



AMBITIOUS STRATEGY AND TARGETS



Background (REF: 1, 2)

Consumption of paper and board in the EU stands at 82 million tonnes, 58 million of which are recycled to make new paper and board products. 47 million tonnes are recycled in Europe and 11 in other countries, meaning a paper recycling rate of 71.7% in Europe.



European legislation on waste sets clear targets for reduction of waste and establishes an ambitious and credible long-term path for waste management and recycling. The non-recycling waste reduction targets (e.g. recycling 65% of municipal waste by 2030, recycling 75% of packaging waste by 2030, reduce landfill to maximum of 10% of municipal waste by 2030) are accompanied by concrete measures to address obstacles.

European countries and specially municipalities should include specific annual targets and measures in order to reach these thresholds by 2030.

ACTION

Set ambitious targets and describe a complete and ambitious local strategy, that aims at least the EU/national targets (see European targets in *Directive 2008/98/CE*).

Example of best practice implemented

City of Westminster: Municipal Waste Management Strategy 2016 – 2031 (REF: 3)



City of Westminster

This strategy has been developed to provide a framework for sustainable waste management in Westminster.

The strategy sets out how municipal waste will be managed between 2016 and 2031.

The strategy provides a set of aims and objectives and specific targets which will support achieving sustainable waste management.

The strategy covers the Council's municipal collection and disposal arrangements for waste reduction, reuse, recycling, composting, treatment and disposal.

 To see the complete strategy: [DEFRA: Municipal Waste Management Strategies 2016-2031](#) (REF: 4)

Keep in mind that...

- ⚠ A specific municipal budget item should be reserved for this purpose.
- ⚠ It is important to include a range of different stakeholders in the strategy definition (e.g. industry, politicians, experts, citizens) in order to have a holistic view of the issue.
- ⚠ Regular data collection and monitoring activities help assess performance and take decisions.

Related BP: "Data collection and monitoring of PfR quality parameters"

Related BP: "Monitoring and control of the composition of residual waste and paper and board in other recyclables streams"

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- ⚠️ Targets could be defined according to minimum requirements defined by national legislation regulation collection/recycling target for paper and board. However, municipalities may set more ambitious targets on a local level.
- ⚠️ It could be interesting to consider private initiatives and Annual Congresses developed by local/national companies – these can be a good source of ideas since main barriers, future perspectives and challenges are usually exposed.
- ⚠️ Strategy should be analyzed according to its results and potentially changed (if it is required).

How to start?

- Study the initial situation of the municipality, taking into account previous KPIs, identifying key processes, bottlenecks, challenges and areas for improvement.
- Establish a set of objectives using, for example, SMART methodology – setting objectives which are Specific, Measurable, Achievable, Realistic, Time-related.
- Define a set of KPIs (to be updated annually) related to collection and management of P&R in the municipality and measure them over time.
- Define specific measures (operational, legislative, economic, etc.) to achieve objectives, including information about: responsible to implement it, deadline and expected impact. Those KPIs should be defined by each stakeholder in order to keep everybody involved in the target reaching.
- Define potential solutions for each of the current problems, bottlenecks and challenges identified.
- Schedule annual meetings (at least) with main stakeholders involved to review targets achievement and success of implemented measures and to plan the strategy for the next year.

- Communicate results to interested groups such as citizens, paper mills, waste managers and national authorities (e.g. by creating an information channel so that during the rest of the year the information can be updated by the municipality).



Potential Benefits

			
Increase in paper and board collected, because of the commitment with established targets and the specific measures implemented for the purpose.	●	●	●
Improvement in management structure, being able to monitor performance and allocate optimally resources.	●		
Multi-stakeholder meetings will enable the decision makers to have a holistic view of the main problems and set new realistic objectives for next years.	●	●	●
Increase in citizens' confidence and motivation	●		●



References:

1. CEPI (2017): IMPACTPAPEREC PROJECT CONFERENCE
2. DIRECTIVE 2008/98/CE
3. CITY OF WESTMINSTER: MUNICIPAL WASTE MANAGEMENT STRATEGY 2016 – 2031(UK)
4. DEFRA (DEPARTMENT FOR ENVIRONMENT, FOOD AND RURAL AFFAIRS): MUNICIPAL WASTE MANAGEMENT STRATEGIES 2016-2031