

1st December 2010

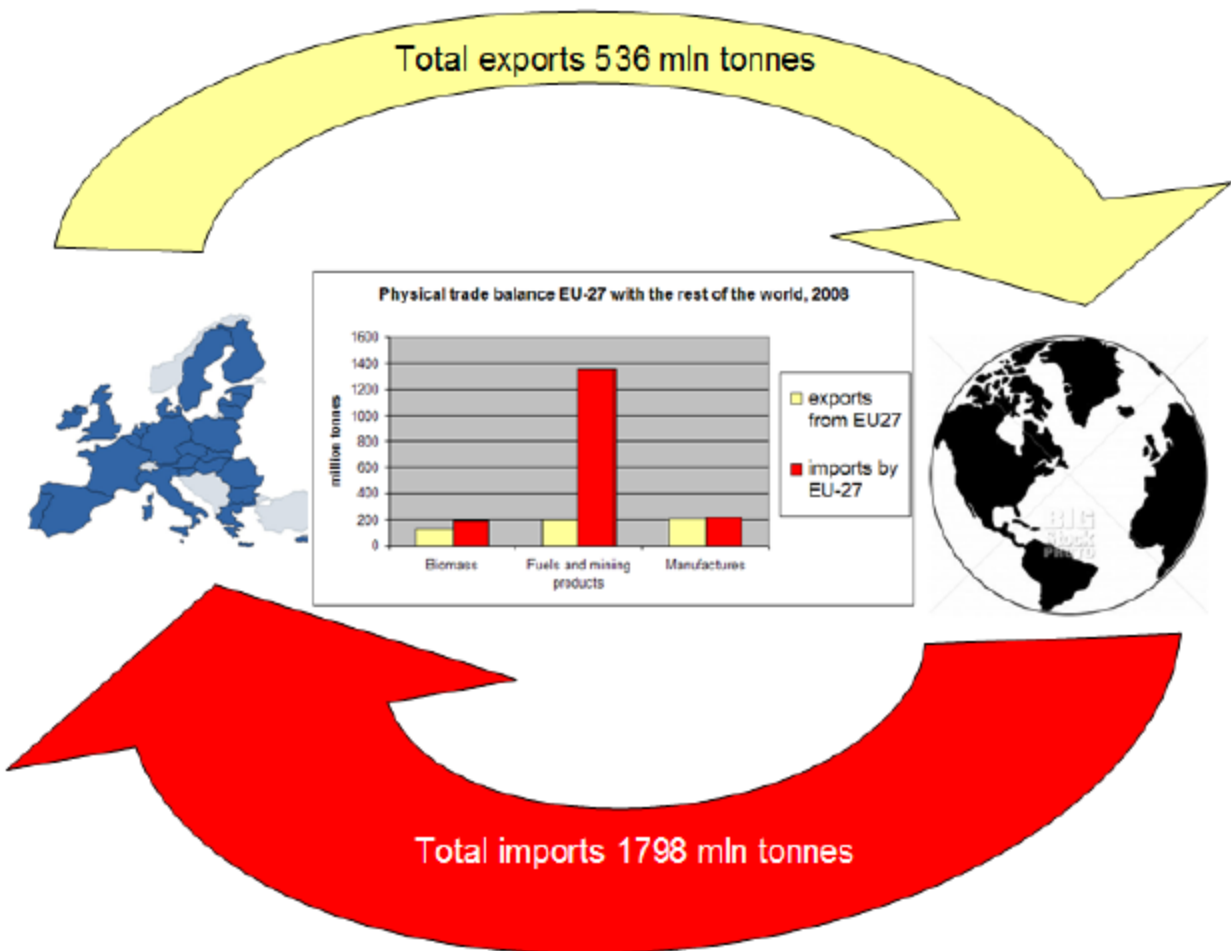


**Celebrating 10 years  
of community action for  
Zero Waste solutions**

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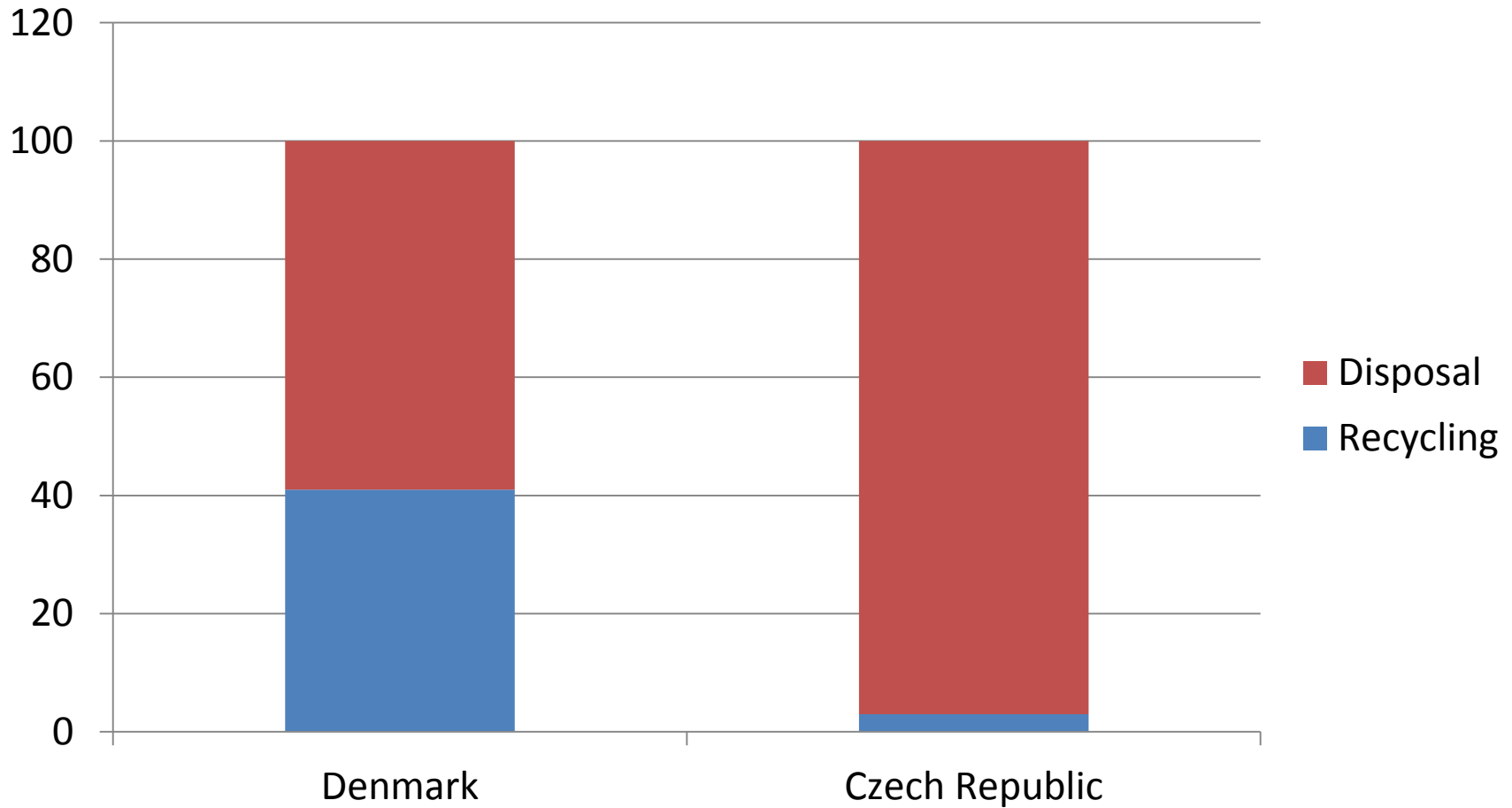
**[www.no-burn.org](http://www.no-burn.org)**

Total exports 536 mln tonnes

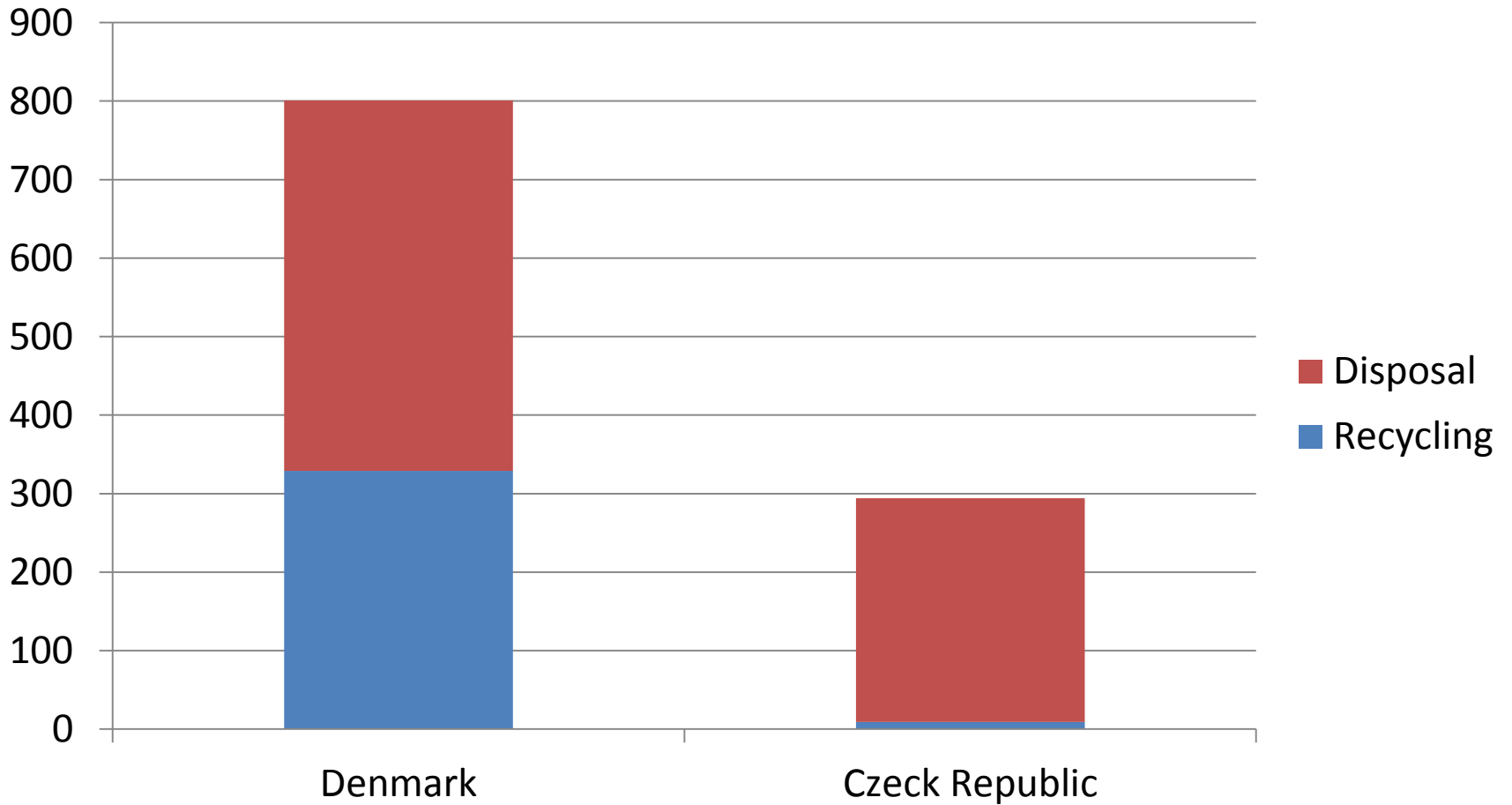


Total imports 1798 mln tonnes

# Looking at % recycling rates (2007)



# Looking at waste generation (2007) (kg/capita/year)



HAVEN'T EVER HEARD OF  
WASTE PREVENTION?



# ZERO WASTE IN EUROPE



# Usurbil

## Porta-a-porta in the Basque Country

- From 28% to 82% separate collection in 7 months,
- 36% waste reduction,
- The regional authorities trying to destroy the door-to-door and push for an incinerator,
- Now PAP extended to Hernani and Oiartzun with spectacular results.





# Towards a zero-waste region in 2030

**afval  
vrij.nl**

Denk aan je toekomst,  
maak van afval geschiedenis!

# Work area and 100% owners : 8 municipalities



Apeldoorn  
Deventer  
Epe



285.000 residents



Bronckhorst  
Brummen  
Doesburg  
Lochem  
Zutphen

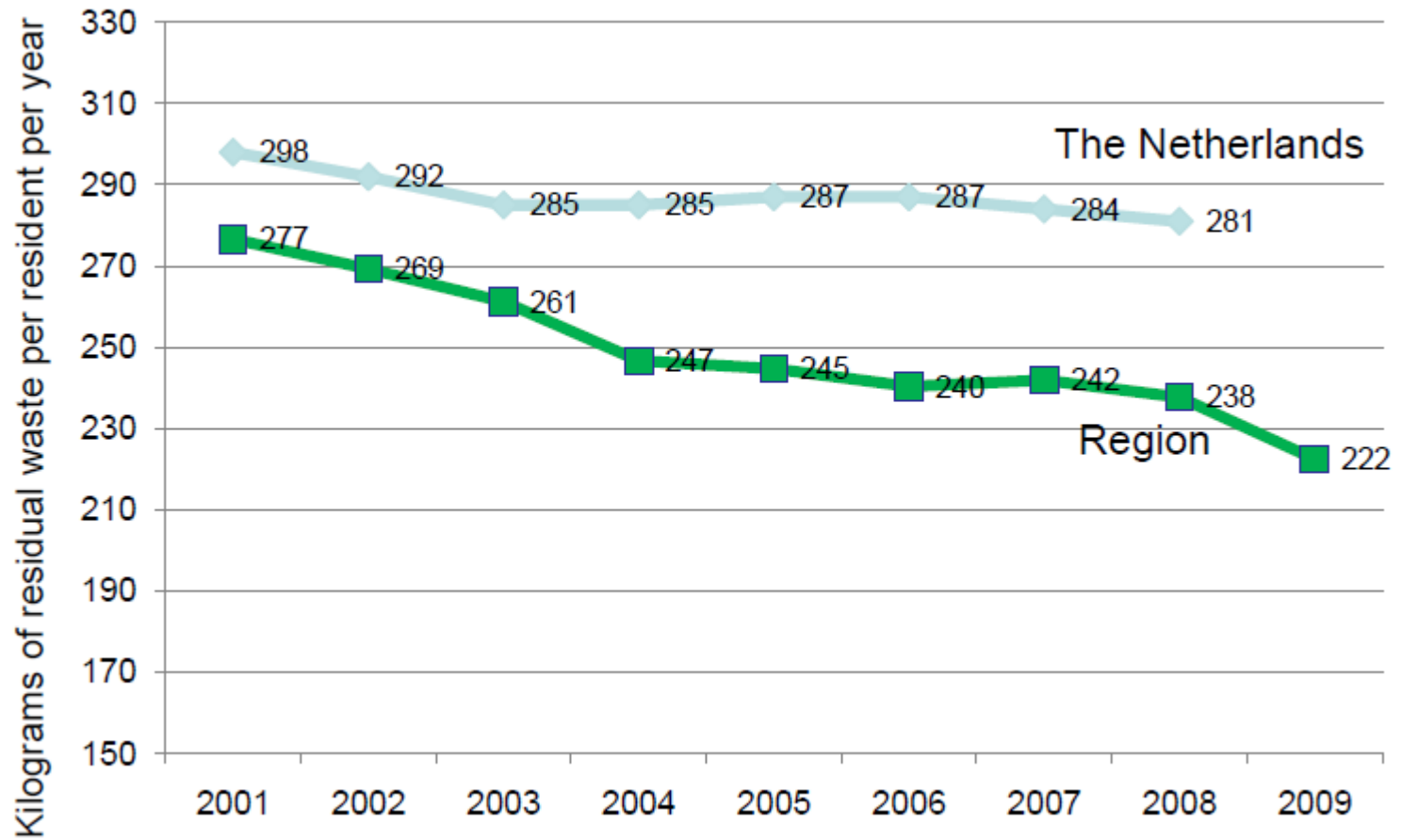


150.000 residents

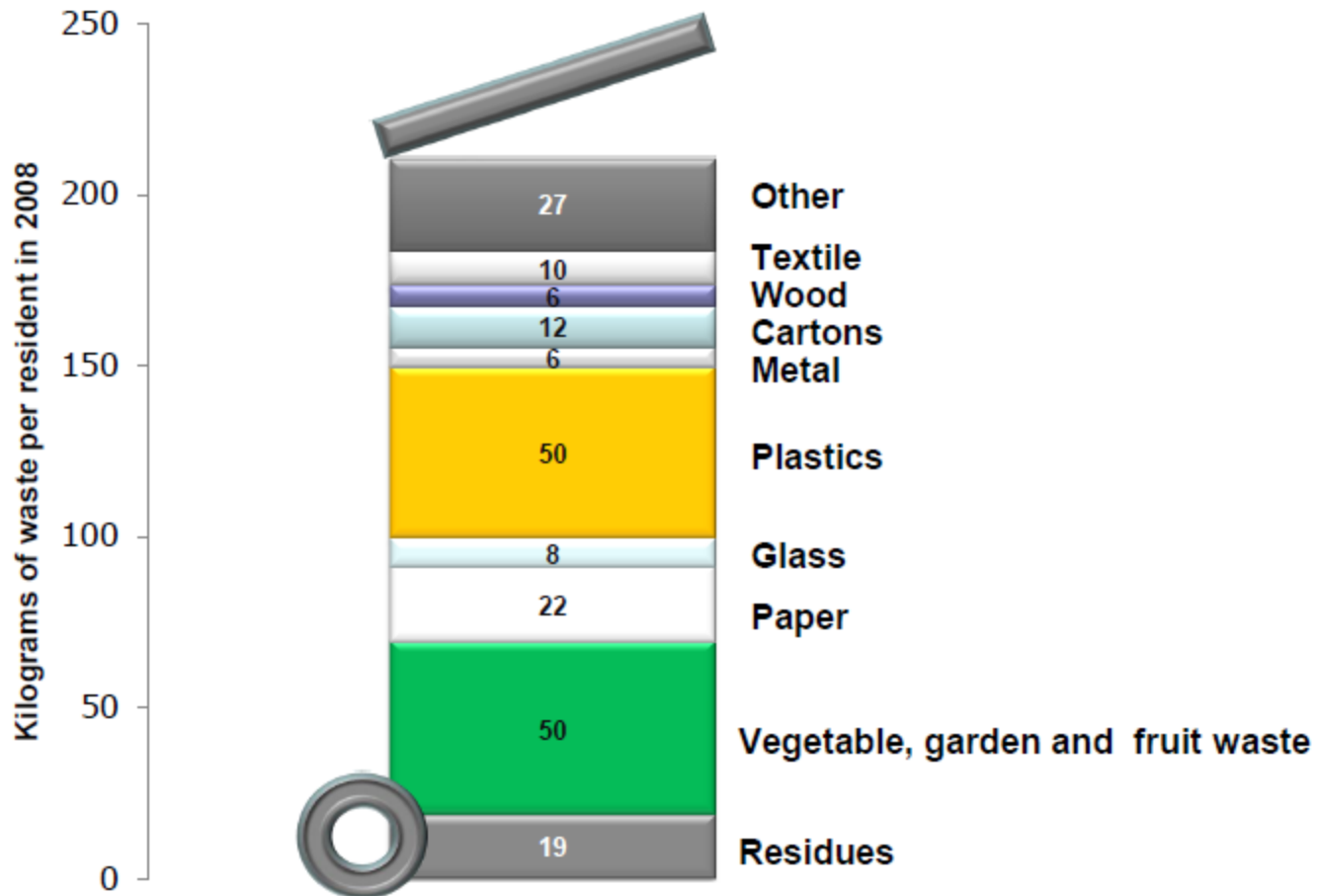
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Total

435.000 residents



# Contents residual container (region)





## ZERO WASTE EUROPE

*If you are not for Zero Waste, how much waste are you for?*



### Recent Posts

- Zero Waste – when recycling is not enough
- The Story of Electronics
- KLM flies from recycling to upcycling
- Zero junk mail in Europe!
- Florianoapolis is hosting the 7th International Conference Zero waste
- Example of a Zero Waste company – Interface
- Europe and organic waste – EU biowaste law needed!
- Zero Waste and separate collection
- Beverage packaging and Zero Waste
- New Zero Waste Group in Sicily
- Phasing out single-use plastic-bags

« The Story of Electronics

[Zero junk mail in Europe!](#) »

### KLM flies from recycling to upcycling

The **dutch airline KLM** is going beyond recycling and manages to upcycle the discarded lady uniforms of the airline. This gives a second life to the materials that otherwise would be discarded.

Sadly, in the Netherlands uniforms tend to be incinerated to minimize security risks. KLM admits that incineration is not a sustainable solution. On the other hand, recycling uniforms also has certain drawbacks. The most important being that existing collection and processing techniques usually cause the quality of raw materials to decline. In practice, this actually implies that recycling is little more than a detour on the way to the rubbish dump. In addition, the cost of recycling must be offset in the price customers pay for the newly manufactured product in shops. If the product is of a poor quality and relatively expensive, very few people will want to buy it.

Consequently KLM has chosen to 'upcycle' the discarded uniforms into blue slippers, luggage straps and bags. In a cooperative effort it has teamed up with a group of partners to run a project proving that it is possible to transform old uniform textile into new raw materials that can be used to manufacture new, high-quality products.

The result is very inspiring; by upcycling 90,000 kilos of textile, at least 500 million litres of water, 4,600 tons of CO2 and 1 million m3 of natural gas (all of which would have been used or emitted in producing new textile) are saved. Furthermore, the volume of pesticides, fertiliser and oil required is much lower. Farmland can also be used more effectively, to produce foodstuffs instead of cotton. An added bonus is that job opportunities are created for less privileged people in the community.

The success of this project is due to the cooperation of the company KLM with the **textile processor Frankenhuis**, the design firm **D'Andrea & Evers**, the Reshare sheltered



### Twitter



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### Zero Waste – when recycling is not enough

Recycling an aluminium can requires 5% of the energy & material flow than what is necessary to produce a can from virgin materials. Recycling is great! It keeps materials in use, reducing the demand for extracting and producing new materials and delaying the time before the materials become waste. Therefore it is and should be encouraged and supported... but unfortunately it is far from enough to achieve sustainability. Sustainability is about using current resources in a way that we can pass them on to the future generations; it is about preserving the ecological capital.

According to Eurostat 75% of Europeans think that separating the waste at home is their biggest contribution to fight climate change. It is true that with source separation it is possible to increase recycling rates. However, the real recycling –turning a bottle into a new bottle-happens very rarely. In most cases the materials are down-cycled because the new material has lost purity in comparison with the old product. Plus, recycling is often quite a dirty process.

More recycling doesn't always mean more sustainability or less emissions. In Europe we see a certain confusion among policy makers and even among the –sometimes- self-appointed green cities or communities because they recycle 50 or 60% of their waste. This is misleading. For instance, according to Eurostat Denmark recycles 41% whilst Czech Republic recycled 3% of their municipal waste. At first sight one would think that Denmark is a lot more sustainable than the Czech Republic because they recycle more. However, if we look at the absolute numbers of waste we realise that with their high recycling rates Denmark still has a residual waste fraction that amounted to 472kg/capita/year (59% of the 801kg of total annual waste that they generate) whilst Czech Republic generated only 285kg/capita/year (97% of 294kg of total waste per capita). This means that in terms of material and energy flows the Czech Republic is more sustainable than Denmark. Therefore, sustainability is not a matter of –only- recycling more but rather of generating less waste.

### Europe has to move from Recycling to Sustainability



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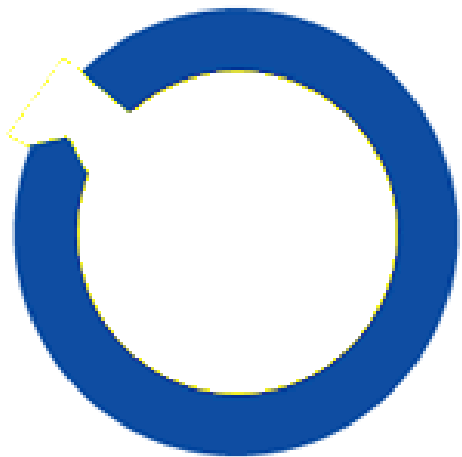
## UK - London Mayor sets out vision - zero waste to landfill by 2025

- London to achieve 50 per cent municipal waste recycling or composting performance (including anaerobic digestion) by 2020 and 60 per cent by 2031



# Let's put waste into history!





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