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6.º ENCONTRO NACIONAL DE

# LIMPEZA URBANA

CENTRO DE CONGRESSOS VIDAMAR RESORT HOTEL | FUNCHAL

Limpeza Urbana + Sustentável

+ AMBIENTE | + ECONOMIA | + PESSOAS



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### Litter prevention in Europe

The role of the community

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### Table of contents

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- 1. Introducing the Network
- 2. Vision & Mission
- 3. Core activities
- 4. Engaging community to prevent littering:
  - 1. Behaviour change & community
  - 2. Promotion of civic pride
- 5. Case studies
  - a. Case study: "The Supporter van Schoon movement"
  - b. Case study: "Live Here, Love Here"
  - c. Case study: "My Beautiful Street App"





# 1. INTRODUCING THE NETWORK



# 1. Introducing the Network

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The Clean Europe Network
(the Network) is the only panEuropean platform of leading
litter prevention organizations

Launched in Brussels in
March 2013 in the presence
of then European
Commissioner Potočnik

Through our members, we reach **tens of millions** of European citizens





# 2. Vision & Mission





# A litter-free Europe reached by:

Changing behaviour and reducing litter at all levels within Europe

Stimulating greater litter prevention activity - esp. focusing on younger generations

Encouraging application of greater resources all across Europe to prevent littering





### 3. Core activities



#### The Network's main activities are:

Providing	Creating	Informing	Channeling
A Platform for members to:  1) exchange information  2) share good practices  3) compare experience	Common approaches to litter-related problems where there is added value in a European dimension	EU, national and territorial governments about litter and the prevention of littering	Our opinions, expertise and experience to the EU institutions, with the objective of obtaining better EU policy and law and proper implementation in Member States







# 4. ENGAGING COMMUNITY



# Integrated Litter Prevention is the way to beat littering



- To stop littering everyone in society has a role to play, everyone must change their behaviour in some way
- It starts by government authorities developing robust litter prevention strategies
- The EU Waste Directive <u>REQUIRES</u> all EU countries to do this since 2020
- But few governments have acted often because they don't know how...
- Therefore, the Network has developed a "blueprint" for implementing effective integrated litter prevention in any country, region or territory in the EU (and beyond).









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# The Clean Europe Strategy



- Based on shared responsibility between all stakeholders (e.g. authorities, business, civil society)
- Identifies seven key elements to be implemented by one or more stakeholders
- A vital element in an integrated strategy is to engage communities





# Behaviour change & community

- The majority do not drop litter...
- ...they know it is wrong.
- A small minority are primarily responsible.
- Why?
- And how can we change things?





# Behaviour change & community

#### **SOME REASONS**

- Lack of appropriate education (e.g. not knowing how to dispose of waste properly)
- Insufficient awareness (e.g. "some litter is so small it doesn't matter")
- Little or no social control
- A combo of all these...

#### HOW COMMUNITIES CAN CHANGE BEHAVIOUR

- By norm changing
- By better education
- By raising awareness (e.g. impact of littering)
- By engaging the relevant parts of society to make litter socially unacceptable



# Civic pride & community

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### Results

- Overall betterment of neighbourhoods (e.g. clean & safe)
- Development of a greater sense of civic pride (pride in the local community & environment)
- Litter prevention becomes a mindset for citizens

# Key message

- Community invests in citizens
- Citizens repay communities by preventing litter and keeping neighbourhoods clean

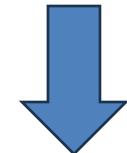






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- Local authorities
- Local sports clubs
- Schools
- Civil society groups (scouts)
- Environmental NGOs
- Litter prevention organisations



Case studies of programmes run by Network members to engage communities







# 5. CASE STUDIES



# Case study: The Netherlands



Programme Name:

The "Supporter van Schoon" movement

Promoter:









# The Supporter van Schoon movement



- A programme for litter prevention established since 1991
- Funded by the Dutch Packaging Fund (now Verpact)
- Focuses on:
  - Raising awareness campaigns
  - Organising clean-up activities
  - Monitoring litter
- 250.000 participants
- Participation by citizens, companies, schools, associations and sport clubs
- 14.326 cleaned areas in Netherlands









# The Supporter van Schoon movement

Based on Cialdini's 7 principles of persuasion



#### Reciprocity

People registering for a clean-up activity, receiving a welcome-gift

#### **Scarcity**

• People want to participate and receive free materials as a result

#### **Authority**

• Famous or expert individuals as role models for others

#### Consistency

People like to be consistent when they have started an activity

#### Liking

Making litter prevention activities interesting for participants

#### Social proof

• People will likely change behaviour if they see others do the same

#### Unity

• Feeling of belonging to a community with a common purpose



# Case study: Belgium

Programme Name:

"My Beautiful Street" App

#### Promoter:











# Mooimakers: "My Beautiful Street App"

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- Use of a mobile app to organize and coordinate clean-up activities
- App can be used by citizens, schools, local authorities, companies
- Users can also:
  - Register their own clean-ups
  - <u>Coordinate</u> with <u>other volunteers</u> on which areas are clean or dirty
  - Report illegal dumping directly to local authorities

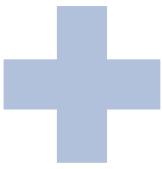




# Mooimakers: "My Beautiful Street

App"

Citizens







- 1)Creation of groups to organise clean-ups
- 2) Engagement of young communities
- 3)Community as the vehicle to tackle litter



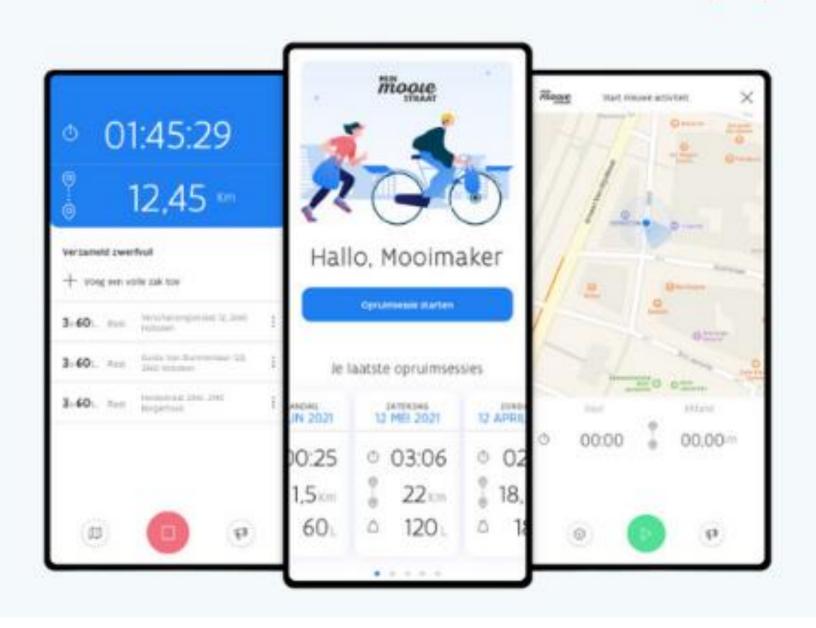


## Mooimakers: "My Beautiful Street App



### Data & results

# App in numbers



8.279 volunteers

20.408 Cleanup sessions

1.186.395
litres of litter collected

20.408
Kilometers
of tidy distance



# Case study: Northern Ireland

Programme Name:

"Live Here Love Here"

#### Promoter:











### Keep Northern Ireland Beautiful:

#### "Live Here Love Here"



- Run by Keep Northern Ireland Beautiful in cooperation with local authorities
- Context: Litter prevention via civic pride
- Purpose: Citizens engage for the greater good of the community
- Examples of initiatives under this programme are:
  - "Adopt A Spot"
  - "Big Spring Clean"





# "Adopt a Spot"



### Background

- Volunteers organise clean-up activities by choosing a specific spot (e.g. littered coasts, neighbourhoods)
- Volunteers can be citizens, families, schools, community organisations
- Groups are organised to participate in such activities
- The group is responsible for keeping the spot clean

### Results

- 1,167 Groups actively involved
- 1,164 "Spots" being revitalised
- 19,995 Volunteers making a difference



# Big Spring Clean



- Annual clean-up campaign, 1<sup>st</sup> March-30<sup>th</sup>
   April
- Areas to be cleaned are decided beforehand
- Citizens, schools, community groups participate
- Participants can register their activities in a Litter Log platform
  - Visibility of the impact
  - Demonstrate the success of community action







# Thank you!





