

A METHODOLOGY FOR ZERO WASTE MUNICIPALITIES



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Co-funded by the
Erasmus+ Programme
of the European Union

An introduction to myself

Environmental activist for passion and my fulminating encounter with ZW

Florence. Demonstration against the incinerator in 2016



At the Zero Waste Research Center in Capannori
with Rossano Ercolini and Paul Connett



Zero Waste Italy

Since 2009, our commitment to develop the application of: 10 steps to reach Zero Waste

Our main activities are:

- * follow the Zero Waste Municipalities network in cooperation with the Guarantee Committee
- * cooperate with local group engaged in environmental protection
- * provide contacts, skills and training for adults and children (activists, companies, schools)
- * create ecological campaigns involving civic awareness of citizens and producers to re-design
- * organize public meetings and discussion
- * cooperate with GAIA (Global Alliance for Incinerator Alternatives)
- * share information with Zero Waste Europe
- * organize and handle the busy Rossano Ercolini's agenda
- * maintain institutional relationships



An overview of the 300 Municipalities



Our strategy present almost everywhere in our country

Italy is divided into 21 Regions and there are ZW Municipalities spread in 18 Regions

To become a ZW Municipalities: adoption of the ZW resolution on the model of Capannori

Classification of ZW Municipalities: green, yellow, red

Some examples for the evaluation standard:

- Percentage of separate collection + production of residual urban waste per capita (+/- than 100 kgs)
- application of the “pay as you throw” rate
- realization of good practices such as waste reduction, repair-reuse center, composting, plastic free events, facilitations for unpacked stores
- project as zero waste families



Why ZW Italy has been so successful ?

So many Italian municipalities adopted Zero Waste strategies

In Italy there is a lot of activism

it is estimated around 7 million people are engaged in voluntary activities

the European capital of volunteering 2020 is an Italian city, Padova.

An explanation could be that all this ferment of citizens stimulates discussion and public policies



Taking a deeper look at Carmignano

The green lung in a largely urbanized area between Florence-Prato and Pistoia



Carmignano is part of the Italian network of Zero Waste Municipalities since 2016 :

To increase and improve the separate collection door to door

To move towards the circular economy and contribute to the ecological education of citizens

Taking a deeper look at Carmignano

The measures introduced by the Administration:

- separated door-to-door collection + public information campaigns to correctly separate the waste
- home composting + free delivery to families asking for composter
- municipal resolution: for each % point that separated collection grows, there is a % point less, on the cost of the waste tax paid by citizen
- containers for the waste oils located in public spaces
- door-to-door and exclusive glass collection (not mixed with plastic and aluminum)
- public positions against the construction of new incinerators
- events on food waste
- municipal resolution on plastic free events
- water bottles given for free to all children at elementary school
- inside the Municipality building, tap water and coffee machine with cup made in ceramic or paper

Taking a deeper look at Carmignano

Since 2016, the percentage of separate waste collection increased by 12%.

To fight the phenomenon of waste abandonment, they installed mobile cameras to fine and discourage this practice

Next steps for Carmignano: facilitate the creation of a reuse center + a community compost



Trends and challenges for ZWI due to the coronavirus

In front of every crisis, there is an understandable fear of the recession but also the possibility to learn the lesson and creating something new. One lesson can be: let's match our lifestyle with the well-being of the planet.



New opportunities

One of the activities that we are following both as Zero Waste Italy and as Zero Waste Europe, is the new business of an Italian social cooperative called Eta Beta, which buys-washes and rents diapers, masks and in the future all those disposable products used in hospitals, dental offices or in companies such as lab coats, headphones for hair, shoe covers.

Moving towards a regenerative future is our best option, if not the only one



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THANK YOU



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