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Strategy for Waste Prevention in Salzburg 2007-2009

Best-Practice collection of actions for waste prevention, scheduling process, adjustment and implementation of a campaign for waste prevention in Salzburg

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Abstract

A literature review about the draft of the Strategy for Waste Prevention in Salzburg 2007-2009. After the collection of Best-Practice of actions for waste prevention a scheduling process started at the beginning of 2006. The aim of the strategy is the adjustment and implementation of a campaign for waste prevention in Salzburg. The initiative for waste prevention in Salzburg started together with regional environment and waste consultants, as Best-Practice actions for waste prevention were assessed, evaluated and rated by them. One part of the Salzburg Waste Prevention Strategy was the evaluation of national and international best practice measures for waste avoidance. Successful examples of "waste prevention measures" are introduced in the topic loft. The projects and ideas were rated as highly relevant, relevant (but not prior-ranking) and not relevant for Salzburg.

After the assessment two projects "Green local events" and "Simplify your life" were prepared as a matter of priority for the putting into action phase 2007. The "Harvest Festival in Salzburg 2007" should be prepared as a Green Local Event with an ideas competition "Environmentally Friendly Hospitality in Salzburg". From the pre-conversations for the project fine design the regional specific aims are: Waste prevention measures and decrease of environmental impacts, minimising of residual waste stream by an efficient separate waste collection, strengthening of the ecological procurement, reduction of emission caused by transportation by optimisation of logistics and visitor streams, awareness by aim group-specific information campaign (focus: promoters).

An accompanying evaluation is essential because the pilot events shall be led into the "general event business". The selected events are analysed with regard to strengths, weaknesses and important experiences, documented, and a guide is developed for "environmentally friendly regional events", which generally is usable in the preparation phase of events.

1 Starting Position

The results of the waste balance of 2005 show an ongoing increase in the quantity of waste in Salzburg. There was a per capita waste of 446 kilos, which is an in-

crease of approximately 1.8 % compared to 2004 (Mayr et al. 2006) .

Based on the legal requirements of the waste management laws and the results of the strategic environmental assessment, the current waste management plan of Salzburg for 2006 sets targets for stronger waste prevention measures (Koblmüller et al., 2004).

Those measures which cause a qualitative and quantitative reduction of waste streams are summarised under waste avoidance. Waste prevention measures are particularly well suited to combat environmental damaged at the source. Waste that is not produced does not have to be managed later. That is why waste prevention (reducing and reusing) is the ideal waste solution. Waste prevention involves altering the design, manufacture, purchase, or use of products and materials to reduce the amount and toxicity of waste. Waste prevention activities help shift the emphasis from pollution cleanup to pollution avoidance. Aim is a quantitative reduction of waste of any type and the change of the composition of waste fractions with regard to their pollutant potential.

In addition to the ecological component, social and economic aspects play an important role for the overall evaluation of waste prevention actions. Waste avoidance does not fulfil an end in itself, but is essential for the realisation of the targets of an integrated and sustained waste management. Considering chances and risks of waste management measures, the utilisation potential has to be evaluated and presented to all parties.

An efficient cooperation of all involved persons is required to reach the targets regarding waste management.

The aims of the process, adjustment and implementation of a waste prevention campaign are:

- Overview of waste prevention measures including experiences in the implementation
- Agreement with partners and establishment of the common strategy 2007–2009
- Determination of required resources and partnerships
- Description of expected effects
- Selection and detailed preparation of projects and preparation of a communication strategy.

2 Best-Practice Collection of Actions for Waste Prevention

Starting point of the initiative for waste prevention in Salzburg was a workshop together with regional environment and waste consultants (17 July 2006). In order to gain new ideas for regional waste prevention measures, different waste prevention measures were presented, experiences were stated and possibilities for implementation in Salzburg discussed. (Pladerer et al. 2007).

After the presentation of the Best-Practice collection all actions for waste prevention were assessed, evaluated and rated by Salzburg waste consultants.

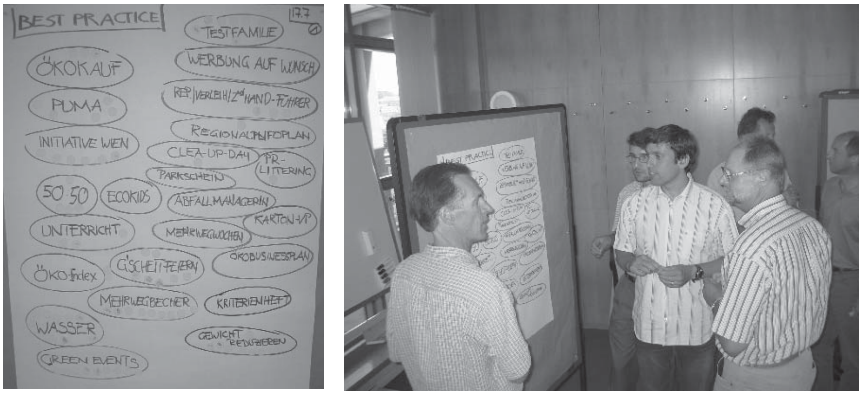


Fig. 1: Assessed and rated actions for waste prevention by Salzburg waste consultants

These are the results of the rating process:

Highly relevant:
- Reusable and Refill Cups (Beverages)
- Green events (Austrian, Viennese and Styrian initiatives)
- Weight reduction
- Test families
- Water drinking

Relevant, but not prior-ranking:
- INITIATIVE »Waste Prevention in Vienna«
- PUMA (Program of environmental management in the municipal authorities of the city of Vienna, Austria)
- Fifty-Fifty Hamburg (waste, energy and resource prevention programme in schools of the city of Hamburg, Germany)
- Anti-Littering
- Repair, rental and second-hand guide
- "Vienna Buys Ecologically" to promote long-term ecologically minded procurement at the City Administration and its enterprises (Vienna Hospital Association, Vienna Utilities,...)
- Clean-Up Day, Switzerland
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Not relevant at the moment:

- Limitation of unwanted mail advertising
- Reusable parking ticket for cars (10 minutes)
- Ecokids, environmental education program for elementary school aged children, the program should empower youth with environmental knowledge and hands-on activities, presented in exciting ways that increase awareness and encourage active community involvement.
- Weeks of reusability in Vienna (promotion of products/beverages in reusable and refillable packaging systems)
- EcoBusinessPlan Vienna - The environmental service package of the City of Vienna
- Waste manager of the year

2.1 Learn from the best ones!

One part of the Salzburg Waste Prevention Strategy was an elevation of putting into action oriented, national and international best practice record to the waste avoidance topic.

Successful examples of "waste prevention measures" are introduced in the **topic loft.**

The data sources are primarily web sites of the individual project managers or financiers. Further information was lifted up with telephone interviews.

Criteria for the admission of a waste prevention measure to the Best Practice collection were:

- Effectiveness of the measure (qualitative and quantitative waste prevention potential)
- Creativity of the measure
- Experience reports on the putting into action of the measures
- Acceptance at the target groups
- Description of necessary co-operations

Construction of the topic loft "Learn from the best ones!"

Tab. 1: Construction of the topic loft "Learn from the best ones!"

Topic		Title	
Aims		Target groups	
Description			
Partnerships		Duration	
Persons responsible for the putting into action		Costs	
Contacts, Links			



Fig. 2: Combination of actions for waste prevention (assessment by Salzburg waste consultants)

The aim of the topic loft is to serve as a suggestion and a representation of instructions. Waste advisers can build on these experiences and can take good examples as a model.

3 Implementation and Realization of Waste Prevention Projects 2007

3.1 Focusing on two strategies

Figure 2 shows the combination of the actions for Waste Prevention. After the assessment two small working groups were formed with the task to go into detail regarding the following two projects:

- "Green local events"
- "Simplify your life"

These projects were prepared as a matter of priority for the putting into action phase 2007.

3.2 The Initiative "Green Events" in Austria

With »Greening Events«, the Austrian EU Council Presidency launched an initiative aimed at ensuring that major events taking place in the EU Member States do better comply with criteria of ecology and sustainable development in the

future.

In spite of the great variety of events, ranging from conferences and concerts to large-scale international and small regional sports events and trade exhibitions, there are nevertheless common criteria and aspects that need to be taken into account. The organizers of events are called upon to implement appropriate measures. The objective of the Austrian initiative is to create a positive impact through events and to minimize negative effects, e.g. due to environmental pollution. Thus, »Green Events« primarily targets the organizers of all types of events held by or in EU Member States. In preparation, the guide »Green Events« has been developed. (Trattnig et al. 2006)

General aims of "Green Events"

The following measures are recommended for implementing the principles of ecology and sustainability: Green Local events take into account the three dimensions of sustainability (ecological, socio-cultural and economic) and cause a long-term use by the lasting and environmentally compatible orientation of municipal and regional events.

- Green Events consider the regional economy
- Green Events protect the environment
- Green events set social and cultural accents
- Green events use the public and middle attention

Green Local Events consider the regional economy through

- Promotion and use of regionally available products and services
- Creation of long-term use concepts for infrastructure (in the course of the event)
- Accompanying and in the long run effective regional location concepts
- Positive representation of the event region or town and its economic qualities

Green Local Events decrease environmental impacts by

- Setting up an environmental management and monitoring system already during the preparatory phase
- Exploiting energy-saving potentials and using renewable energies,
- Integrating waste avoidance and recycling systems
- Using products that are produced in an environmentally-friendly way and originate from fair trade (e.g. organic products in catering)
- Minimising greenhouse gases caused by the event (also due to travels of the participants), air- and noise pollution and/or initiating compensation measures
- Using of existing facilities and buildings instead of constructing new ones by means of ecological construction principles
- Arranging training and awareness-raising measures on the implementation of sustainability for persons working at events.
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Green Local events succeed with social and cultural accents

- Cost reduction by use of efficient technology and optimization of material flows
- Integration of local and regional target groups at the event planning
- Avoidance of negative effects on health of employees and participants
- Creation of additional occupation and training possibilities
- Consideration of gender mainstreaming aspects in the event organization
- Integration of intercultural and anti-racist aspects (e.g. action fair play)
- Structural or organizational measures, make an unhindered participation possible also for handicapped persons

3.3 Green Local Events "Harvest Festival in Salzburg 2007" and ideas competition "Environmentally Friendly Hospitality in Salzburg"

From the pre-conversations for the project fine design the following regional specific aims arised in addition for the Green Local Events "Harvest Festival in Salzburg 2007":

- Waste prevention measures and decrease of environmental impacts
- Minimising of residual waste stream by an efficient separate waste collection
- Strengthening of the ecological procurement
- Reduction of emission caused by transportation by optimisation of logistics and visitor streams
- Awareness by aim group-specific information campaign (focus: promoters)

Environmentally friendly celebrations and green events are honored for the first time in the context of the Harvest Festival in Salzburg 2007. Local or regional organisers are supported to enlarge their previous activities and to make a pleasant environment possible for the visitors. Every year guests from the whole world enjoy the celebration culture at the Harvest Festival in Salzburg. The high quality of the environment in the country, cautious dealing with our nature treasures and the quality of the regional products also move to the foreground. The creativity of the groups involved and the social cohesion is also a strength of this action.

What is honored by the ideas competition "Environmentally Friendly Hospitality in Salzburg"?

The advertising for the idea competition is carried out in February 2007 and is aimed at all organisers who take part in the Harvest Festival in Salzburg 2007.

Successful and creative measures as the following ones are honored:

- Contributing to waste prevention
- Favouring regional food and beverages thus strengthening the regional economy
- Realising ecologically compatible traffic measures as well as

- Following new ways in the communication and integration of guests.

Successfully realised measures can be submitted, but also ideas, which will be tested for the first time at the Harvest Festival in Salzburg 2007. The award of the most environmentally friendly event is carried out in November 2007.

3.3.1 Advice Check list and guidelines "Green Local Events"

Among other references the advice check list "Green Local events" is based on the guide for the Austrian EU presidency 2006 which especially was conceived by environmentally compatible meetings for the organisation, as well as on the concept "Twenty steps to green events" for large scale events and experiences from other federal states like Vienna, Styria and Upper Austria.

The draft of the advice check list will be developed in Salzburg in cooperation with the federal state of Vorarlberg. The environmental or sustainability relevance of the topics will get described briefly, following those points at the organization which at all events have to be considered already during the preparatory phase.

3.3.2 Consulting, communication, idea competition

The "Harvest Festival in Salzburg 2007" as an environmentally friendly hospitality with over 2,000 celebrations and events at 80 places in the whole country between end of August and end of October is suitable as an ideal network to show criteria for environmentally friendly regional celebrations and events and to realize measures successfully.

Because of the basic philosophy of the "Harvest Festival in Salzburg" with direct reference to the village and rural culture and the proximity of farming with regional products, as of direct sale, short routes between production and consumption, high quality for food and beverages, this event is the ideal partner to show that ecological orientation of regional events can be realised and can be a best practice example for the future.

"Environmentally friendly hospitality at the Harvest Festival in Salzburg 2007" is a pilot project (incl. sample events) in Salzburg for the creation of a label for environmentally friendly, regional green celebrations and events.

To accomplish the project goals, the following project steps are suggested: Offer of a reward of an open idea competition between all promoters to choose the best examples of "environmentally friendly hospitality".

First announcement for the "Harvest Festival in Salzburg 2007" will be sent out by the local tourism associations by e-mail incl. appendix ideas competition "environmentally friendly hospitality" at the beginning of January 2007. After checking the submitted ideas, five to ten participating events become "environmentally friendly hospitality". The selected actions of waste prevention measures will be realised during the "Harvest Festival in Salzburg 2007". An accompanying documentation takes place with support from the project team. The best puttings into action will receive an award based on a jury assessment with a public

presentation of prices.

4 Conclusion

The evaluation of the measures (pilot events) consists of interviews, analysis and assessment of the experiences from the 5 to 10 putting into action projects. The selected events are analysed with regard to strengths, weaknesses and important experiences. An accompanying evaluation is essential because the pilot events shall be led into the "general event business".

Guide: Green Local Events for "environmentally friendly regional events" and communication strategy

All results of the pilot events in Salzburg are documented as a "best practice collection" and a guide is developed for "environmentally friendly regional events", which generally is usable in the preparation phase of events. The core of a communication strategy is the experiences gained as well as reached successes.

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