

StopLitterNow! Summit 2023 @ EU Committee of the Regions

- Location:** *Atrium, 5th Floor
Committee of the Regions, rue Belliard 99-101 Belliardstraat, 1000 Brussels*
- Access:** *Visitors entrance at N° 101. Please pass security and then collect access badge (only for those who have pre-registered online) at the Welcome Desk on your left immediately on entering the main lobby. Please be sure to bring ID Card or Passport. Once through the secondary security gates on the ground floor, turn right and at the far end turn right again to find the lifts up to the 5th floor and follow signs.*
- 09.00:** *Registration/Refreshments*
- 10.00:** *Closing of registration*

Moderator for the day:

Eamonn Bates, Secretary General of the Clean Europe Network

MORNING PROGRAMME - INTRODUCTION

- 10:00:** Introductory remarks: Ten years of the Clean Europe Network
Lise Gulbrandsen (CEO, Hold Norge Rent), [President, Clean Europe Network](#)
- 10:05:** Keynote: The ocean-litter challenge goes on – Action needed now to stop litter on the land that pollutes the seas
Remi Camus, [Adventurer-Explorer](#)
- 10:15:** The EU and litter: Missed opportunities, unfulfilled ambitions?
Eamonn Bates, [Secretary General, Clean Europe Network](#)
- 10:30:** Keynote: Launching the Clean Europe Strategy
From policy to action: an integrated litter prevention strategy developed by the Clean Europe Network to tackle Europe's litter challenge
Lise Gulbrandsen, [President, Clean Europe Network](#)
- 10.50:** Keynote: Taking EU litter prevention policy building blocks to the next level
Patrick Child, [Deputy Director General, DG Environment, European Commission](#)

MORNING PROGRAMME – CLEAN EUROPE STRATEGY: Concepts & Case Studies

- 11.05:** Keynote: A Pan-European response to littering
Markku Markkula (President of the Helsinki Region), [Vice-President of the Committee of the Regions](#)

- 11.15: **Introducing Element 1: Measure & Monitor:** *Identifying and quantifying the litter problem and taking steps to fix it*
- 11.20: **Case Study: Litter measurement in Denmark: from quantification to action and benchmarking success**
Anette Juul Jansen (Director, Hold Danmark Rent)
- 11.30: **Case Study: An innovative tool that helps municipalities design local litter prevention actions**
Rik Seniow (Project Officer, Mooimakers/OVAM)
- 11.40: **Qs & As**
- 11.45: **Introducing Element 2: Reduce Risk:** *Taking action to reduce the risk of littering at source*
- 11.50: **Case Study: How to identify and mitigate the risk of littering: Tools for industry**
Mari Mo Osterheider (Director, Prevention & Clean-up Action, Hold Norge Rent)
- 12.00: **Qs & As**
- 12.05: **Introducing Element 3: Provide infrastructure:** *Ensuring that the right waste management infrastructure and related systems are in place*
- 12.10: **Case Study: Diagnosing the status of municipal litter infrastructures in Belgium**
Julie Eeckhoudt (Project Manager, BeWapp)
- 12.20: **Case Study: Waste management infrastructure in Finland focused on litter collection**
Cati Huhta (Service Director, Lounais-Suomen Jaite (Waste Management))
Aija Kaski (Executive Manager, Pidä Saaristo Siistinä / Keep the Archipelago Tidy)
- 12.40: **Qs & As**
- 12.45: **Lunch (1 hour)**

AFTERNOON PROGRAMME – CLEAN EUROPE STRATEGY: Concepts & Case Studies

- 13.45: **Introducing Element 4: Nurture Neighbourhoods:** *Looking after the material environment of every neighbourhood*
- 13.50: **Case Study: Building collaborative action plans through crowdsourcing data**
Isabelle Poitou (Director General, MerTerre)
- 14.00: **Case Study: Fix the Window – creating and maintaining a litter free neighborhood with infrastructure**
Joakim Brodahl (Manager Litter-Free Land & Sea, Hål Sverige Rent - SV)
- 14.10: **Qs & As**

- 14.15: **Introducing Element 5: Sanction & Punish:** *Set clear, visible and dissuasive sanctions against offenders with enforcement*
- 14.20: **Case Study:** **Sanctioning, an appropriate and effective solution? The experience in Flanders**
Tijl Aerts (Coordinator, Mooimakers/OVAM – BE/VL)
- 14.30: **Qs & As**
- 14.35: **Introducing Element 6: Communicate & Educate:** *Continuous education, awareness-raising and behaviour change communication*
- 14.40: **Case Study:** **The power of nudges: reducing cigarette butts littering through behavioural science**
Davide Rigoni (Co-Founder & Managing Partner of Sapience)
- 14.50: **Case Study:** **Measures to change the behaviour of fishermen to avoid marine litter**
Inés de la Paz (Director, Paisaje Limpio - ES)
- 15.00: **Case Study:** **Working with multiple stakeholders in France to achieve efficient awareness-raising**
Carole Carpentier (General Manager, Gestes Propres - FR)
- 15.10: **Case Study:** **Libera promoting awareness through communication**
Sara Güemes (Coordinator of the “LIBERA” programme, Ecoembes - ES)
- 15.20: **Qs & As**
- 15.30: **Coffee/Tea Break (30 mins)**
- 16.00: **Introducing Element 7: Engage community:** *Community work and citizen involvement and participation*
- 16.05: **Case Study:** **Norm-changing and the importance of engaging “the many”**
Johanna Ragnartz (CEO, Hål Sverige Rent - SV)
- 16.15: **Case Study:** **Involving citizens: Moving from clean-up to prevention**
Liliane Velt (Programme Manager, Nederland Schoon - NL)
- 16.25: **Qs & As**

AFTERNOON PROGRAMME – PANEL DEBATE WITH AUDIENCE PARTICIPATION

- 16.30: **Interactive debate:** **Moving the dial on litter prevention: Key obstacles and how to overcome them**
Panelists to be announced
- 17:20: **Closing remarks**
Lise Gulbrandsen (CEO, Hold Norge Rent), [President, Clean Europe Network](#)