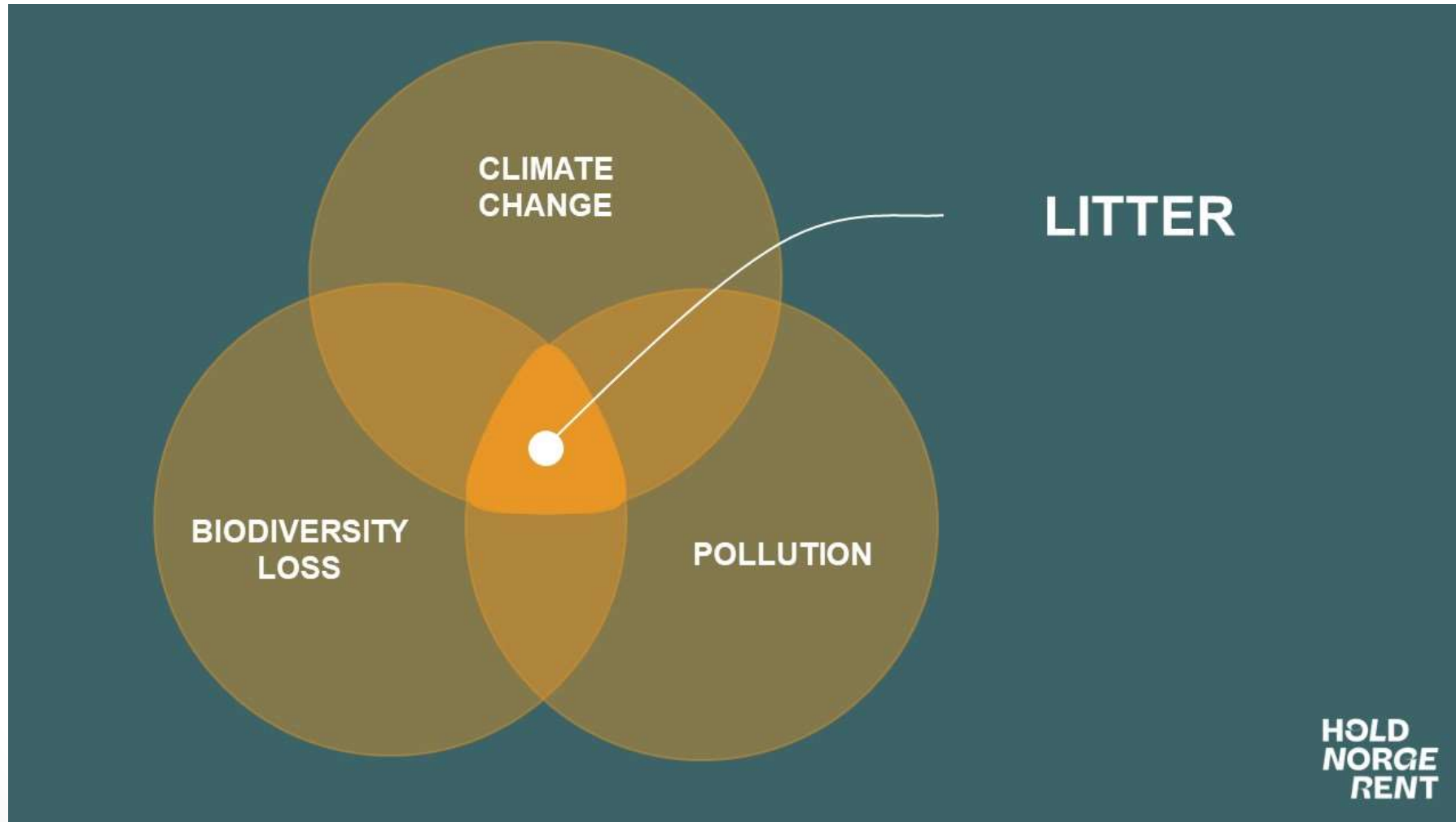




# Clean Europe Strategy

Lise Keilty Gulbransen  
*StopLitterNow! Summit 2023*  
**20<sup>th</sup> June, Brussels**

# Triple Planetary Crisis



# Integrated Litter Prevention Strategy



# Eight Steps to Success



- Identify the litter challenge and set targets
- Reduce/mitigate the risk of littering at source
- Provide waste management
- Maintain neighbourhoods
- Develop and enforce sanctions
- Increase knowledge and awareness
- Engage citizens and communities
- Assess impact and effectiveness

# Shared Responsibility



EU  
INSTITUTIONS

NATIONAL  
GOVERNMENT

LOCAL  
GOVERNMENT

SPECIAL  
MANAGEMENT  
AUTHORITIES

PRODUCERS

POLICE &  
JUDICIARY

SOLUTION  
PROVIDERS

LITTER  
PREVENTION  
ORGANIZATIONS

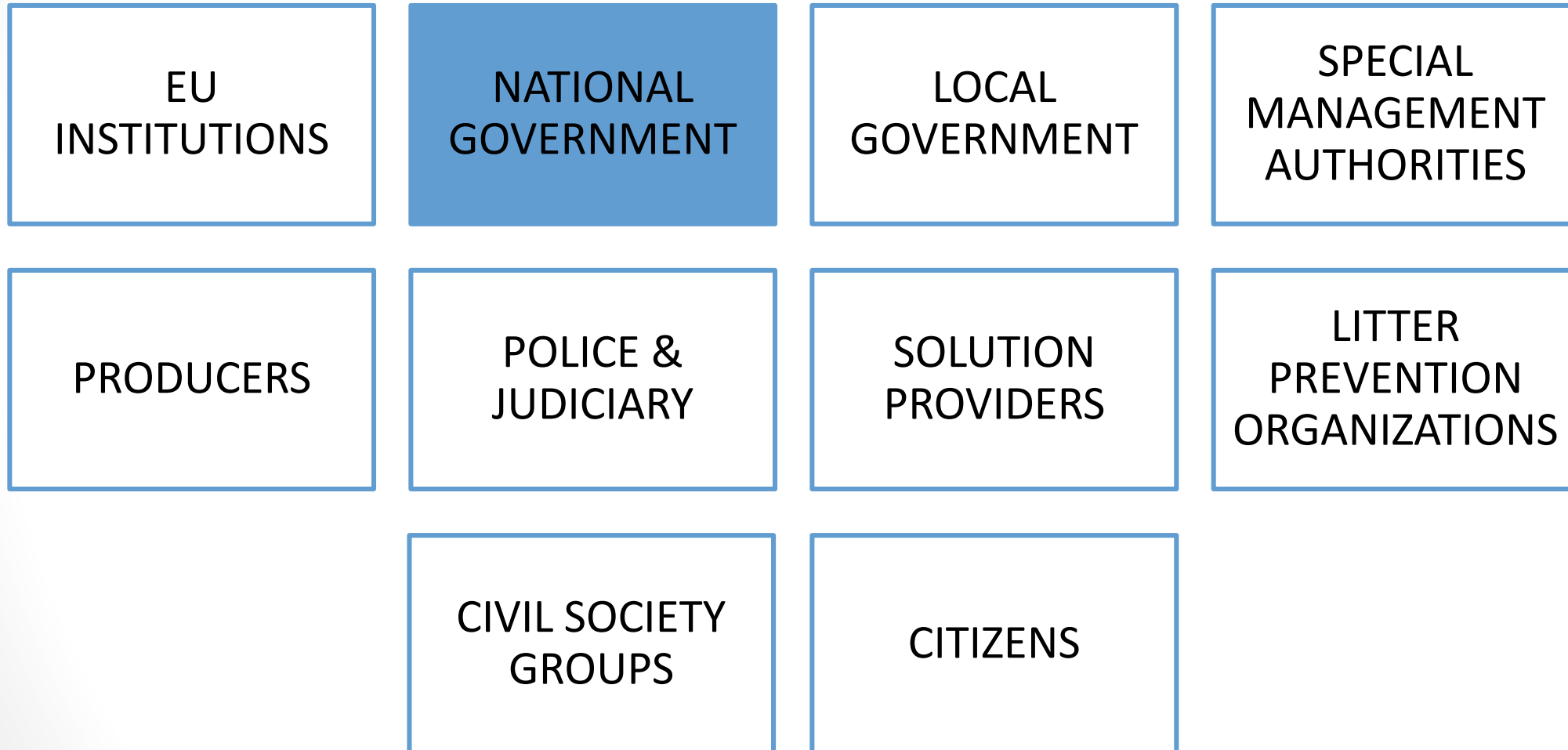
CIVIL SOCIETY  
GROUPS

CITIZENS

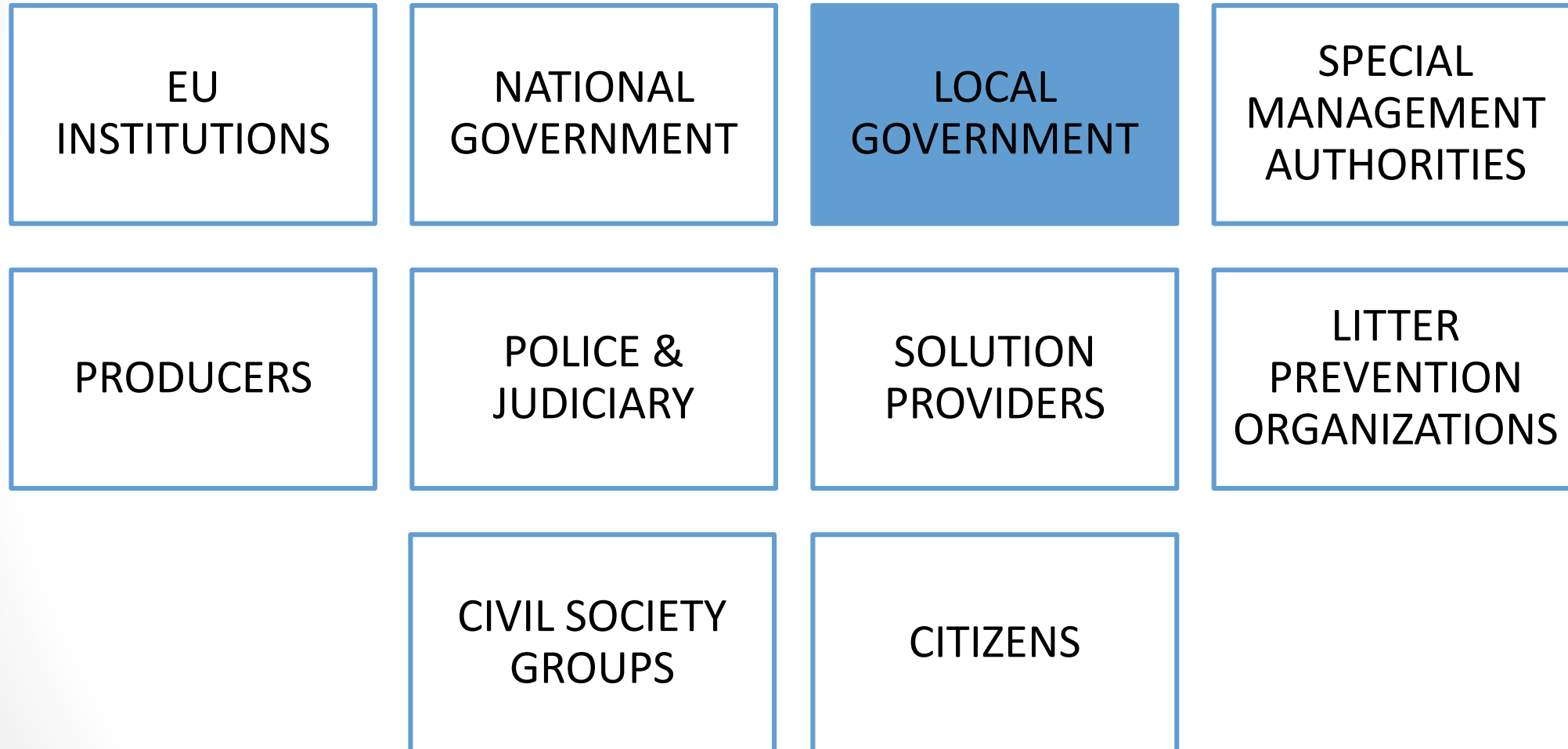
# Shared Responsibility



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# Shared Responsibility



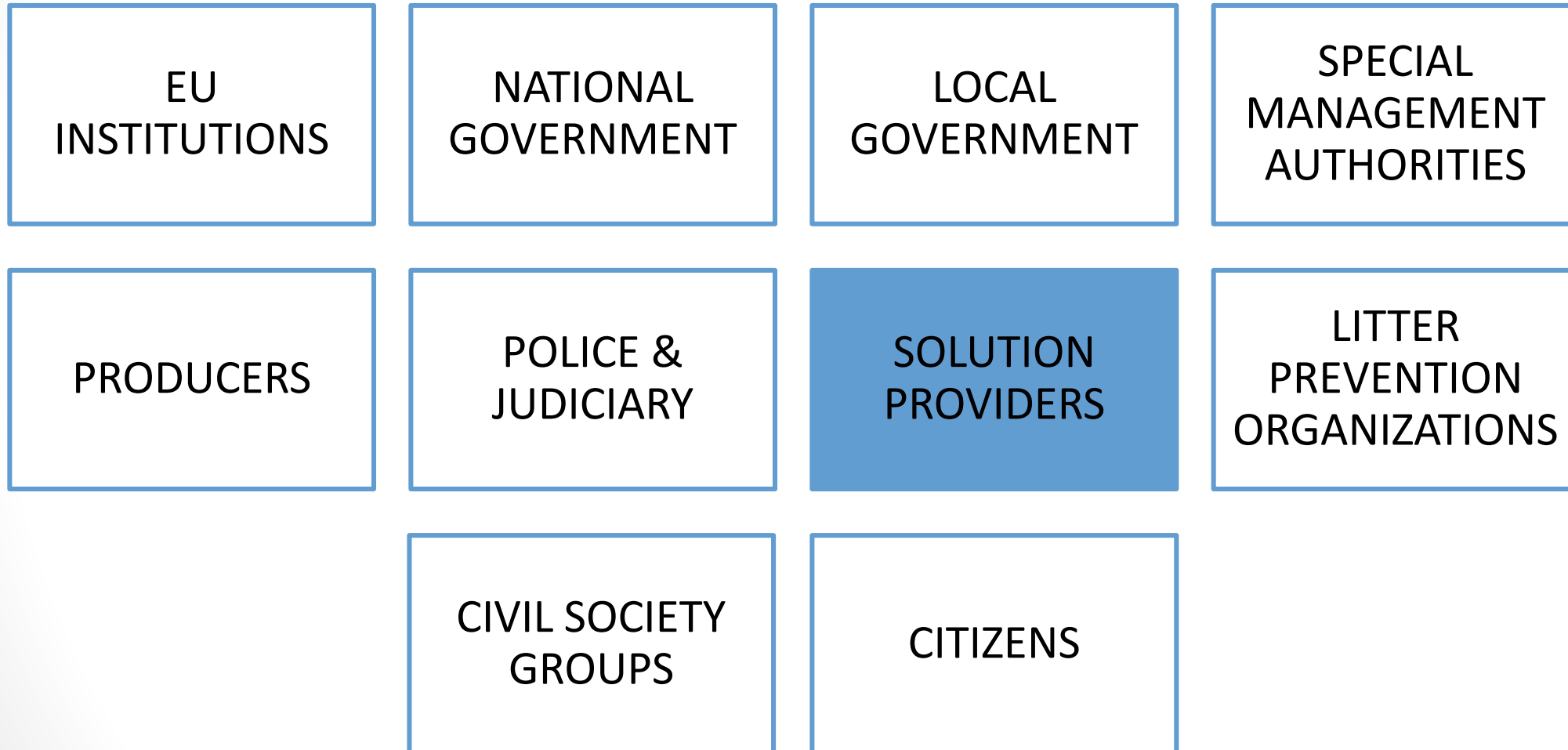
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**Thank you for your attention!**

**#StopLitterNow**