Financing Models (NFM)

During 2023, we continued our ambitious plan of creating new financial models that would accelerate more accessible funding into the hands of cities and businesses for zero waste solutions. Much of our efforts focused on creating a Social Impact Bond (SIB), as it allowed us to tackle the root of key social and environmental issues, whilst creating a flexible and risk-averse model for many pilot zero waste projects.

To help us on this journey, we previously partnered with KOIS, an expert investment advisory firm, to help us validate the feasibility of the projects we were developing for potential funding. We identified a few critical solutions, such as packaging reuse start-ups and Material Recovery and Biological Treatment (MRBT plants), that met the required criteria for a SIB, namely:

- **Innovative measure;**
- **Clear metrics for success and measurable outcomes;**
- **Clear amount of funding needed and financial value gained;**
- **Cost savings and social benefits for the local community.**

During this process, we had 7 municipalities interested in entering the necessary stakeholder process to create the Bond, with 2 key leading investors wanting to be involved. It has dramatically helped us form a new network of relationships and actors. For example, exploring the world of new financing models has allowed ZWE to create a range of new relationships with different types of investors, as well as deepening existing and emerging ones with cities, increasing our understanding of what role we can play as an organisation in supporting more local authorities to access greater amounts of capital.

The origins of our NFM were based on local authorities' clear need and desire to access different means of financing for their zero waste plans. Yet, in 2023, we encountered several recurring and stubborn challenges that prevented us from achieving our original aims. For example, some cities needed clear financial data on the savings and capital necessary for investment, while others had indicators that needed to be more specific or easier to measure.

In our experience, we found that investors were fairly easy to get and convince. Whilst the interest was always there, showcasing the potential of this work; the barriers that we kept on facing have provided good learnings for us moving forward - e.g. the reluctance of the city to play the outcome funder role, the lack of understanding of what a SIB is within public authorities, the difficulties of putting together with the necessary call for tender; and the call for tangible data willing to be shared by local actors.

For the next steps in 2024 and beyond, we are taking a step back to reflect on the best way forward with this work. Our goal remains to help create a SIB and/or outcome-based mechanism once we have convened the necessary stakeholders. But we recognise first that more must be done to build knowledge within our network on new financial models and to help local stakeholders develop investment-ready business cases. In 2024, ZWE will publish a guidelines report sharing our learnings in greater detail and advice for other organisations wanting to follow a similar path.

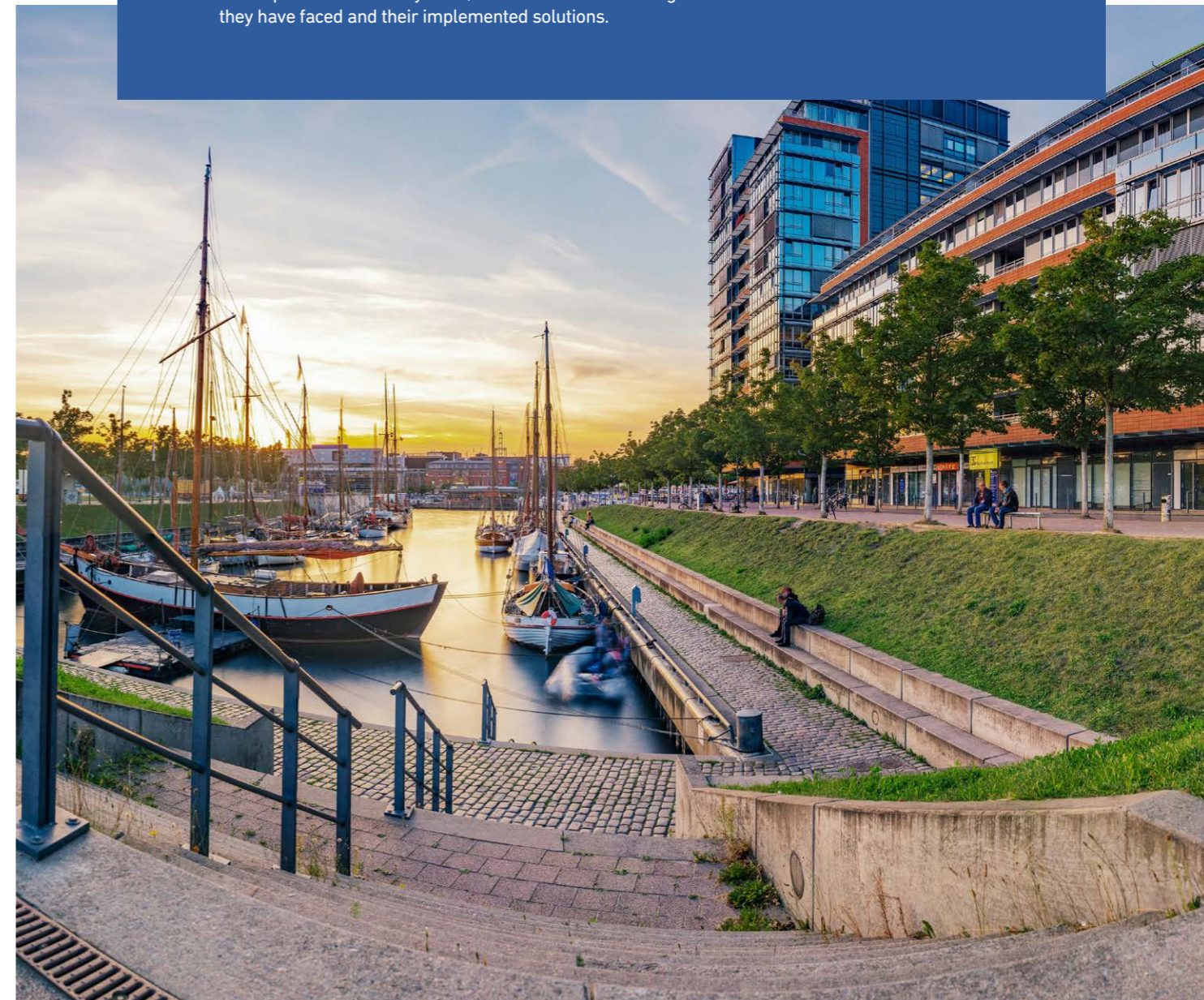
## Mission Zero Academy (MiZA)

2023 brought about a new wave of certifications of businesses and cities by Zero Waste Europe's capacity-building spin-off, the [Mission Zero Academy \(MiZA\)](#).

In February, [Kiel became the first German Zero Waste Certified City by MiZA](#), a landmark moment for the growth of our work and the appeal of the zero waste cities model (testified, among other moments, by [The Guardian's feature article](#)).

We started operating in new countries, such as [Montenegro](#), where, together with our mentors, we have guided several hotels towards zero waste; and have [certified our first restaurant in Portugal \(aCozinha\)](#). 2023 also saw us digitising our 2 training programmes to accreditate mentors for the certification systems, significantly increasing the possibilities for participation.

Last but not least, MiZA was a part of the [Jornadas Técnicas](#) sessions in Spain with Zero Waste Europe and COAMBA. Organised in November in Seville and Granada, they were a chance for frontrunners in zero waste (including Spanish municipalities certified by MiZA) to talk about the challenges they have faced and their implemented solutions.





# Enabling conditions

## Packaging, prevention, and reuse

While making space for most of our usual working topics, our enabling conditions work in 2024 was definitely marked by the year-long efforts around the EU negotiations of the Packaging & Packaging Waste Regulation (PPWR). Between evidence-based publications, awareness-raising moments on social and traditional media, and meetings with crucial negotiation actors, our team worked tirelessly to promote the inclusion of provisions that encouraged the prioritisation of prevention and reuse measures for packaging, and that promoted toxic-free packaging materials when packaging cannot be avoided.

The PPWR has been one of the most contended pieces of legislation in the history of the European Parliament. The file is still being finalised in 2024 and will be passed to the EU member states for national implementation thereafter. Although the outcomes of the negotiations have not always followed the principles of the Waste Hierarchy, Zero Waste Europe is proud to have influenced the following provisions of the PPWR during the European Parliament negotiations.

- **Ban on per- and polyfluorinated alkyl substances (PFAS) and bisphenol A (BPA) from food contact packaging.**
- **Measures to ban certain unnecessary packaging, impose waste prevention targets for all packaging placed in the single market, and establish reuse targets for specific packaging segments, including beverages and transport packaging.** There are, however, worrying exemptions to the benefit of paper-based and composite packaging applications. Additionally, reuse targets for the takeaway sector have been deleted.

- **Impact of recycling when defining recycled content** - recognising the differences between different recycling technologies from an environmental perspective (both during the ENVI Committee voting and the final plenary vote).
- **Wording stating that, if the PPWR is adopted, member states may ensure that waste that isn't separately collected is sorted before incineration and landfilling** - thus removing recyclables from these batches and helping to meet EU recycling and climate targets.

We will keep working in 2024, together with our members, to ensure that waste prevention measures and circular packaging options are prioritised when the time comes for implementing the PPWR at the national level.



## Textiles

2024 was a significant year for our work on textiles, with Zero Waste Europe doubling down on this topic through thought leadership on sustainable textile consumption, waste prevention, and sufficiency.

Expanding the discussion on going “beyond circular fashion”, we published several policy briefs on what textile waste prevention and sufficiency look like, and identified four essential criteria for sustainability in the fashion textile industry. We were (and keep on being) frequently approached and invited to speak or join events on the sustainable transition of the textile sector, which further legitimises Zero Waste Europe as a critical actor in this field.

Equally, we have advocated for introducing textile waste prevention targets via the Waste Framework Directive and secured support for this measure from allied NGOs and business associations. We have also shared this demand with policymakers in the European Parliament, and MEPs tabled amendments to the text following our suggestions (i.e. amendments 453; 455; and 464) - the European Parliament has voted on its position in March 2024.

## Food waste

Hand in hand with our efforts on bio-waste (as detailed in the Implementation section), we continued to work on food waste, pushing for more significant prevention targets in legislation.

In June 2023, the European Commission presented a proposal for food waste reduction targets via the revision of the Waste Framework Directive. We continue to advocate raising the target to align with Sustainable Development Goal 12.3 of reducing food waste by 50% by 2030 compared to 2020.

## Alternatives to incineration

Our work to promote and encourage the uptake of alternatives to waste incineration had many important milestones in 2023. Through our biomonitoring research activities, we continued to provide more evidence of the harmful effects of incineration emissions in the surrounding environment of incinerators and on the health of communities living nearby. Equally, our campaigning and advocacy efforts to ensure that incinerators are not seen as circular waste management options influenced impactful results in key legislation pieces:

- **EU Sustainable Finance Package's support for zero waste activities** - published in June 2023, this package aims to ensure that the EU sustainable finance framework works for companies that want to invest in their transition to sustainability. The text adopted is not only very positive overall, but also took on all of ZWE's proposals on this matter. Mixed waste sorting is now classified as a sustainable activity covered by green finance and EU funds, and other important provisions include:
  - The acknowledgement of separate collection, composting/biogas and material recovery as substantial contributors towards a circular economy.
  - The exclusion of waste-to-energy incineration (also comprising refuse-derived fuel);
  - The recognition of mixed waste sorting as a way to recover materials on the condition that separate collection obligations are met.
- **Renewable Energy Directive's strengthened rules for waste incineration** - the EU institutions agreed that member states should make renewable energy support to waste incineration conditional on implementing separate collection obligations. Member states could also require operators to apply mixed waste sorting systems to remove fossil materials before incineration.
- **Industrial Emissions Directive's limit to persistent organic pollutants from waste incineration** - the European Parliament adopted a vital amendment during its Industrial Emissions Directive negotiations stage which will protect human health from dioxins and dioxin-like polychlorinated biphenyls (PCBs) emissions from incinerators. This measure spells the end of a significant permitting and monitoring loophole on applying Best Available Technologies during the start and shutdown phases of a waste incinerator (which are critical stages for the formation of dioxins).

## Chemical recycling and recovery

On the chemical recycling and chemical recovery side of our work - and in addition to its milestones achieved throughout the PPWR negotiations - it is important to highlight as a key 2023 victory that the implementation act of the Single-Use Plastic Directive does not consider mass balance as a priority chain of custody to account for recycled content. The current proposal published by the European Commission focuses on fuel-use exemption with requirements for traceability, and its previous Impact Assessment did not develop the section on mass balance. Overall, these are developments that lead to more transparency and traceability when it comes to allocating recycled content in plastics.



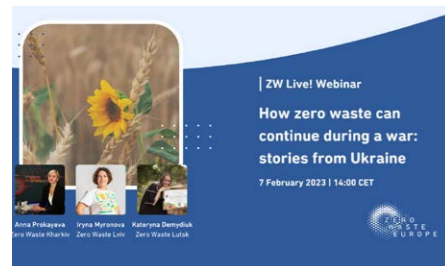
**LAURIANE VEILLARD**  
CHEMICAL RECYCLING AND PLASTIC-TO-FUELS POLICY OFFICER, ZERO WASTE EUROPE

# Communicating with a purpose

In 2023, we have continued to provide or participate in spaces to discuss our key working topics and advance the zero waste agenda.

Besides our ZW Live! webinar series, we hosted in-person events at EU institutions that were also livestreamed, and participated in dozens of in-person and online events in Brussels and across Europe.

## Webinars (ZW Live! and others):



7 FEBRUARY 2023

### ZW Live! webinar

- How zero waste can continue during a war: stories from Ukraine



14 MARCH 2023

### ZW Live! webinar

- Beyond circular fashion: why we need to end overproduction



11 MAY 2023

### ZW Live! webinar

- Allocation recycling content: what are the impacts?



21 SEPTEMBER 2023

### Planet Reuse x Zero Waste Europe Webinar:

- The economics of reuse



27 SEPTEMBER 2023

### #LIFEBIOBEST Webinar:

- How to best collect bio-waste in high density areas?



10 OCTOBER 2023

### ZW Live! webinar:

- Reinventing glass

## Events and actions:



21 MARCH 2023 BRUSSELS

### Mixed waste sorting: the next frontier for the circular economy

Co-hosted by ZWE and Reloop, this event brought together regional and national governments, mixed waste sorting (MWS) operators, recyclers, experts, and technology providers from countries across Europe to offer their expertise on the introduction of MWS as an additional tool for the material recovery and re-circulation of Europe's valuable resources.

[Watch the livestream](#)



17 MAY 2023 BRUSSELS

### Zero waste at the coast

Hosted by ZWE and BFFP on behalf of the CAPonLitter project, this conference had partners present their action plans that have informed regional public policies on better waste prevention of key waste fractions, such as plastic food and drink containers originating from beach facilities and recreational events. These discussions then provided the framework for a policy-based panel looking at how to turn these best practice initiatives into ambitious legislative goals for the rest of Europe to follow.

[Check the event materials](#)



5 JUNE 2023 BRUSSELS

### What we need to ensure the safety of food packaging

This event gathered stakeholders to share their expertise and views on the topic of food packaging safety; to discuss existing concerns about hygiene and harmful chemicals; best practices; and how the EU laws – and the PPWR in particular – should truly minimise impacts of packaging on consumers health and materials circularity.

[Watch the livestream and check the event materials](#)



13-16 SEPTEMBER GEETBETS

### ZWE Staff Retreat

The ZWE staff gathered for 3 days of strategic meetings. We took stock of our work and achievements of the first three quarters of 2023; prepared the work until the end of the year; identified points for improvement within our external and internal work; prepared the ground for our next Strategic Framework; and reconnected as a team through learning activities and sharing moments.

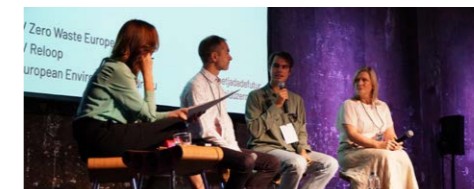


25-27 SEPTEMBER BRUSSELS

### #WeChooseReuse Brussels Week of Action

In the context of the #WeChooseReuse campaign, we joined BFFP for a street action in front of the European Parliament. Among other things, the action had a visual demonstration of how the world will look if we insist on single-use products and how it will look if we invest in reusable items and reuse systems.

[Watch the event video](#)



26-27 OCTOBER 2024

BARCELONA, CATALONIA

### Zero Waste Festival

ZWE participated in the international Zero Waste Festival organised by our member Rezero in Barcelona. The festival brought together leaders, organisations, governments, municipalities, businesses, and individuals from Spain, and Europe. 350 people participated in the event, featuring more than thirty experts from various fields - hospitality, waste management, health, and economic sectors.



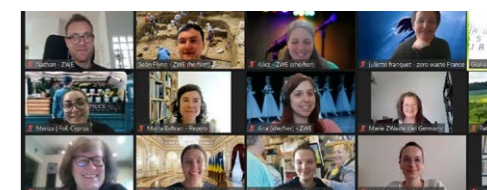
23-25 OCTOBER 2024

BARCELONA REGION, CATALONIA

### Zero Waste Study Tour

Our 3-day study tour to Catalonia - co-hosted with Rezero - allowed participants to discover some of the region's most emblematic zero waste cities, projects, and best practices on bio-waste in urban and rural contexts, and on reuse systems.

[Check the event materials](#)



ONLINE

### ZWE Annual General Meeting

Following up on the discussions and activities of the ZWE Network-Wide Gathering, our Annual General Meeting was an opportunity for our members to share their most significant challenges and achievements of this year. Our network also discussed our priorities for 2024 in greater detail and started laying the ground for our next Strategic Framework.

# Impactful publications and communications pushes

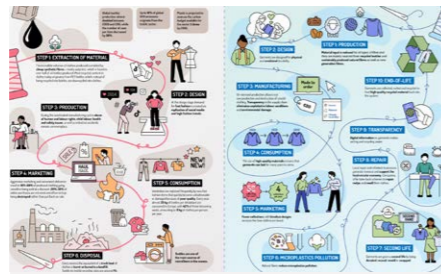
Besides those mentioned in other sections, we also include amongst the most impactful communications materials of 2023:



**JANUARY 2023**

## Debunking efficient recovery: the performance of EU incineration facilities

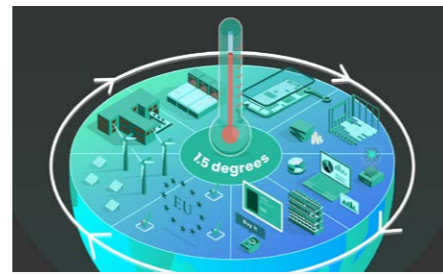
A report debunking the claims of the waste-to-energy industry that waste incinerators can help reduce Europe's energy dependency on Russia.



**MARCH 2023**

## Beyond circular fashion

An infographic showing the lifecycle and impact of our clothes in a linear economy model, which was then compared with a truly circular economy model.



**APRIL 2023**

## Reimagining the Waste Framework Directive

A joint white paper presenting a vision for 2040, in which society uses materials and products in an economy that is well on its way to circularity.



**JUNE 2023**

## Decarbonisation of single-use beverage packaging

A study showing that aluminium, plastic (PET), cement/concrete, and glass applications for single-use beverage packaging will have great difficulty reducing GHG emissions in line with a 1.5°C future by 2050, particularly if mass consumption continues and increases.



**JUNE 2023**

## Debunking common myths about food hygiene, food waste, and health concerns related to reusable packaging

A factsheet debunking the most common food hygiene, health, and food waste misconceptions associated with reusable packaging for food and drinks.



**JULY 2023**

## Mass balance - time to play fair

An infographic that uses football metaphors to explain the necessary rules to achieve circularity and transparency when applying the mass balance approach to recycled content in plastic.



**SEPTEMBER 2023**

## Enough is enough: the case for a moratorium on incineration

A study showing the troubling pattern of annual growth in waste incineration capacity and the need for the EU to reevaluate incineration's position in the waste hierarchy.



**OCTOBER 2023**

## The story of Calatafimi Segesta

A case study on this Sicilian municipality's leading example in implementing an effective zero waste strategy that also focuses on improving the lives of the local community.



**NOVEMBER 2023**

## Considering pyrolysis oil in the EU legislative framework

A boardgame-inspired infographic which makes the case for an EU-wide definition of chemical recycling.



**NOVEMBER 2023**

## A pledge for a zero waste Europe

ZWE's pledge ahead of the 2024 European Parliament elections urges future MEPs to commit to implementing the measures to turn a zero waste Europe into a reality.



**NOVEMBER 2023**

## #MakeThrowAwayGoAway - PPWR video series

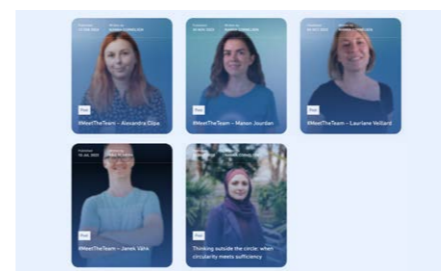
A week-long series of short social media videos ahead of the PPWR vote in the European Parliament, in which the ZWE team highlighted different reasons for MEPs to make throwaway go away by voting for a reuse-focused PPWR.



**DECEMBER 2023**

## How to collect, sort, and reuse textile waste locally?

A paper providing municipalities with an overview of good practices and lessons learned from the separate collection of textile waste across Europe.



**YEAR-LONG**

## #MeetTheTeam

A communications initiative to better highlight individuals within our team and their work to all ZWE audiences, and share their motivations and hopes around zero waste.

## Throughout 2023:



**55**  
publications

**37**  
blog posts

The number of translations of our materials also kept increasing:

between the ZWE and ZWC websites, showcasing the knowledge, vision, and achievements of our staff, members, and voices in the broader zero waste movement.

**57**  
**17** translations comprising...  
languages!

Our team is incredibly proud of this continued impact, and we keep working every day to make our work more helpful and relevant to the different realities and contexts across Europe (and beyond).



# ZWE in the media sphere

In a proactive move to enhance its media presence, ZWE doubled its efforts by strengthening the focus on strategic media engagement. This renewed approach has significantly elevated the organisation's visibility and impact in the public sphere.

## First-ever mention in The Guardian

One shining moment came when ZWE received its first-ever mention in *The Guardian*, followed swiftly by its *second*, a milestone that underscored the organisation's growing influence. Jack McQuibban was interviewed by Ajit Niranjana from *The Guardian*, shedding light on Kiel's remarkable journey to becoming Germany's first Zero Waste City. The article, published in mid-October, showcased Jack's expertise and ZWE's pivotal role in the zero waste movement.

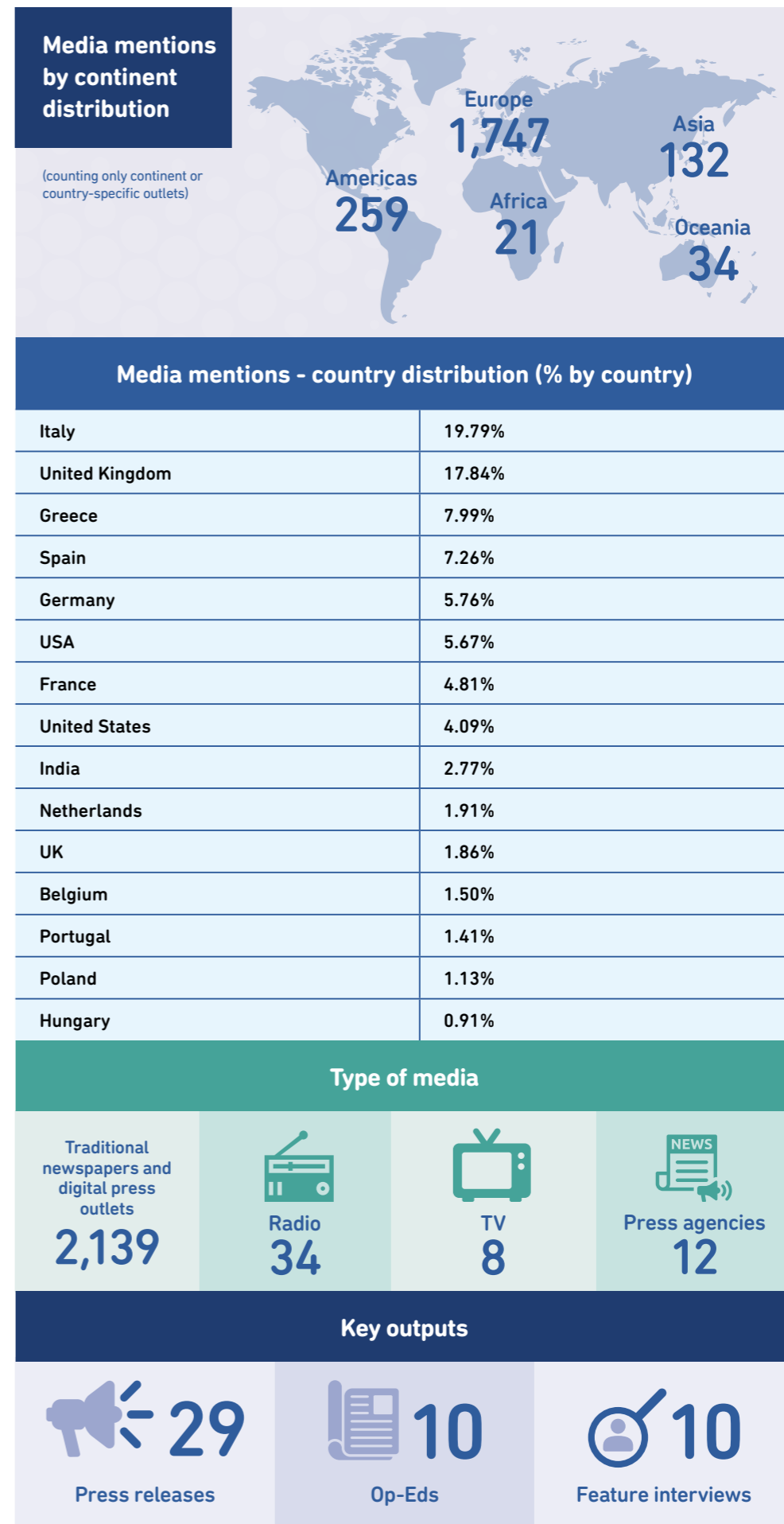
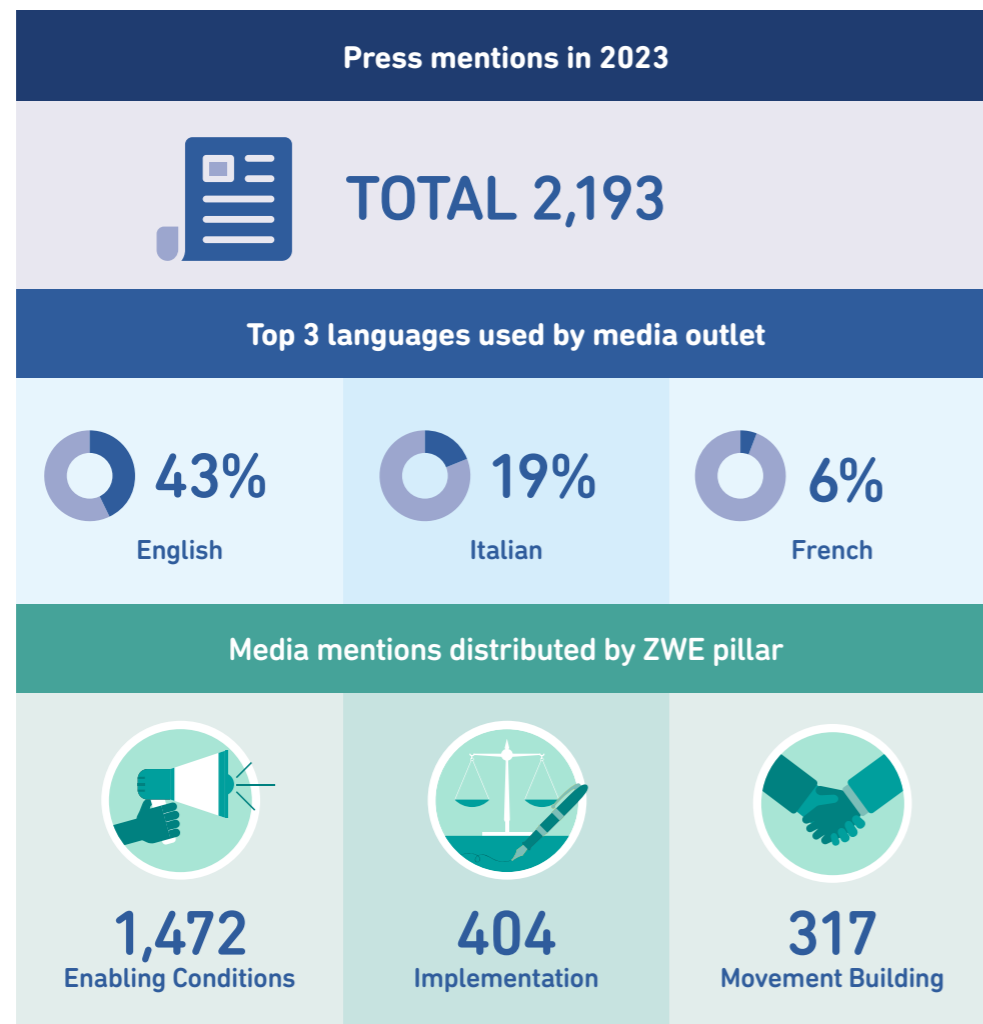
## First-ever mention in Al Jazeera

In a significant interview with *Al Jazeera*, ZWE discussed landfill methane emissions with journalist Saumya Roy. ZWE emphasised the importance of including European landfills in emissions monitoring, stating that "If you have data, you can make strategies."

## PPWR op-ed push

Anticipating the critical ENVI committee vote on the PPWR, the ZWE team sprang into action, crafting a compelling op-ed. Translated into multiple languages—including French, Dutch, German, Italian, Portuguese, Spanish, and Polish—the op-ed was swiftly pitched to media outlets across EU member states. Within a tight timeframe of just one week, their efforts bore fruit as the *op-ed* hit the headlines.

### 2023 media work in numbers:

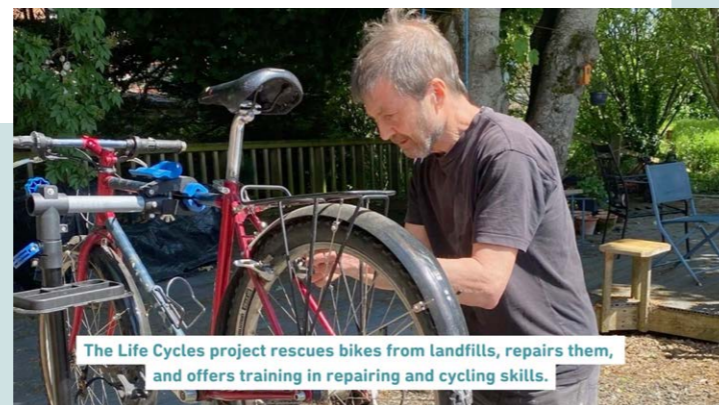


## Amplifying our network

In 2023, we continued our monthly ZWE Changemakers series, which puts one of our member organisations, their local network efforts, and their impact in the spotlight.



Zero Waste Europe Changemakers



The Life Cycles project rescues bikes from landfills, repairs them, and offers training in repairing and cycling skills.



Presenting our member

PZWA - The Polish Zero Waste Association



Presenting our member

ZERO - Associação Sistema Terrestre Sustentável



Presenting our member

UKWIN - The United Kingdom Without Incineration Network



Presenting our member

Oekozenner Pafendall (Luxembourg)



# Strengthening our organisational setup

2023 was a transition year for Zero Waste Europe. After a growth in the number of staff members between 2019 and 2022, including a redefinition of our organisational values, in 2023 we took the time to strengthen our internal functioning.

Our main aim being the fulfilment and wellbeing of our team and network, we laid the grounds for ZWE's evolving management team, took a deep dive into our organisational habits (wellbeing, work prioritisation, how we do project management at ZWE), and looked at capacity building ("how does one learn best?").

Our staff being at the heart of our activities, in 2023 we strengthened our Friday "no-meetings" policy, allowing staff members to focus on long-term projects or to compensate for overtime when possible; elected a new internal person of trust; and paved the way for 2024 with a new team member who will focus solely on human resources and internal events.

For our organisation to grow, it is essential to set the right legal framework. Our Operations team has been very active this year in reviewing our GDPR compliance, and performing internal phishing tests to IT prevent security breaches. Furthermore, in 2023, we have initiated the conversion from our Dutch Entity into a Belgian one, and expect to finalise it in 2024.

## A new ZWE Board composition

During our Network-Wide Gathering in Guimarães (Portugal) in April 2023, we welcomed 3 new additions to the ZWE Board while also saying a heartfelt goodbye to Rossano Ercolini and Huub Scheele, founding Board Members who were instrumental in guiding us as President and Secretary of Zero Waste Europe, respectively.

The newest composition of the ZWE Board has been in place since November 2023 and includes:

- Mindy O'Brien as the President of Zero Waste Europe.
- Jaka Krancj (from Ekologi brez meja) as Treasurer.
- Janine Röling (from Recycling Network Benelux) as Secretary.
- Antigone Dalamaga (from ECOREC).
- Juliette Franquet (from Zero Waste France).
- Maja Krastina (from Zero Waste Latvija).
- Nathalie Cadot (in a personal capacity).



# Behind the scenes

In addition to the amazing efforts and support from our membership across the European continent, our victories and achievements could not have happened without the enthusiasm, dedication, and hard work from the Zero Waste Europe staff. Thank you for all your continuous commitment and motivation!

## Meet the team

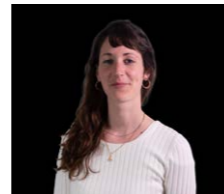
### Zero Waste Europe Staff



**Esra Tat**  
Executive Director



**Joan Marc Simon**  
Director-Founder



**Aline Maigret**  
Head of Policy



**Janek Vähk**  
Zero Pollution  
Policy Manager



**Dorota Napierska**  
Toxic-Free Circular  
Economy Policy  
Officer



**Larissa Copello**  
Packaging & Reuse  
Policy Officer



**Lauriane Veillard**  
Chemical Recycling  
and Plastic-to-Fuels  
Policy Officer



**Theresa Mörsen**  
Waste & Resources  
Policy Officer



**Jack McQuibban**  
Head of Local  
Zero Waste  
Implementation



**Nathan Dufour**  
Reuse Systems  
Manager and  
Leader of the ReuSe  
Vanguard Project  
(RSVP)



**Manon Jourdan**  
Implementation  
Officer



**Stephanie Yates**  
Head of Network &  
Movement Building



**Giulia Lodi**  
Network &  
Communications  
Officer



**Ana Oliveira**  
Head of  
Communications



**Nanna Cornelsen**  
Communications  
Officer



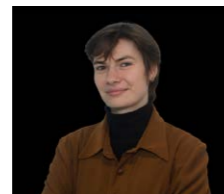
**Seán Flynn**  
Media Outreach &  
Communications  
Officer



**Alice Marquet**  
Head of Operations



**Alexandra Clipa**  
Administration and  
Events Officer



**Anna Garstka**  
Human Resources  
Officer



**Desi Borisova**  
Finance Officer



**Kaisa Karjalainen**  
Director of the  
Mission Zero  
Academy



**Solène Fargeix**  
Business Developer  
Manager of the  
Mission Zero  
Academy

## Zero Waste Europe Board



**Mindy O'Brien**  
President



**Jaka Kranjc**  
Treasurer



**Janine Röling**  
Secretary



**Antigone Dalamaga**  
Board Member



**Juliette Franquet**  
Board Member



**Maija Krastiņa**  
Board Member



**Nathalie Cadot**  
Board Member

## Zero Waste Europe Scientific Committee



**Enzo Favoino**  
Chair of the Scientific  
Committee

## Our GAIA colleague

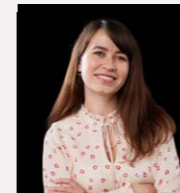


**Mariel Vilella**  
GAIA's Global Climate  
Programme Director

## Our hosted coalition and alliances



**Justine Maillot**  
Coordinator of  
Break Free From  
Plastic Europe and  
the Rethink Plastic  
alliance



**Iveta Cadrova**  
Movement building  
Coordinator of  
Break Free From  
Plastic Europe



**Alexander Colling**  
Grants and  
Operations Officer  
of Break Free From  
Plastic Europe



**Laura Diaz Sanchez**  
Solutions  
Coordinator for  
Break Free From  
Plastic Europe



**Bethany Spendlove Keeley**  
Europe  
Communications  
Officer for Break  
Free From Plastic



**Ioana Popescu**  
Coordinator of the  
Rethink Plastic  
alliance and Policy  
Coordinator for  
BFFP Europe



**Caroline Will**  
Communications  
Coordinator of the  
Rethink Plastic  
Alliance

## Cherished colleagues who left us in 2023-24

Staff who left the ZWE, BFFP/RPa, and MiZA teams in 2023-24 and to whom we owe a huge thank you



**Caroline Cullière**



**Heli Pärna**

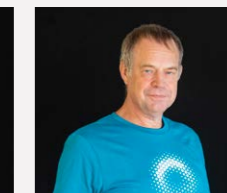


**Raphaëlle Catte**

Board members who left the ZWE Board in 2023 and whom we thank for their unforgettable years of service and dedication



**Rossano Ercolini**  
(10 years as President  
of Zero Waste Europe)



**Huub Scheele**  
(10 years as ZWE  
Board Secretary)

# Finance and funding

## Our funders

- EU Grant: Interreg ERDF - CapOnLitter
- EU Grant: LIFE BIOBEST Project Grant
- Adessium Foundation
- Astra Foundation
- European Climate Foundation
- GAIA
- ETF (Energy Transition Fund)
- Kristian Gerhard Jebsen Foundation
- MAVA
- OAK Foundation
- Plastic Solutions Fund
- Sigrid Rausing Trust
- Telos
- The Pew Charitable Trust
- The Robert H. N. Ho Family Foundation Limited
- UMI
- Donations
- Membership Fees



## Our finances

### ZWE expenditures in 2023

	KEUR
Salaries	1661
Direct costs	460
Overheads	276
<b>In house</b>	<b>2397</b>
Subgranting	337
Reserves	74
<b>ZWE core spending</b>	<b>2808</b>
Hosted coalitions and movements	1755
<b>Total ZWE finances</b>	<b>4563</b>

### ZWE Income in 2023

	EUR
Foundation grants	2151
EC	612
Other income	31
Membership income	12
Donations	2
Hosted coalitions and movements	1755
<b>TOTAL</b>	<b>4563</b>

# Thank You

Akmaz BVBA

An de Smet/Aragon BVBA

Andrew Rollinson

Blush Design Agency

Bryan Mathers

BTW-lijn

Dalberg Management

Dominic Hogg/Equanimator Ltd

Eunomia Research & Consulting

Filipe Ferreira

Francesca Tabasso

Friends Productions

Grainne Murphy

Mike Walker

Netika

Inèdit

KOIS

KPMG

Marc Peczenik/Softcom

Nadia van Kesteren/Etcetera Editing

Neil Avern/Loop Creative

Noble Studio

Noiza

Organisation Development Support

Öko-Institut

Okay When

RREUSE

Pinsent Masons

Searious Business

Simon Sharp/Sharp Design

Sarah Claessens/Arcadius

The Hum

Tim Clynen

ToxicoWatch

Topos/Eleni Tolkoutsis

Waterbear

White & Case

.....

All our allies and like-minded organisations which contributed to our work and publications throughout the year.

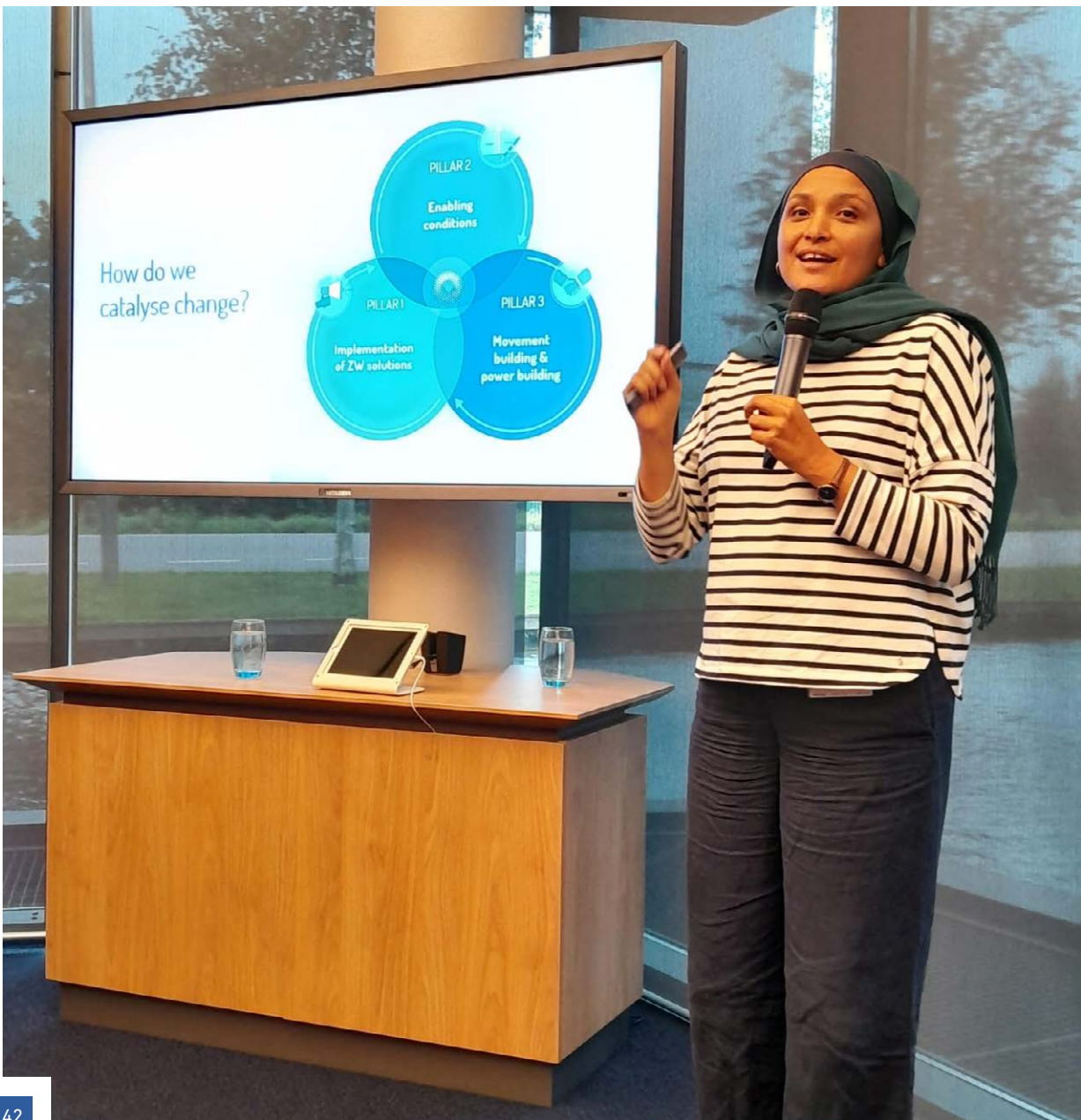
The pioneering cities who have committed to becoming zero waste, and those who have helped us test and pilot several new tools/services over the past year.

Our supportive Donors.

Our critical Funders.

Our fantastic Members.







**Editors:** ZWE Communication Team  
**Design:** Blush Design Agency  
**Date:** May 2024

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