

Helping Families Reduce Waste

The Example of Zero Waste France

Seminar on the eve of International Day of Families 2019:
The Role of families in achieving the circular economy

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Auswirkungen der Nordsee-Vermüllung auf Seevögel, Robben und Fische

Von Eike Hartwig, Bettina Reineking, Eckart Schroy und Erika Vauk-Hentzelt*



Abb. 5: Diese auf Wangerooge am 11.12. 1983 tot gefundene Trottellumme konnte sich von dem harten Plastikreif um ihren Körper nicht mehr befreien.
This Guillemot found dead on the Island of Wangerooge (Lower Saxony) at 11. December 1983 could not release itself from the solid plastic hoop around its body.

Foto: E. Oldewurtel



Abb. 13: Ein junger Seehund, durch Plastiknetzreste stranguliert; Sylt 1984.

A young seal strangled by fragments of a plastic net; island of Sylt 1984.

Foto: H. Ahby



theguardian

Trash-mapping expedition sheds light on 'Great Pacific Garbage Patch'

- Volunteers investigate collection of waste some say is twice the size of Texas
- Most trash seen in larger chunks, prompting call for urgent cleanup



PLASTIC



Daily Mail CAMPAIGN

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A holistic approach to waste

Support of consumers
& families



Innovation



Lobbying for change



Support of local authorities



Support of zero
waste entrepreneurs



- > 20 years of experience
- > 2500 members
- > 50 Local Groups
- 10 staff

Research & materials



Exchange between stakeholders



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Supporting families' zero waste efforts

Showing where waste comes from



Trash can autopsy

Organising challenges for pioneers



Taking zero waste to school



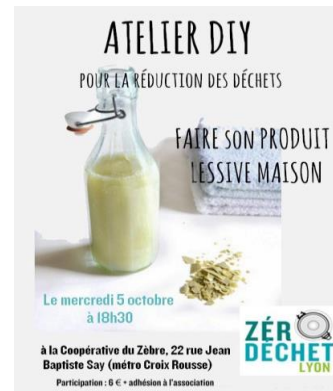
Defending the right to say no.



Facilitating the exchange of ideas & of pre-owned goods



Teaching to make



Teaching to repair



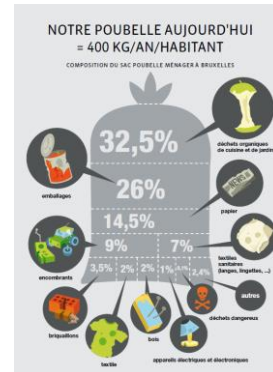
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Trash can autopsy

- **Triaging & analysing** the content of the trash can.
- To overcome the **Yuk!-effect** & get people interested in their trash.
- To show what the **big-ticket items** in the waste are.
- Typically, **biowaste & packaging**.
- To highlight the **alternatives** that exist for most of them.



Zero waste challenges – what & why

- Accompanying a limited number of households in a **substantial, measured reduction of waste** over a defined time.
- Typically 15 – 100 families in one town over ~6 months.
- Create nuclei that **radiate the message** to their surroundings.
- Extended family, friends, other parents at school...
- We estimate that every family participating influences ~30 – 50 persons.
- **Demonstrate & communicate** what can be achieved & how.
- Excellent communication tool, popular with local media.



Zero waste challenges – how

- Define your resources & **adapt your ambitions**.
- Set an **ambitious & achievable objective** that is easily understood.
 - 50% residual waste reduction can typically be achieved.
- Communicate broadly to recruit, **emphasizing the fun aspect**.
- Accompany, but also **create a community**.
- **Measure quantity & quality** of waste reduction.
 - But don't overdo the level of detail.
- **Communicate results & organize follow-up**.
- **“How to” guide** available on the our website:



 www.zerowastefrance.org/publication/organiser-defi-familles-zero-dechet/

 www.zerowastefrance.org/publication/organiser-defi-familles-zero-dechet/en*

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"Nothing new" challenge



- Focus on the top of the waste hierarchy: **prevention**.
- Participants reflect on **alternatives** before any purchase of a new item:
 - Second hand purchase,
 - Renting, borrowing,
 - Repairing the previous item,
 - Doing without (simplicity)...
- Broad support online & offline, creating a **community**
- >15.000 participants in 2018, objective for 2019: **100.000**.



<https://riendeneuf.org/>



<https://riendeneuf.org/en/>

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Zero waste for kids & schools

Example of the Zero Waste Paris Local Group

- Educating the **next generation** and making kids **influencers** for zero waste in their families.



- A **primary school** program, **Zero Waste Heros**:
 - Introduction of key concepts (Waste pathways, ecological backpack,...),
 - Hunt for alternatives to items found in the trash can,
 - A short guide to prolong the experience,
 - A mobile exhibition to broaden the audience.



- A **secondary school** program, **Zero Waste – the challenge**:
 - More in-depth study of key concepts,
 - More sophisticated analysis of alternatives,
 - Practicing in pairs to argue the case for zero waste approaches.



<https://zerowasteparis.fr/nos-actions/sensibilisation/sensibilisation-zero-dechet-enfants-et-adolescents/>

*(Over)consumption, resource use & waste
are societal & political challenges...*



*... don't ask citizens and families to hold the
baby alone!*