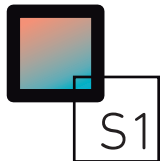


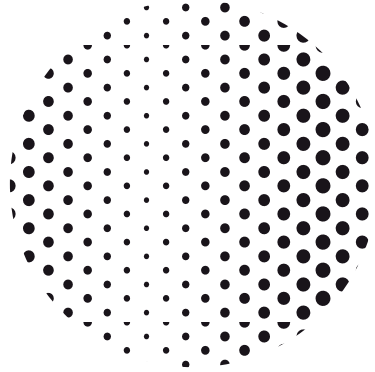
TOOL1

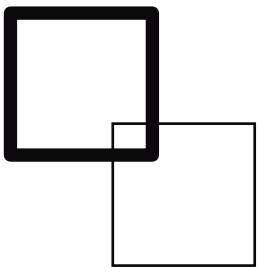


SET THE STAGE



**Narratives citizens
will understand**

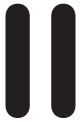
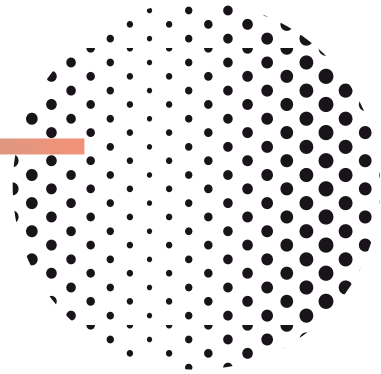




Why people embrace Zero Waste: 10 direct benefits that citizens understand



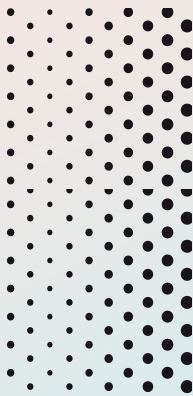
Zero Waste helps citizens connect with the essentials of life: In a Zero Waste system, we have more contact with our neighbours, we interact with food in a more authentic way (without the throw-away packaging), the materials that surround us are appreciated for their durable properties, we mimic nature in the way we treat resources in general and we live within the limits of our environmental boundaries. Zero Waste makes you feel alive.



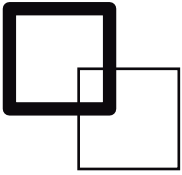
Zero Waste is also about empathy: by living Zero Waste, citizens support local producers, repairers, community efforts to make the city more liveable. Local industry and entrepreneurs are also direct beneficiaries of the system. Citizens become real stakeholders of local capital.



Recycling is the number one action citizens take to fight climate change (Eurostat). Trash is a very communicative way to visualise the impact of our community on the environment. Less waste is less damage.



IV



Zero Waste saves money and time. Less packaging, less food waste, less throw-away stuff results in better consumption patterns, a smarter lifestyle and lower rubbish collection fees. This means more time and money to invest in hobbies, relationships and good moments.

V

Zero Waste is healthier: less packaging means fewer toxics in our food, family and homes; Zero Waste families are healthier and stronger. A city without air polluting incinerators also provides a higher standard of living to its citizens.

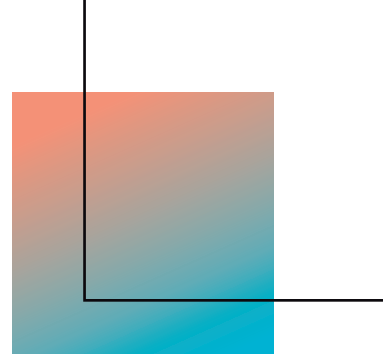
VI

Zero Waste is a great way to teach environmental stewardship to both children and adults. It is popular in schools, discussions between neighbours or around a coffee.

VII

Zero Waste provides a whole range of activities that create "social fabric" within our communities: community composting, repair cafes, packaging-free shopping, farmers' market, social entrepreneurship... All are fantastic platforms to have meaningful discussions with people.





VIII

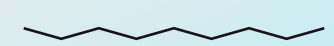
Zero Waste promotes urban gardening: Home composting 'closes the organic loop' at home as it allows families to feed their soils with the nutrients from their food waste. In the backyard or at the community garden, compost improves the living conditions of our plants and people feel motivated to grow their own food.

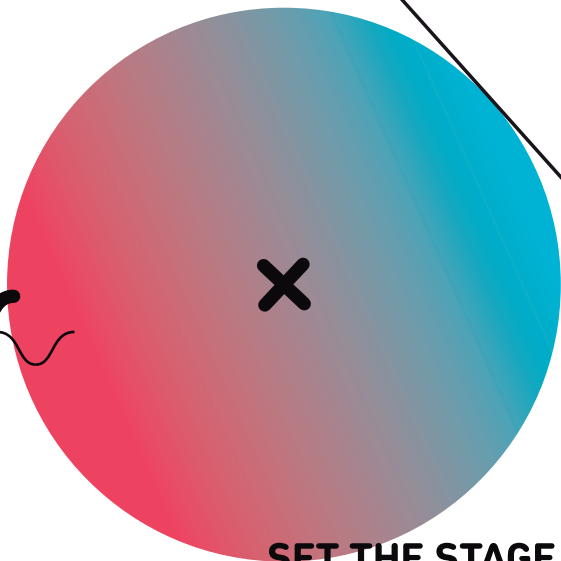
IX

Zero Waste is a way to act against conflicts around the world: by repairing a smartphone (or other home electronics) we put less pressure on resource exploitation in the Global South where minerals extraction typically involves child labour.

X

Zero Waste asks the polluter to pay: If a pay-as-you-throw system is in place in the city, people who do the right thing are financially rewarded, and those who produce more waste are penalised.

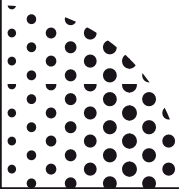




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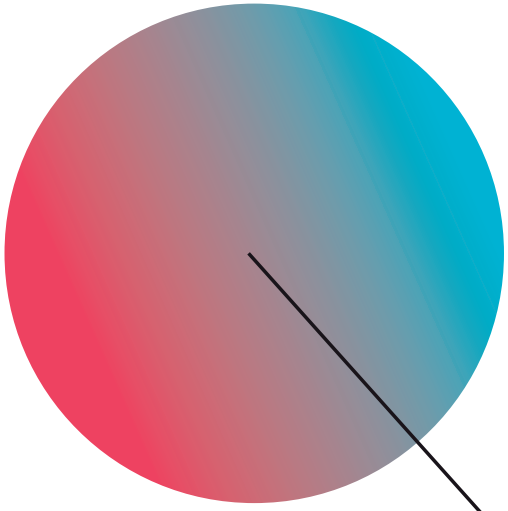


TOOL 2

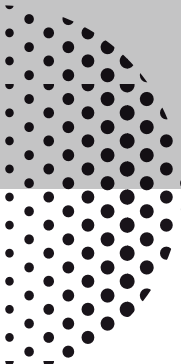
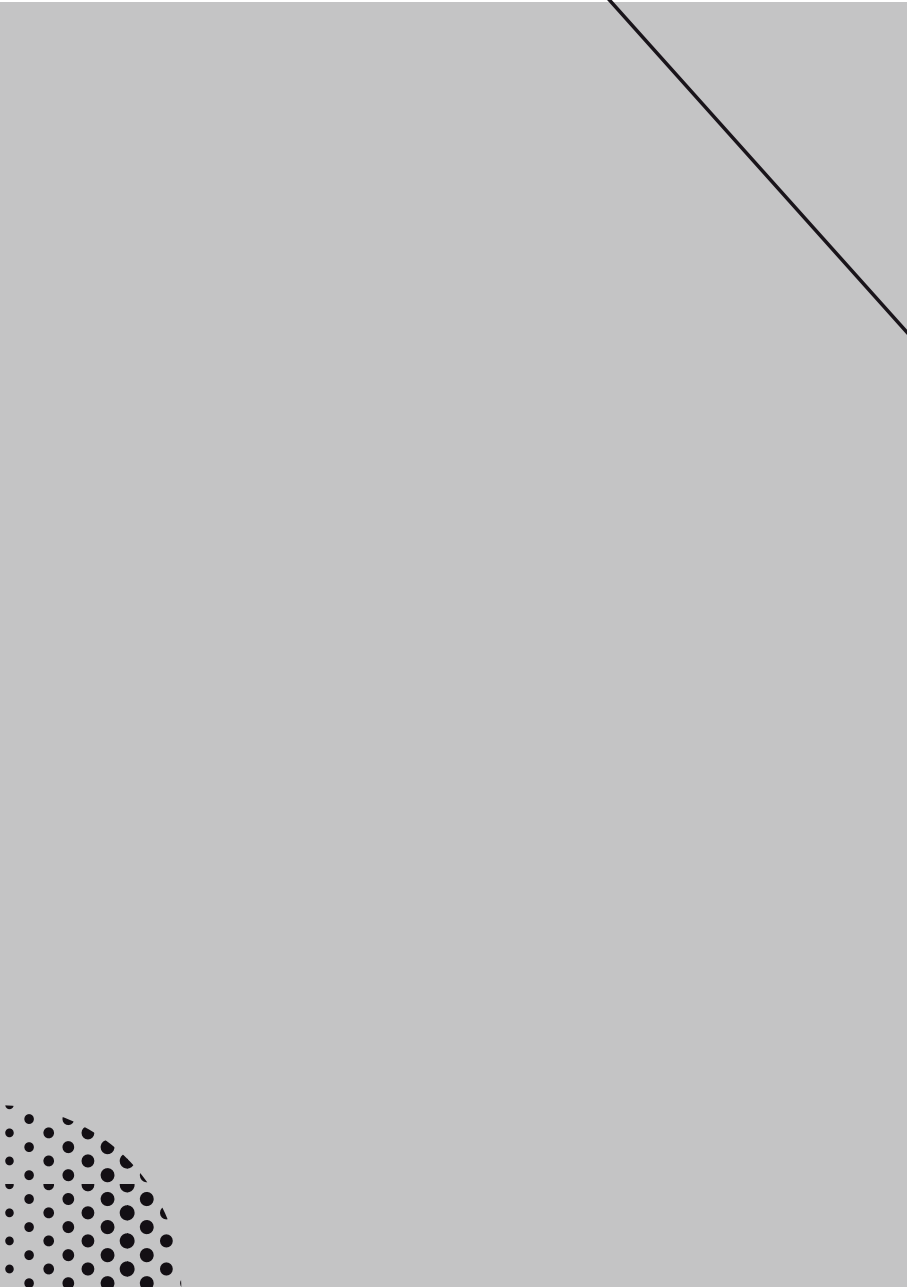


S2





Ten taglines for your campaign





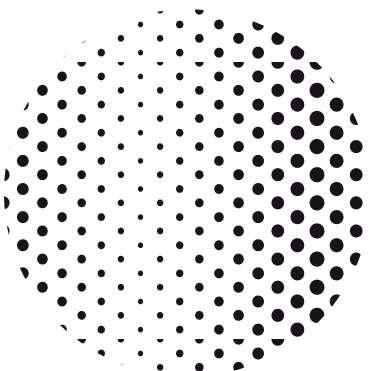
Although Zero Waste is about sustainability and social capital, successful communication campaigns most often build on the idea of a “smart lifestyle” and making cities more liveable. Those ideas directly connect to citizens’ interests and offer a vision people can easily connect with.

This tool provides examples of taglines that you can get inspired from, translate into your language and adapt to your local context.



1 “Zero Waste will help us save money”

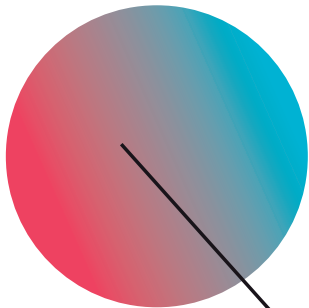
Whether at the household level or at the municipal waste management system level, Zero Waste builds on the optimisation of consumption patterns, of waste collection routes, of the materials collection equipment (smaller dedicated lorries as opposed to large compactor trucks). Last but not least, reducing the amount of residual waste over time combined with intense re-use and repair means less waste material to manage.





2 “Zero Waste helps us consume better”

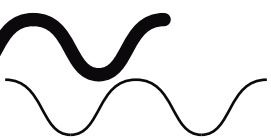
One common idea that can make people defensive on themes related to climate change and sustainable behaviour is the idea of restriction. Depending on the culture, this tension between consumption and environmental impact can lead to explosive debates. Through communication campaigns, we typically advise highlighting the idea of “smart consumption”: A mode of consumption where citizens purchase products that are durable, repairable, toxic-free, more local, packaging-free and healthier. This idea of “smart consumption” is strong because everyone wants to work towards a smarter lifestyle.



3 “Zero Waste creates local jobs”

This idea is supported by the facts that on the materials management front, recycling combined with intense re-use and repair creates around 10 times more jobs than landfilling and incineration of materials.

Add to this the social entrepreneurship opportunities behind Zero Waste services (rental schemes for clothes and hygiene products such as baby nappies, repair centres, packaging-free shops and cooperatives...) and you have strong economic arguments to support your programme



4 “Zero Waste puts the community first”

In a Zero Waste system, citizens are empowered to play an active role in ensuring materials are sorted properly, in shopping local and responsibly, in connecting with their neighbours through activities such as community composting, repair workshops etc. This idea can also be reinforced by the local job creation explained in 3. A Zero Waste system where citizens play a real role is more democratic than the alternative waste management systems that promote centralised infrastructure that are governed by a limited number of people most often disconnected from the community.

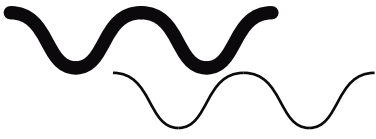


5 “Zero Waste is good for the brand of our city”

Cities that are committing to the Zero Waste journey are creating a lot of interest in their region. The Masterplan help them stand out and become a role model to neighbouring municipalities. Zero Waste is also good for tourism and branding an innovative and ambitious community that takes action for a cleaner and more liveable city.



6 “Zero Waste makes us healthier”



Throw-away packaging in particular is most often made of toxic materials. It is hard to control their quality when they enter the market and once in contact with food and people, they can have negative effects on consumers' health. Since only a small fraction of throw-away packaging actually gets recycled, their toxicity is extended to the environment where it will eventually arrive post-consumption, be it a landfill in the Global South or our ocean.

7 “Zero Waste make our city cleaner”

A city aiming at no waste and efficient source separation of materials is going to be cleaner. It is as simple as that.

8 “Zero Waste make our city more vibrant”

As opposed to the boring traditional infrastructure and waste management systems, the Zero Waste culture is based on people interacting, community activities and a smart lifestyle. Zero Waste brings colour into the city, creates opportunities for social events, and puts innovation at the core of the community activities (re-design workshops, social entrepreneurship, repair cafes...)

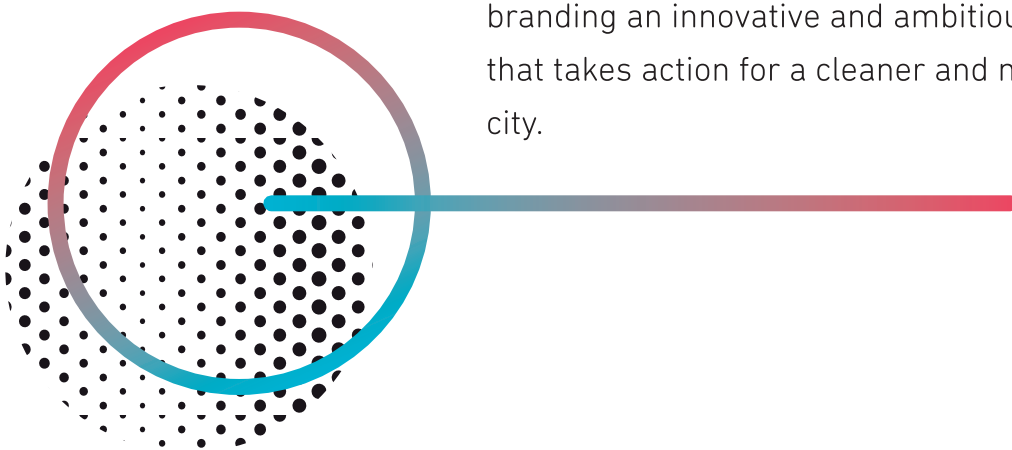
9 “Zero Waste will empower our Youth ”

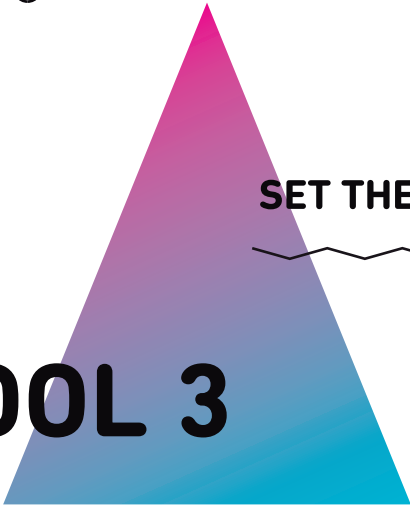


One fundamental idea behind Zero Waste is the necessity to redesign products that cannot be repaired or recycled. This is an opportunity to engage young entrepreneurs, makers and students in brainstorming and workshops that will encourage them to “think like a good designer” and maybe even get in touch with brands and producers - as has been done several times in other European cities. The Zero Waste worldview helps new generations understand the challenges our society will have to face in the decades to come. From elementary school to PHD-level studies, Zero Waste provides a wealth of cases and stories that can help youth to flourish and better understand the world around them.

10 “Nature does not produce waste. Do you?”

Cities that are committing to the Zero Waste journey are creating a lot of interest in their region. The Masterplan help them stand out and become a role model to neighbouring municipalities. Zero Waste is also good for tourism and branding an innovative and ambitious community that takes action for a cleaner and more liveable city.





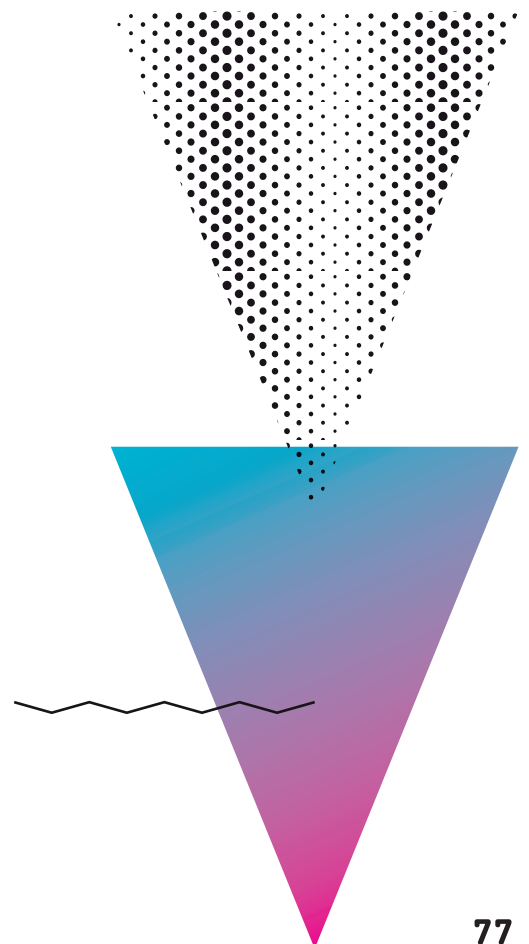
SET THE STAGE

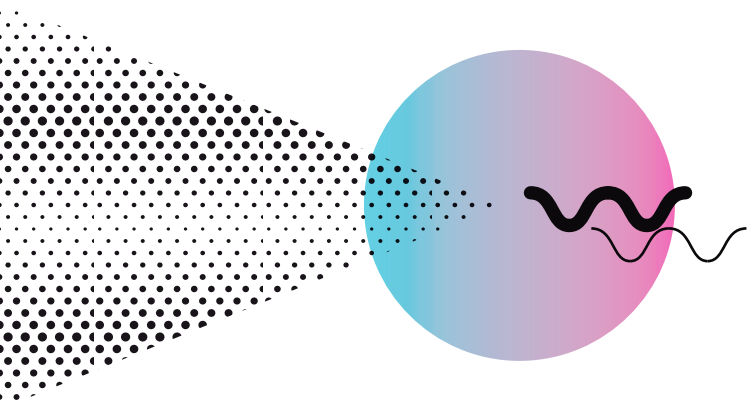


TOOL 3

Building your Zero Waste 'dream team'

To be successful in rolling out the Zero Waste Masterplan, you will need to surround yourself with the right people - as with any programme or change management roadmap.. This tool is designed to help you understand the core competencies that you will need to bring together, as well as the external support you may need as you move forward.





Waste competency / Technical expertise

As Zero Waste is primarily about efficient materials collection and processing, you will need someone who can speak that language and be a technical reference for data collection, purchasing agreements etc. This can extend to a whole service or division of city staff for larger cities and this competency typically already exists in all municipalities.

Communications, campaigning & training management.

A strong communication plan is an integral part of the Zero Waste Masterplan. You will basically need to connect with citizens and leaders of all age groups, both online and offline. This means that the range of tools and platforms you will have to master will range from all social media platforms to coordinating periodic community meetings. Depending on the size of your city, a strong communication staff member (or team) will be instrumental.

A link to the international Zero Waste community for collaboration and peer learning.

As more and more cities are joining the movement, there are more and more lessons learned and case studies available in Europe. Having an English-speaking officer in your team could help facilitate



exchanges with Zero Waste Europe, its network of members and other cities involved in the journey. This resource will speed up the learning process and bring agility to your programme.

Political weight

(Joan Marc can you please specify this / how should we explain what's necessary here)

Mobilising the community

Beyond your communication plan, you will need to mobilise your community to take part in actions, campaigns, provide feedback, ideas and get involved in activities. Having in your team people that are influencers, leaders and networkers will be a key asset. By empowering those individuals to embrace the Zero Waste Masterplan, you will save significant amounts of time during the execution part of the programme.

TO DIG DEEPER

“Seeing is believing”: Join a study tour

Study tours are very effective because they allow you to see first-hand how leading Zero Waste cities operate. You also get a chance to meet with key stakeholders from the region, and with other participants that are currently rolling out the Zero Waste Masterplan in their region. Study tours cover all aspects of a Zero Waste program and can be customised to the needs of your group.



Organise a workshop

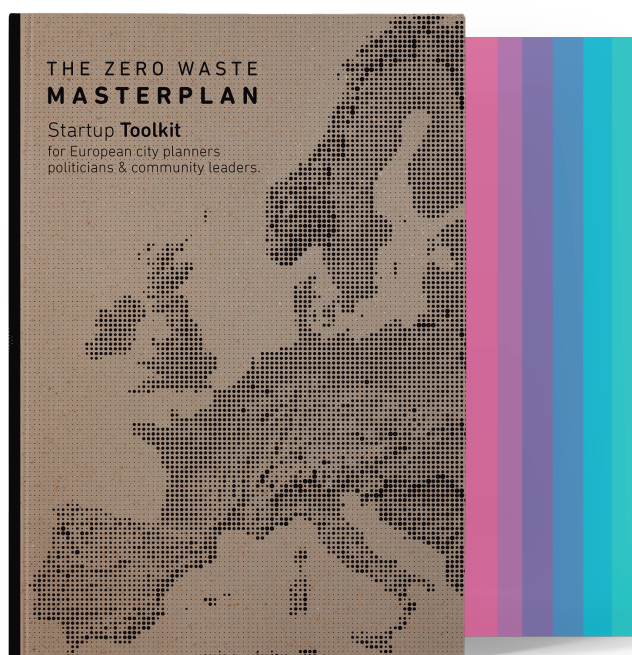


To get started on the right foot, it is important to come up with an action plan that will set your efforts in the right direction and maximise short-term results.

We maintain an international network of Zero Waste experts with a wide range of skills that we constantly deploy internationally to help cities develop their Zero Waste roadmaps. Based on an early assessment, the ZWE team can craft a workshop that will match your needs and help you kickstart the process. It can also include remote support, study tours and introduction to peer cities that are currently facing the same scenario.

ADD TOOLS TO YOUR TOOLKIT

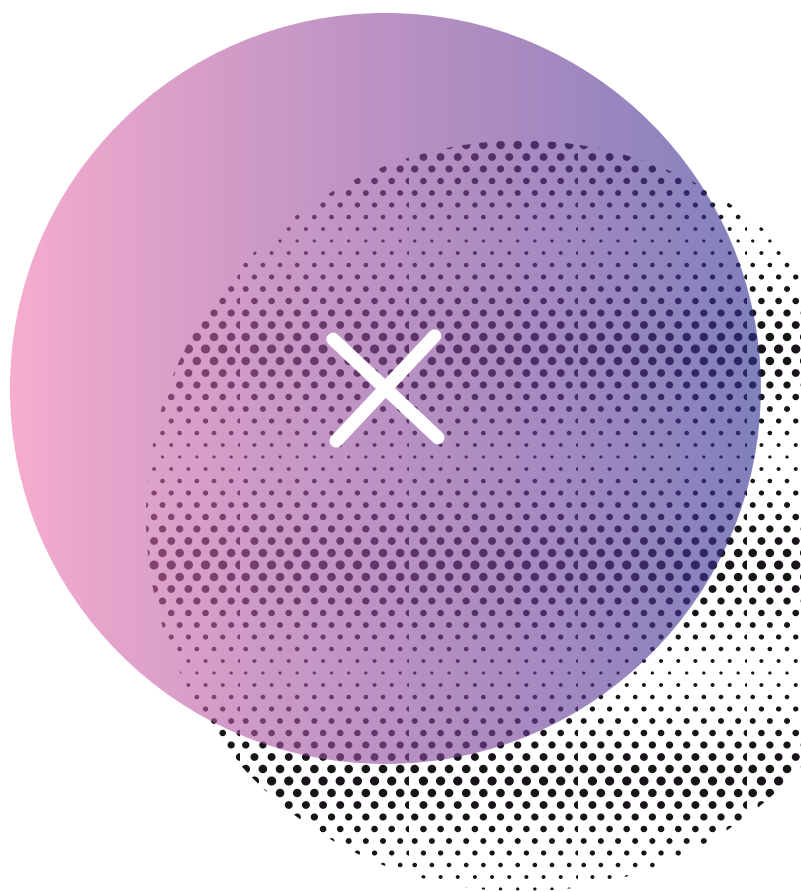
This toolkit was designed to be modular and customised over time so it becomes your companion as you launch your Zero Waste journey. As we release new tools and case studies, you will be notified and able to download them, print them (or we will send them to you) and directly insert them into this binder in the corresponding section.



BIBLIOGRAPHY & RESOURCE LIBRARY

To access a complete and up to date list
of resources, please visit

zerowasteurope.eu/public-sector-resources





CREDITS

THE ZERO WASTE MASTERPLAN

Startup Toolkit

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special Thanks to Aimee Van Vliet.



Zero Waste Europe gratefully acknowledges financial assistance from the European Union and Stichting Adessium.

The sole responsibility for the content of this publication lies with Zero Waste Europe. It does not necessarily reflect the opinion of the funder.

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