



A Practical, Results-oriented Network Working for a Litter-free Europe by 2030

**Jean-François Molle -Vice-President
CEO Gestes Propres**

**Meeting of Expert Group on Waste
28 September 2017**



CLEAN EUROPE NETWORK

- A reach of 20 million European citizens
- Launched in Brussels in March 2013 in the presence of Commissioner Potočník





Members

**HOLD
DANMARK
RENT**



STOP AUX DÉCHETS SAUVAGES



**hold
Norge
rent**



*a joint platform of FostPlus and
OVAM*



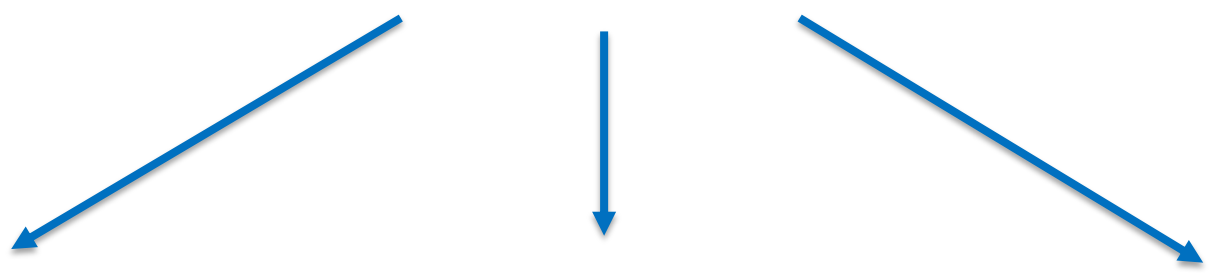
What we do

1. Share experience, expertise, effective practice and research with a view to improving litter prevention across the EU
2. Develop common programmes/methodologies in areas where there is added-value in a European approach
3. Promote litter prevention policy in Europe

Vision & Mission

A litter free Europe by 2030

Reached by



Changing behaviour
and reducing litter at
all levels within
Europe

Stimulating **greater
litter prevention
activity** - focusing
particularly on
younger generations

Encouraging the
**application of greater
resources** to this end
in EU Member States
and across wider
Europe

Vision & Mission

1. ENVIRONMENTAL

2. ECONOMIC

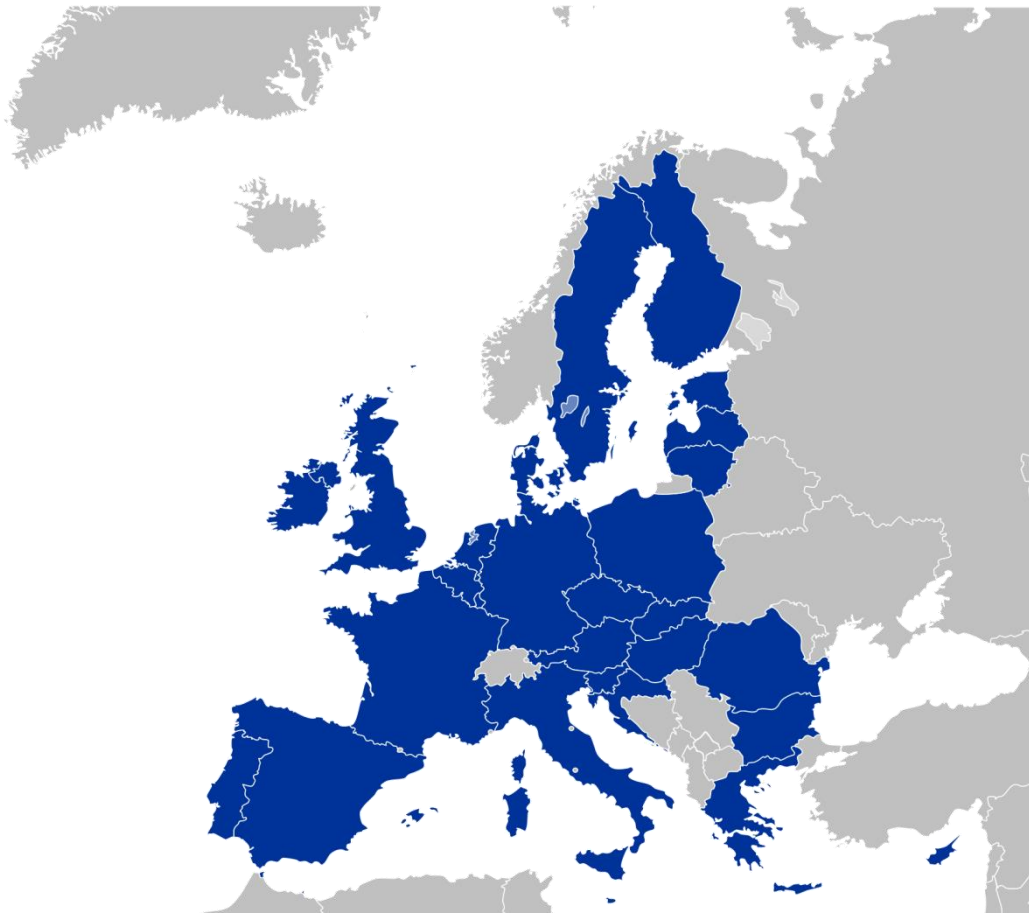
3. SOCIAL

Environmental Impact

- Wildlife
- Water quality
- Oxygen
- Health
- Life



Economic Impact



Clean-up costs
€25 per year
on each
taxpayer



For land alone
= annual “loss”
of €11-13 billion
across the EU

- Burden on Local Authorities
- Discourages Tourism
- Other hidden costs...



Social Impact

- Associated with criminality
- Health impacts
- Social Justice

“Vous pouvez laisser une plus belle trace sur terre.”



“You can leave a better trace on earth.”





CLEAN EUROPE NETWORK





KEEP SWEDEN TIDY



**Gunnar Fredriksson
Håll Sverige Rent**

**Meeting of Expert Group on Waste
28 September 2017**

The Plastic Bag 2017

Keep Sweden Tidy has been engaged by the Swedish environmental protection agency to develop a best practice on how to reduce the usage of plastic bags.

The project/campaign:

- Research and PR
- Communication
- Pilot Campaign in the city of Västerås
- National campaign later

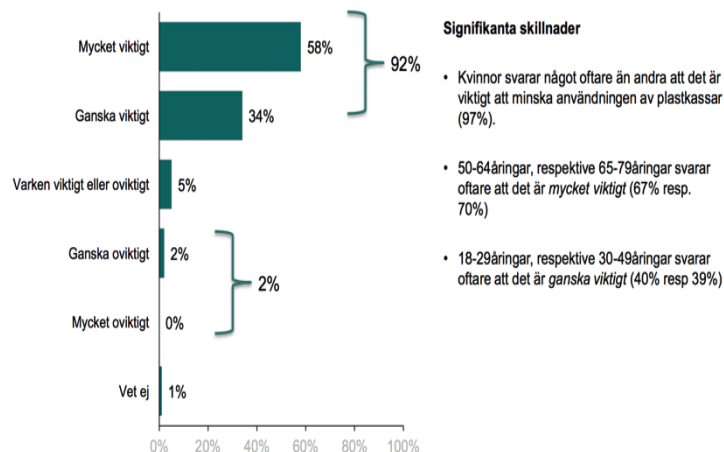


Market Research

- **Baseline research:** on consumer knowledge, attitude and consumption
- **Benchmarking:** repeat same research after campaign to assess impact

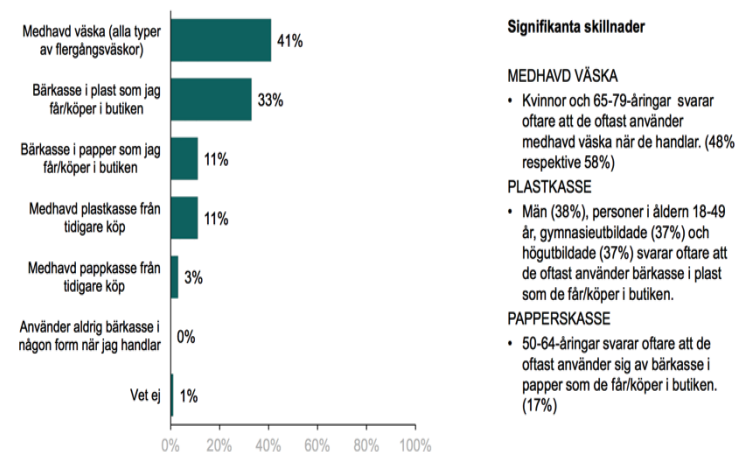
De flesta tycker att det är viktigt att minska användningen av plastkassar

Fråga: Hur viktigt eller oviktigt tycker du att det är att minska användningen av plastkassar?



När man handlar är det vanligast att använda medhavd väska eller plastbärkasse som man köper/får i butik

Fråga: Om du tänker på de tillfällen då du handlar och är i behov av en bärkasse till det du köpt. Vilken typ av bärkasse använder du oftast?



Communications Concept: slogan & text

RE-THINK / RE-USE

Ta med påsen till butiken. Igen och igen och igen...

Bring your bag to the store. Again and again and again....



Communications Concept: slogan & text with photo-images



RE-THINK / RE-USE

Bring your own bag to the store. Again and again and again....



RE-THINK / RE-USE

Bring your own bag to the store. Again and again and again....

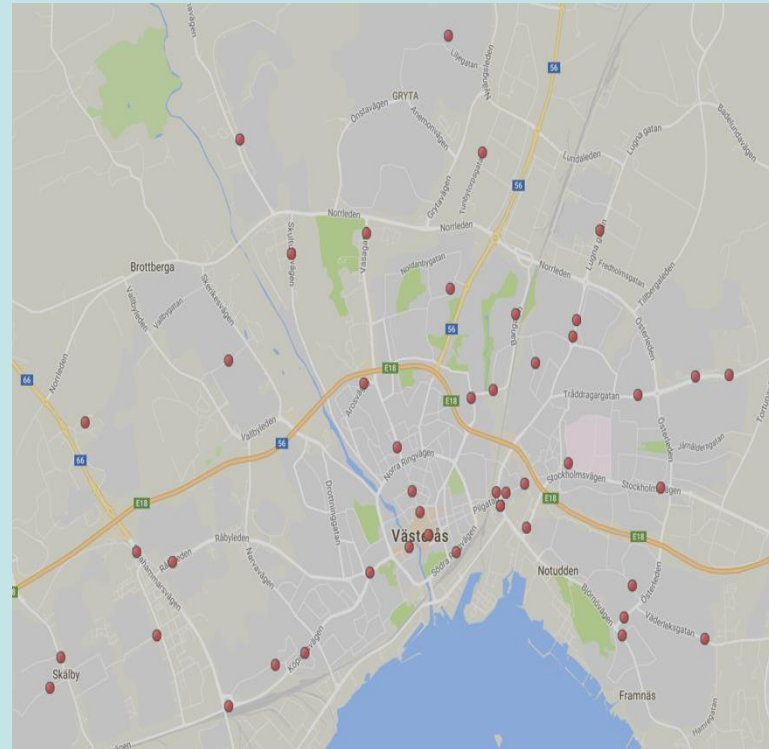


- “Timeless” yet “up-to-date”
- Widely understood
- Mixes emotion with practical action
- Addresses both sexes
- In the style of fashion photography



Pilot Campaign in Västerås - first week in October

- **Outdoor advertising:**
50 spots in city center
- **Radio advertising:** local channel
168 spots
- **Print advertising:** in local
newspaper
- **Radio SoMe**
- **Evaluation of the campaign:**
with independent research institute



Campaign city of Västerås (Week 40, 2017)



Dummy bilder



**RE-THINK
/RE-USE**

Oven i mål en flöj och baskin och äggplan.
 Så många tår var i år på avplatser.

Die platten Streifen sind, die abwechselnd
mit einer roten Platte aus der gleichen
oder einer anderen
Farbe.

Frökenstiderna inte bara i en stora världshaven,
utan också här i Sverige. Åren i Skånen varit
vi njuter vårt dricksvatten.

Om du tar med dig egen kasse, eller låter oss leverera
bottarna på en ligger du till att betala en extra avgift.

Ta med påsen till butiken.
Igen och igen och igen...



THESE RESULTS ARE IN ACCORD WITH THE
FINDINGS OF OTHER STUDIES WHICH HAVE
SHOWN THAT THE USE OF A
STANDARDIZED QUESTIONNAIRE
IS THE MOST EFFECTIVE METHOD
FOR ASSESSING THE EFFECTS
OF A TRAINING PROGRAM.



**RE-THINK
/RE-USE**

Över i viljans fjälar och kändhetens daggfjät,
Så många där varje år pga os planter.

För planen ska det inte, som förändringen föreslår, införas några nya regler, till exempel om tillstånd för att bygga ut eller om tillstånd för att bygga om.

Problemet finns inte bara i de stora vinbårenerna
sint också här i Sverige. Även i Mälaren varifrån
vi hämtar vårt dricksvatten.

Om du är medlem i en förening, eller är medlem i
barnens förening, hjälper du till att besvara här och sjön.

Ta med påsen till butiken.
Igen och igen och igen...



For more information, visit www.fox.com.

Radio



National Campaign – ca. 18 Oct → 15 Nov

Work in progress:

- Campaign Website & Webshop
- Social Media (posts and competition)
- RE-THINK / RE-USE ads in malls
- Radio SoMe
- PR/Media
- Communication on dairy cartons



Dairy Carton Messaging

STOP PLASTIC BAGS (...IN THE POCKET)

On one side of the carton starting 25 oktober:

- | | |
|---------------|----------|
| – 1,0 l milk | 1 month |
| – 1,5 l milk | 2 months |
| – 1 l yoghurt | 3 months |

STOPPA PLASTPÅSEN (... I FICKAN!)

Visste du att plastpåsen är en av våra största miljöbovar? Påsar som hamnar i naturen går sönder i små bitar som skadar djur, fåglar och fiskar, och förstör våra hav. Dessutom går det åt en massa energi för att tillverka plastpåsar.

Så här får det ju inte vara! Vi måste hjälpas åt att minska pås-förbrukningen. Men hur???

Tänk efter
när du handlar
– behövs jag verkligen?



1

MINIMERA!

Ta inga plastpåsar i onödan när du handlar i affären.

Ta alltid med mig
i fickan eller i väskan!
Jag tar nästan ingen plats
alls och kan användas
många gånger!



2

ÅTERANVÄND!

Är du klar med mig?
Hjälp mig att hamna i
plaståtervinningen!



3

ÅTERVINN!

De flesta plastpåsar används bara en enda gång (!!!). Om du använder en plastpåse 4 gånger i stället för en, minskar du utsläppet av växthusgaser med ett helt kilo!



Hittar du en slängd plastpåse i naturen? Ta upp och lägg i återvinningen! Då gör du miljön en STOR tjänst! Det tar flera hundra år för plast att brytas ned i naturen, och under tiden frigörs de ämnen som finns i plasten!

HÅLL SVERIGE RENT.

För mer fakta och tips: www.hsr.se





CLEAN EUROPE NETWORK





7 Breakthrough Propositions for Litter Prevention in Europe & A Common European Litter Measurement & Monitoring Methodology

Eamonn Bates – Secretary General
Meeting of Expert Group on Waste
28 September 2017

A Circular Economy for Europe

>>Shared responsibility for litter

Revision of EU Waste Legislation will address litter & prevention of littering for the first time

- **EU member states** to take responsibility for addressing littering and litter in their policies and programmes and to take steps to make sure citizens respect the rules;
- **producers** to take responsibility for communicating litter prevention information to citizens;
- **EU citizens** to take their personal responsibility of not dropping litter, or potentially face legal consequences;
- **Commission** to facilitate exchange of practice & expertise; develop a common measurement methodology.

7 Breakthrough Propositions for litter & prevention of littering (1)

1. First ever **definition of “litter”** at EU level
2. The act of **dropping litter** to be an offence (with **penalties**) in all EU countries
3. Member states must develop a **litter prevention strategy** in their National Waste Management Plans sent to Brussels
4. European Commission to establish a **Common European Methodology** for litter measurement and monitoring

7 Breakthrough Propositions for litter & prevention of littering (2)

5. Member states must **identify the products** that are main source of litter
6. Producers required to pay for **litter prevention communications** campaigns
7. The EU **definition of municipal waste** extended to cover collected litter



Common European Litter Measurement & Monitoring Methodology

The Product



A Common European Litter Measurement & Monitoring Methodology

- **2014:** Prototype developed
- **2015:** Pre-piloting in 4 locations
- **2016:** Full piloting in 54 locations, in 10 European countries
- **2017:** data management development
- *Co-financed in 2014 & 2016 by EU LIFE NGO grant*

Purpose

- Comparative data
- Support policy-making & implementation
- Focus resources & support management
- Raise awareness

What is being assessed?

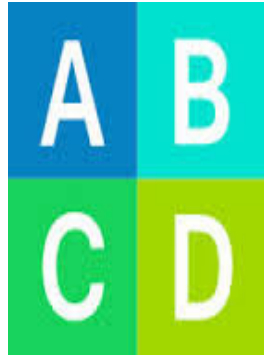
- Determine **degree of cleanliness** of locations being surveyed
- Determine **how much litter** is present in locations being surveyed and which individual **litter types** are present
- Gather info on **public perceptions and attitude** to litter locally

End product

- Easy to use
- Inexpensive
- Smartphone- & tablet-based
- Flexible/ Modular (accommodate needs of wide range of users - resource availability & statistical output)

3 MODULES

Grading



Counting



Perception



MODULE 1 on GRADING

- Consists of attributing grades from **A to E** (clean transects to littered transects)
- Allows to gather **robust** and **comparable** data
- Helps to evaluate **standards of cleanliness**

MODULE 2 on COUNTING

- Litter counted in **defined transects of 100 m²** in chosen habitats
- **List of litter categories** in line with the *Methodology for Monitoring*
- *Marine Litter on the Beaches in the OSPAR Maritime Area*

MODULE 3 on CITIZEN PERCEPTION

- **Questions** put directly to:
 - “local people” such as residents...
 - ...or people who frequent the area regularly (e.g. on the way to work or school)
- To understand **how they rate the cleanliness**
- **Useful for local authorities**
 - e.g. to see if local customer perception matches measured reality

3 TYPES OF ENVIRONMENT

- Urban



- Rural



- Freshwater



MULTIPLE HABITATS per ENVIRONMENT

- **Urban**, e.g. Central Business District, Public Space & Recreational Areas, etc.
- **Rural**, e.g. Rural villages and Hamlets, Rural Footpaths, etc.
- **Freshwater**, e.g. Ponds, Rivers & Canals, etc.

And now, a little
test...

clean

dirty



~~A~~

B

C

D

E

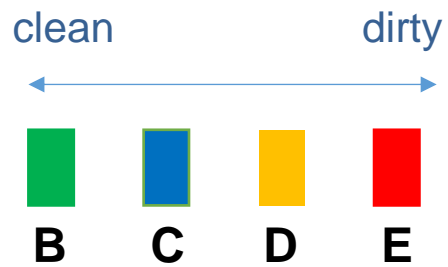
~~F~~



CLEAN EUROPE NETWORK



Picture 1



Picture 2

clean ← → dirty



B



C



D



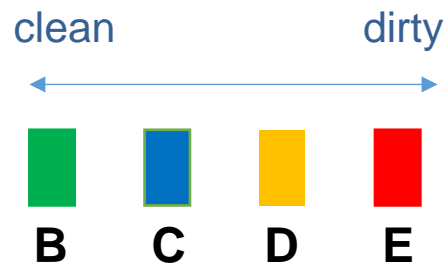
E



CLEAN EUROPE NETWORK



Picture 3



Picture 4

clean ← dirty



B



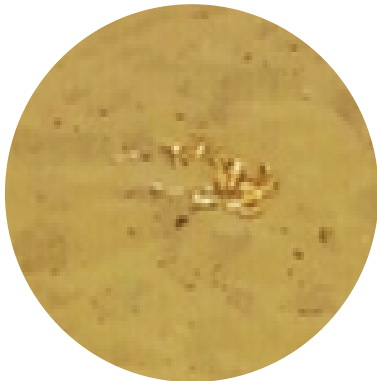
C



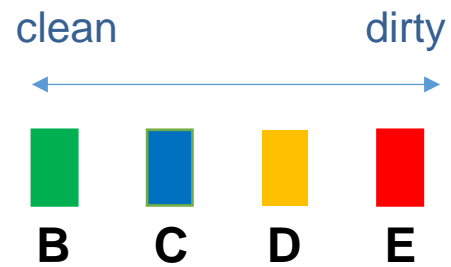
D



E



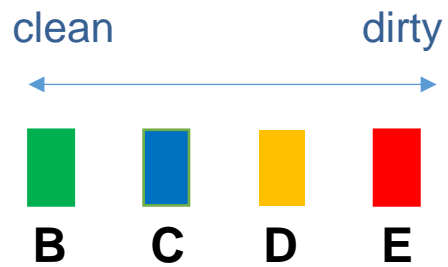
Picture 5



Please, consult the
booklet ...

...and let's start
again!

Picture 1



Picture 2

clean ← → dirty



B



C



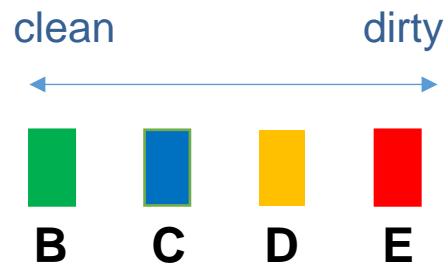
D



E



Picture 3



Picture 4

clean ← dirty



B



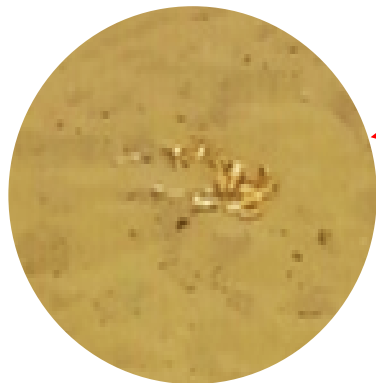
C



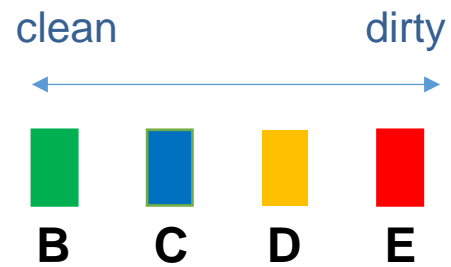
D



E

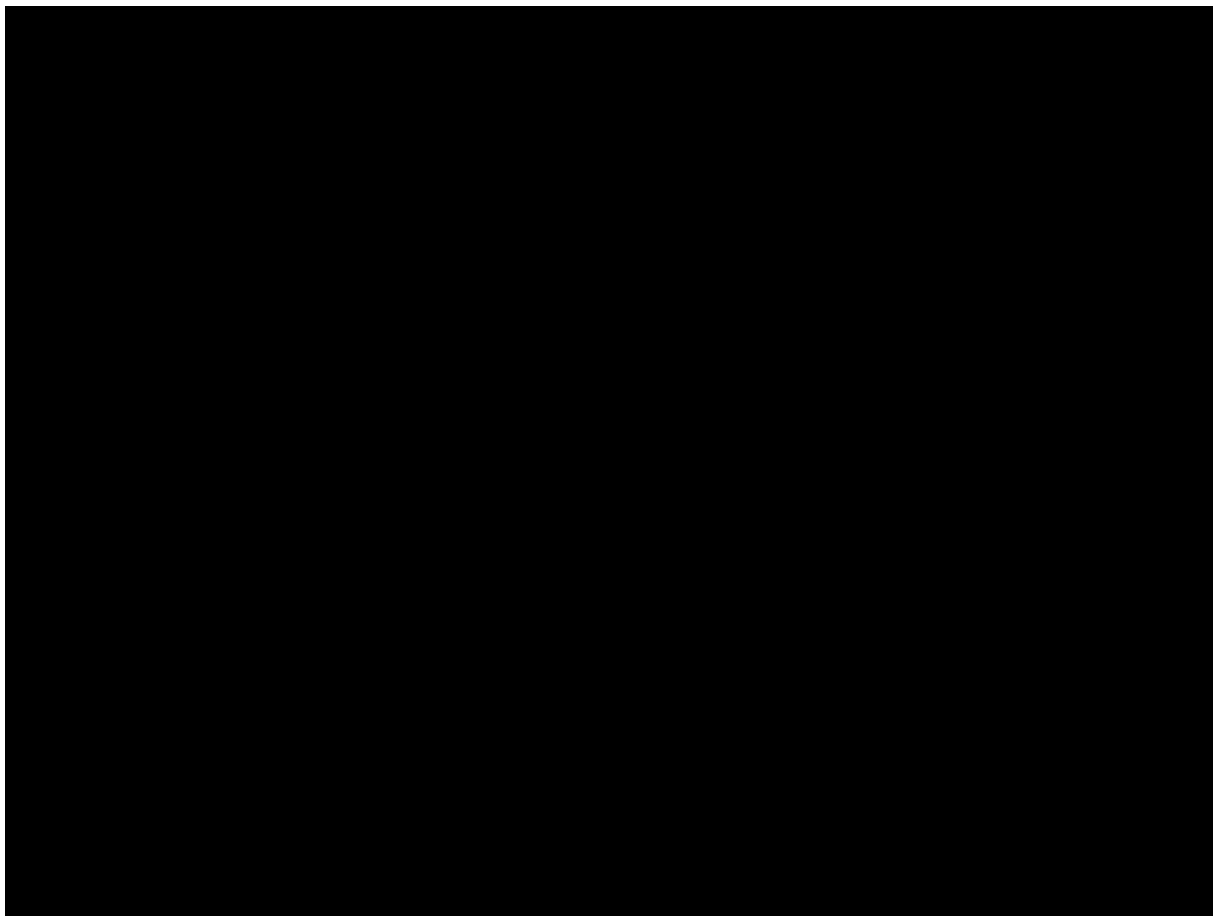


Picture 5



A LITTLE CONFESSION...







2017 & further

- Development of a common Service package to accommodate the Common European Methodology
- Development of Data Management
- Recruiting stakeholders to partner the development of prototype to product
- Helping to create litter prevention organisations in countries where there are none, while introducing common European methodology and common European service package.

**Thank you for your
attention!**