

Waste prevention in the Brussels Region



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Francis RADERMAKER
IBGE-BIM

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Brussels Region

- 1.000.000 inhabitants
- 70 % living in apartments
- 20.000 companies (mainly very SME)

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- the environment and energy administration for the Brussels-Capital Region



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Waste - Some figures

350,000 tons hh waste/year

Every Brussels citizen produces yearly on an average 360 kg waste, of which:



- 20% food (5 to 7% spilling)
- 20% packaging (plastic, glas, tetrapak, cans, ...)

- 23% paper/cardboard (79 000 T with 20 000 publicity/press)
- 9% green waste (30 000 T)
- 18% “others” (with 3000 T Reusable goods)



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Waste - Some figures

Priorities in waste prevention : 45,000 tons (10%)

- disposable shopping bags (1% - 3,300 tons)
- food (7% - 14,000 tons)
- office paper (12,000 tons)
- free advertising (10,000 tons)
- reusable goods (3,000 tons)
- Textiles (5,000 tons)

+ home composting



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History of the Brussels Waste Plans

- Regions are competent for waste management.
- One of BIM 's missions : establish and execute a waste prevention and management plan

1e waste plan 92–97: «Launch» - focus on selective collection

2e waste plan 98–02: «Extension» - focus on prevention

3e waste plan 03–07: «Optimisation» - “Dematerialisation”



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Why « Dematerialisation »?



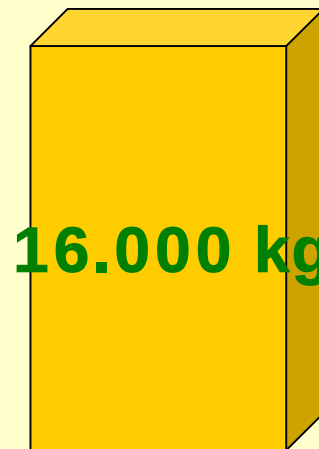
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> 90 % of resource never enters the economy



Ressources



**Raw
material**



**Industrial
waste**



**Municipal
waste**



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Where is the difference ?

Ecological rucksack :

- 1kg steel : 2.3 kg
- 1kg zinc : 8 kg
- 1kg copper: 15 kg
- 1 kg stain : 6,500 Kg
- toothbrush: 1.5kg
- Mobile : 75 kg
- chips 0.09gr : 20 kg
- Computer: 1,500 kg



Gold ring 5g : 3,000 kg

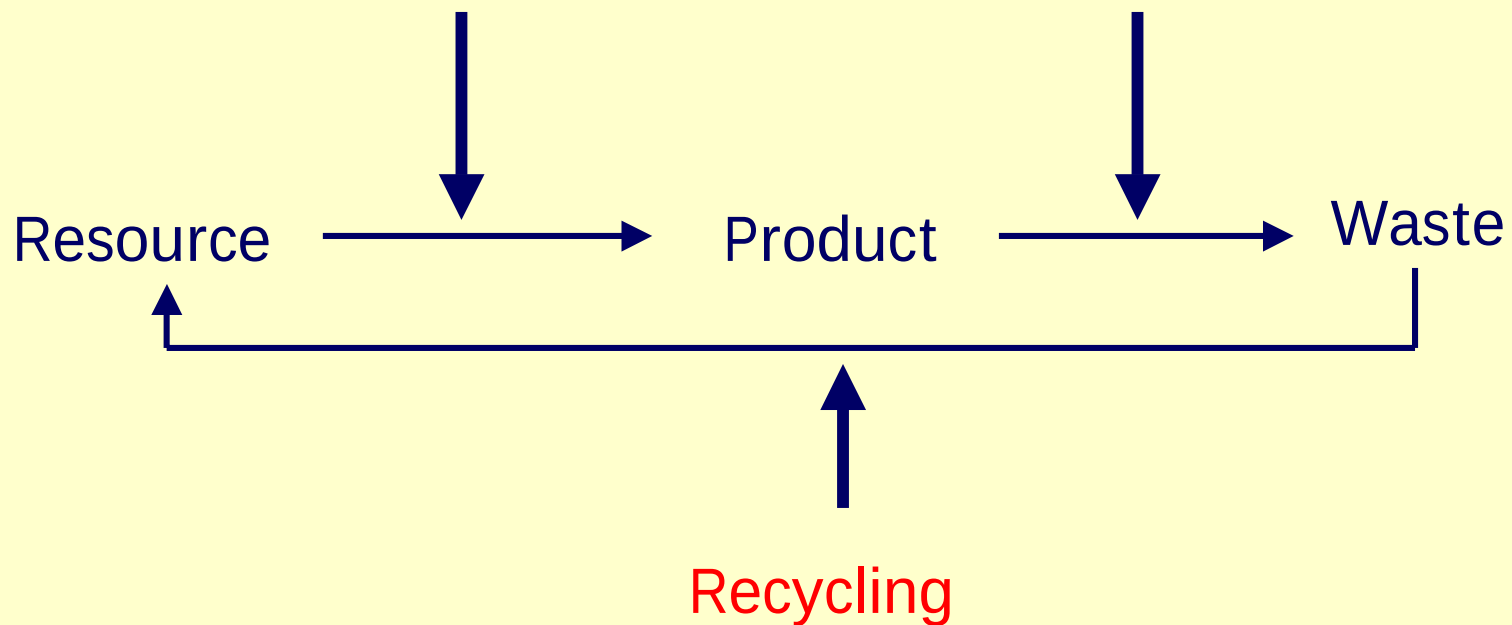


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Dematerialisation

**Sustainable
consumption**



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Fields of actions

- Promote home composting
- Promote eco-products
- Promote services
- Inform on consequences of our lifestyles
- Open the debate on real needs
- Encourage alternatives to purchasing
-



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Methodology

Choice of actions

(dustbin analysis, inquiries, foreign experiences)



Pilot tests (36)



Global implementation

- partnership OBCD – Fedis – Municipalities – assoc.
- Proximity contacts (6 Eco-Guides, 250 composting masters)



Assessment

(polls, dustbin analysis, “Waste Barometer”)



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Targeted public

-Households (consumers)

-Schools

-Offices and SME's



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Promote home composting

- Training of “Composting masters” (250 volunteers)
- Annual event, open gardens (23 locations, 700 visitors)
- 7300 tons waste composted at home (6-15% of households)
- Promotion of neighbourhood composting

Ex. “Rosendael” area in UCCLE (40 households – 4,800 tons of compost), Cité Messidor (440 households), Schaerbeek (300 households)



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Promote eco-products

Observatory of sustainable consumption

Microsoft Internet Explorer

Address: <http://www.observ.org/FPR/Nettoyants/classement.shtml>

NETTOYANTS MULTI USAGES

Classement	Références	Dose utile (ml)	Emballage Poids/dose (g)	Prix/dose
Tensio-actifs d'origine végétale				
1	ECOTOP Sylvester	6	0,5	2,3
2	FROGGY Nettoie-tout	15	0,9	0,9
3	FROGGY Nettoie-tout à l'orange	15	0,9	1,8
4	BIOTOP Nettoie-tout	15	0,9	3,0
4	BIOTOP à la mousse de lin	15	0,9	3,0
5	MANNAVITA PANAMA	17,5	0,9	1,7
6	ECO-LINO Cleaning power	25	1,6	2,5
7	EUROPLABO NACASA	30	1,7	7,0



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Promote eco-products

Observatory of sustainable consumption



nettoie-tout
avec désinfectant

Consommation :

15,6 l/an/ménage

Déchets :

1,206 kg

Coût :

€ 34,4



nettoie-tout
concentré

1,56 l/an/ménage

92 g

€ 2,27



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Promote eco-shopping



<u>Produits classiques</u>	<u>Déchets</u>	<u>Prix</u>
Persil pur 18 lessives	172 gr	6,42 €
Yaourts cartonnés	40 gr	1,71 €
Princes individuels	53 gr	1,49 €
6 cannettes de bière de 25 cl	166 gr	2,45 €
Filets de maquereaux cartonnés	22 gr	1,46 €
Soupline 4 L	153 gr	4,19 €
Lingettes M Propre*	414 gr*	3,2 €
Pot de talc Nivéa 100 gr	35 gr	2,45 €
3 sacs jetables	2 gr	
<i>Total</i>	<i>1057 gr</i>	<i>23,37 €</i>



<u>Produits moins de déchets</u>	<u>Déchets</u>	<u>prix</u>
Persil tablettes 18 lessives	100 gr	5,92 €
Yaourts seuls	20 gr	1,78 €
Paquet prince	8 gr	1,02 €
6 bouteilles consignées de 25 cl	0 gr	1,93 €
Filets de maquereaux seuls	20 gr	1,31 €
Soupline concentré (4 L = 1 L)	37 gr	2,95 €
Lavette	0 gr	1,21 €
Recharge 100 gr	6 gr	1,46 €
2 sacs réutilisables		0,15 €
<i>Total</i>	<i>191 gr</i>	<i>17,67 €</i>



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Promote second-hand shopping and repair



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It 's possible without batteries

Despite specific selective collection schemes for hazardous household waste, 80% of batteries still in unsorted bin

Campaign 2001: brochure, radio commercial, posters, press contacts, special events in stores



25% of Brussels residents heard of the campaign – allowed to increase awareness of hazardous nature of batteries



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Offer freedom to choose !

12 400 tons of free advertising in
mailboxes/year

→ **Sticker anti-pub**

+ regulation

+ awareness campaign (TV, radio, cinema,
posters)



Results :

- 20% of mailboxes with stickers
- 2,000 tons less paper



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Inform on the consequences of our lifestyles !

Brussels inhabitants : 6 ha

→ If all the planet would live like Brussels inhabitants



→ We would need 3 Earth !



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SCHOOLS

Dénounce Wastage

- ✓ Advertising
 - ➔ Pilot projects
- ❖ Favour products without waste and recycled products
 - ➔ Campaign «I am in a Green Class.. »
 - ➔ Drinking fountains
 - ➔ Less paper and recycled paper



// Dustbin analysis



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Offices

Waste from offices = 2nd most important waste fraction

Composition of office waste (in kg/worker/year) :

Residues	220
Paper /cardboard	140
Packaging	11
Organics	8
Hazardous	8
TOTAL	387



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Offices

- ❖ **Introduction of environmental criterias in public call for tenders**

 - ➔ Preparation phase

- ❖ **Rationalise the use of New technologies**

 - ➔ To print or not to print ?”



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Some tools

ECOGUIDES

Role

- Give personalised advices
- Relay for campaigns and information tools
- Address every type of public

Strategy

- Presence at events, fairs,....
- Recurrent animations (in 8 shopping areas)



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Some tools

ECOGUIDES

Results

- > 95 000 contacted persons
- > 1000 animations
- 20 schools, 8600 children



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Some tools

In context of 2e Waste Plan:
newspaper “Minimum waste, we’ll get there” focusing only on the issue of waste



My city, our Planet !

Now addresses sustainable consumption in general

⇒ global environmental assessment, suggesting practical steps to be taken at home.

⇒ 11,000 subscribers



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Exhibition

Planet to live or to throw away !

Liege
Brussels
Lille
Malaga
Oporto
Chateauroux
Hampshire
Milton-Keynes
Charleroi
Andorre
La corogne

.....



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