



**URBAN  
WASTE**  
URBAN STRATEGIES FOR  
WASTE MANAGEMENT  
IN TOURIST CITIES

# What do the Guidelines contain ?

Urban-Waste Webinar, 28/05/2019



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 690452

# The content of the Guidelines

## The impact of tourism

- Impact on waste production
- Baseline scenario

## Involvement of local stakeholders

- Identifying key players
- Collaborative decision-making process

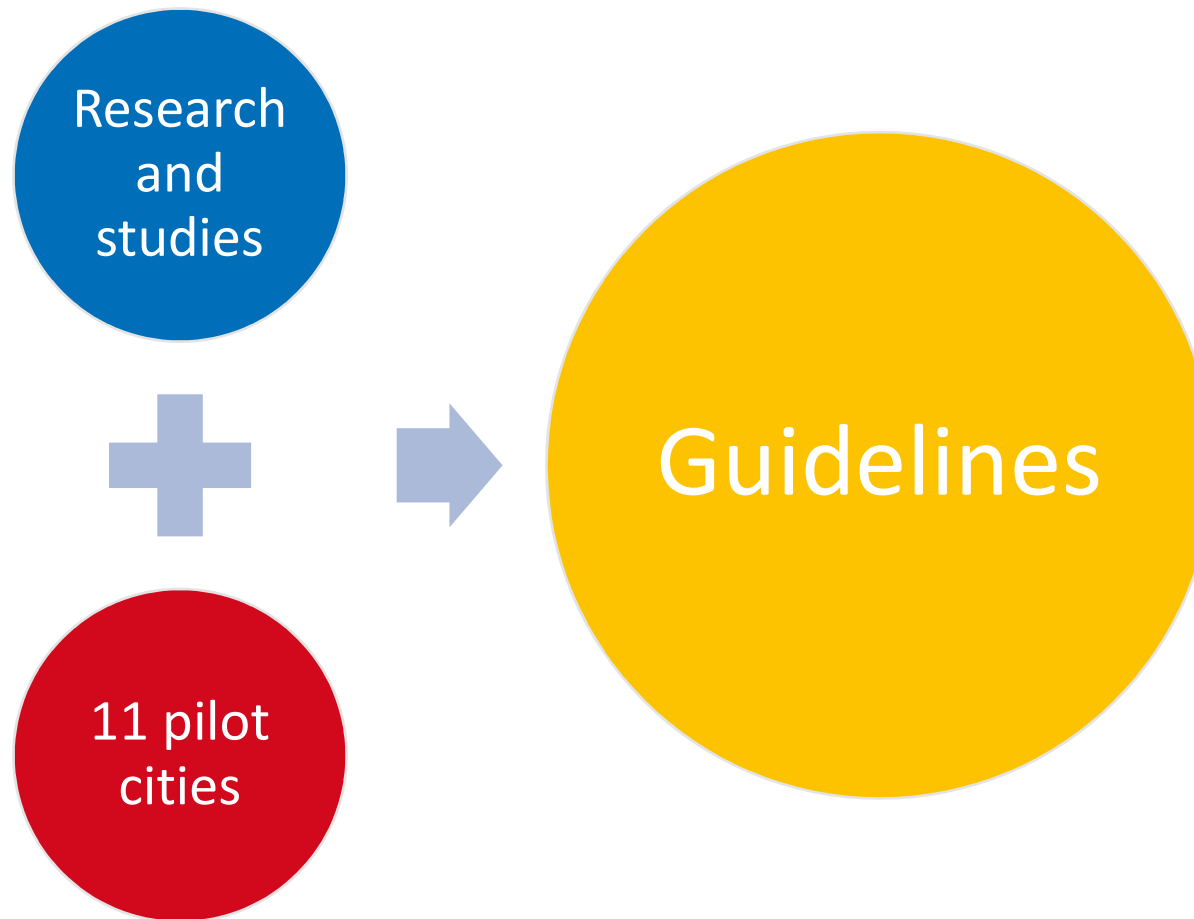
## Implementing eco-innovative strategies

- Securing the stakeholder engagement
- Monitoring the progress

## Assessing the impact

- Identifying the positive impact of action
- Social, environmental, economic

# What feeds the Guidelines



What do the Urban Waste Guidelines contain ?

# What feeds the Guidelines



What do the Urban Waste Guidelines contain ?

# Eco-innovative strategies?



# Eco-innovative strategies?



# Designing and implementing the measure

## Identifying the measure

- Analysis of the local situation
- Collaborative approach with local players
- Existing solutions and initiatives



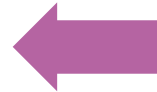
## Designing the measure

- Business model
- Identifying stakeholders
- Operative plan
- Gender aspects
- Integration in local waste strategy



## Securing stakeholders' participation

- Clearly defined operative plan
- PPP / charter of commitment
- Public event for signature



## Defining a monitoring system

- Setting targets
- Setting indicators
- Identifying needed data
- Setting a reporting system
- Possibly equipping the participation



## Assessing the measure

- Monitoring the indicators
- Impact assessment
- Satisfaction surveys...



## Follow up

- Fine-tuning the measure
- Follow-up of participants
- Expanding the scope of the measure

# An illustration: doggy bags

Description

Implementation

Examples

Monitoring

Lessons learnt

What do the Urban Waste Guidelines contain ?



## An illustration: doggy bags

Description

- Description: small food containers to take home leftovers

Implementation

- Objective: reducing food waste in restaurants (about 125 g/meal)

Examples

- Alternative: reusable containers for take-away

Monitoring

- Integration in existing plans:
  - (Food) waste/prevention strategy
  - EMS of restaurants

Lessons learnt

## An illustration: doggy bags

### Description

### Implementation

### Examples

### Monitoring

### Lessons learnt

- **Economic aspects:**
  - Cost: 1.4 €/box
  - Savings on waste collection and treatment costs
- **Financing option:**
  - Restaurants can design and use their own as promotional tools
  - Provided by the municipality to the restaurants, or directly to tourists in highly frequented point
- **Stakeholder to involve:**
  - Catering sectors, HORECA federations
  - Restaurants' staff (management, waiters...)
  - Tourists
  - Local sanitary agencies...
- **Steps:**
  - Selection of the container
  - Design of communication material
  - Identification and selection of participants
  - Training of the staff
  - Awareness raising campaign for clients.

## An illustration: doggy bags

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- **Métropole Nice Côte d'Azur**
  - Collaboration with the local Chamber of Commerce
  - Diagnostic to assess the quantities
  - After the diagnosis: proposition to participate and distribution of kits
  - 80 participants
- In Denmark, NGO **“Stop Wasting Food”**
  - Distribution of free doggy bags to restaurants
  - Collaboration with Unilever for the bags
  - “Refood” label created with the Danish Agriculture and Food Council

## An illustration: doggy bags

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Lessons learnt

- Indicators monitoring participation:
  - Number of restaurants involved
  - % of restaurants involved in the area
  - Mapping of participants
  - Number of bags distributed
- Indicators monitoring results:
  - Waste generation: weighing or counting the bags
  - Number of clients
  - Waste generation per capita
- Timing:
  - Start monitoring one week before the implementation
  - Data monitoring: continuous or randomly (e.g. once a week)

## An illustration: doggy bags

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- Success factors
  - Tight follow-up of the restaurants
  - Regular visits and reminders via emails/phone calls
  - Strong political support by elected representatives
  - Media coverage providing visibility to participants
- Possible challenges
  - Monitoring and reporting: counting the bags is less accurate than sorting, but less time consuming
  - Training sessions before the high season



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Thank you !