

# GROUP ACTIVITY

## FACTS ON CURRENT LEVELS OF MUNICIPALITY WASTE MANAGEMENT AND PREVENTION

These facts have been created and designed to provide a baseline framework from which you can work from, in order to help design and create your zero waste plan.

- The municipality is medium-sized and quite residential, lots of high rise buildings in densely populated areas and suburbs. Only 30% of the population have access to a garden.
- 200,000 inhabitants generating 550 kg of residual waste per capita per year, which includes 15% coming from local cafes and restaurants.
- The average income of local resident is below that of the EU. Most resident's income comes from the tourism and hospitality sectors.
- Challenge of the language diversity: 5 different languages spoken by residents throughout the town.
- The municipality partners with the **local waste management company who are responsible for implementing the waste and separate collection systems**. The municipality has overall say and control over which company operates this programme, but the waste management company is realistically the only business who have the capacity and technical requirements to run this service within the local area.
- 35% separate collection rates in the municipality:
  - Glass: street container
  - Door-to-door collection of residual waste + paper and cardboard
  - Plastic bottles: street containers
  - No separate collection of organics

- Recycling rates have been stable at 20% for the past 5 years now, despite a couple of public awareness raising campaigns ran on why and how to recycle.
- Incineration plant used for the vast majority of residual waste and has a contract to run until 2027. The incinerator services many towns and communities across the local region, charging high taxes due to there being little other option available for municipalities to manage their waste with. The plant is 50km away from the town, resulting in high transportation costs too.
- There is one central drop off location that citizens use for hazardous, bulky, garden and organic food waste, which is currently 20km outside of the town with low usage rates low at around 5-10%.
- Municipality interested in the possibility of introducing a PAYT scheme,, with local businesses not opposed to the idea either, but no action taken yet due to capacity.
- Currently, residents pay a flat base rate of tax to the municipality for waste collection and management, which does not differ depending on the amount of waste they produce.
- One small and independent packaging-free shop has been established in the town within the last 12 months, but otherwise there remains little to no encouragement of reuse. There are no repair centres in the local area, although some businesses do offer the service but with a small fee.
- Educational posters have been spread around the town in the past to encourage the use of separate collection bins for residents and tourists, as well as some social media advertising which the municipality has invested in to try to get more younger people recycling and reusing.

## STAKEHOLDER PROFILES

### Waste Manager at the municipality

You are the manager of the waste office within the municipality. The contract you have with your current waste incinerator is due to run out at the end of 2027 and the head of the municipality has asked you to explore cost-effective and environmentally-friendly solutions. The work of local NGOs has made you aware of the benefits of a zero waste programme and you are interested in pursuing this further. The Head of the municipality is cautious on the idea of zero waste but understands the desire for change from the community, as well as the requirements to meet EU waste regulations. You have restricted funding to develop this further, and all new spending needs to be clearly defined with the expected benefits outlined, ensuring value for money for local taxpayers. The municipality receives a high-level of tourists during the summer months which bring a large amount of revenue to local businesses, so you are reluctant to introduce new regulations on waste prevention which might deter tourists or anger local companies.

### Director of local waste management company, 'WasteNot'

You are the Director of the local waste management company, 'WasteNot,' which runs the waste collection and management service in the local municipality. WasteNot has run this service for a long time now as there is very little competition from other companies who have the same technology or capacity to challenge their authority. WasteNot is currently struggling with some financial difficulties, so you make decisions based on what is most cost-effective and what will help the long-term security for the company. WasteNot currently only has limited capabilities to recycle certain waste streams (paper, glass, some plastic containers) but has links to its partner waste companies nationally which it could send organic waste to for centralised composting, but you have not taken this action as you feel there is no demand from local residents for this service. Currently the vast majority of residual waste is sent for incineration at a centre 50km away from the municipality, as well as some other landfill sites between 80 - 100 km away.

### **Local Hotel owner**

You are the owner of a local, independent hotel which also runs a large restaurant within the business. The hotel is extremely dependent on the revenue it receives from high-levels of tourism which come to the municipality during the summer. Tourists come from across the world to the municipality, so you ensure that the restaurant menu accommodates for many different cuisines. As a result, you order in a lot of food from different parts of Europe rather than locally grown. With little capacity in the municipality for separately collecting organic waste and plastic packaging, the hotel and restaurant generate a vast amount of residual waste which is not being recycled, especially during seasonal tourism peaks. You are however interested in saving costs and would very much welcome initiatives that do this whilst also connecting the hotel closer to the community, as it has been a central part of the town's history for many decades now. The restaurant also serves some food and drinks for customers to take away with them, and you would not be against the idea of a PAYT system or using reusable cutlery, you just simply don't have the time or money to source the capacity or products.

### **Local Zero Waste Group**

You run the local zero waste group which is part of the national alliance, a member of Zero Waste Europe. Your activities in the past have focused mostly on raising awareness on the importance of recycling, helping to educate residents and local businesses about what can and should be recycled through the available separate collection options. Your group has also ran public campaigns during the peak tourist season calling on tourists to generate less litter, to use reusable products and recycle all that they can. You have ran several workshops now with waste management company and municipality, using Zero Waste Europe's tools and resources as a guide to help outline what a potential zero waste municipality programme would look like for the town, and now you are starting to feel that they are becoming increasingly supportive of your work ahead of the big upcoming decision on the incinerator. You have little funding available to support your work and the organisation is based mostly on the work of volunteers. However, you have access to the expertise and resources of both your national Zero Waste Alliance and Zero Waste Europe to help guide your work.

**(If needed for fifth group member)**

### **Headmaster of local school**

You are the Headmaster of the largest primary school in the community. You procure a large amount of food and products to run the school and therefore have the ability to reduce your waste significantly, if proactive steps are taken to do so. There is however limited funds for big changes, so you will need to work with the community to find new ideas and solutions that help address the issue. You have only just begun using separate collection bins for paper, glass and residual waste at the school. This has been a success so far but you would like to do more to increase the rates and also address the large amount of food waste that occurs every day with the catering company that you are contracted with. You believe the children at the school would benefit from greater education & awareness on waste reduction and prevention, but currently it is a struggle to prioritise this given your many existing requirements and targets to meet.

## TEMPLATE TO PRESENT YOUR ZERO WASTE MUNICIPALITY PLAN

Key components / main actions of the ZW plan	What each stakeholder will do	How can they engage with other stakeholders?
<p><b>Short term actions</b> (0-3 months) <i>E.G initial assessment of waste generation &amp; prevention measures</i></p>	<p><b>Short term actions</b> (0-3 months) <i>E.G municipality official will introduce new separate collection system</i></p>	<p><b>Short term actions</b> (0-3 months) <i>E.G create promotional flyers &amp; materials to raise awareness on new ZW programme</i></p>
<p><b>Medium-term actions</b> (3-12 months)</p>	<p><b>Medium-term actions</b> (3-12 months)</p>	<p><b>Medium-term actions</b> (3-12 months)</p>
<p><b>Long-term actions</b> (1-3 years)</p>	<p><b>Long-term actions</b> (1-3 years)</p>	<p><b>Long-term actions</b> (1-3 years)</p>

Visit the websites of the authors to find out more information about zero waste and how to implement successful waste prevention & reduction policies at the local level.



**Zero Waste Cities**