

Hotel BLOOM!  
Brussels  
9/10 December  
2014



The 1st Ever Litter Prevention Summit brings together stakeholders from across the EU to discuss solutions and debate extended producer responsibility

Tuesday 9 December

**Session 1: WHY DOES LITTER MATTER?**

This session will set the scene, explaining the scale and scope of the problem and why we need to tackle it urgently. We'll introduce the Clean Europe Network that brings together Europe's leading litter prevention organisations and those that support a cleaner Europe. For the most part, people drop litter. The session will feature some real life case studies of how behavioural change is being promoted in different countries or regions of Europe. There will be a section on talking litter to kids and some examples of how companies engage in litter prevention activities. And, finally, a look at how a dose of competition can get local authorities motivated to enhance their cleansing efforts.

(14.00pm – 15.45pm **Coffee-break** 16.25pm – 18.00pm)

**KEYNOTES: THE EU & THE LITTER CHALLENGE**

Newly appointed **Commissioner for the Environment & Fisheries, Karmenu Vella**, has been invited to make a keynote speech at the evening session on the litter challenge. **Giovanni La Via, chairman of the European Parliament's Committee for Environment Public Health & Food Safety** has been invited to respond.

(18.00pm – 21.30pm **End of day**)

Wednesday 10 December

**KEYNOTE: HOW CAN THE EU WASTE RULES HELP PREVENT LITTER**

The European Commission has put forward proposals to amend the EU waste rules that would set targets for reduction of marine litter (which presumably would require targets for land based litter too to be effective) and greater responsibility for industry in dealing with litter. The newly appointed **spokesperson of the European Parliament's Committee for Environment Public Health & Food Safety, Simona Bonafé**, has been invited to talk about how Parliament will approach the debate.

(08.30am – 9.00am)

## **Session 2: UNDERSTANDING AND TACKLING THE LOCAL LITTER CHALLENGE**

The European litter challenge is the sum of the “local” litter problems. This session sets out to find out why better litter prevention and management is important for city and local authorities. As they try to assess the scale and nature of the litter problem, the Clean Europe Network has developed a common litter monitoring system for Europe. Continuing in a practical vein, it is well-known that about 80% of marine litter starts on the land. But local authorities struggle to identify how they can stop litter getting into the freshwater environment. This session will explain what can be done.

(9.00am – 10.20am **Coffee-break**)

## **Session 3: THE GLOBAL DIMENSION – THE CRISIS IN THE SEAS**

All around the world the message is out – litter in the seas and oceans is presenting a challenge for marine life and perhaps even the food chain. The Clean Europe Network is at the source of initiatives to cut the amount of land-based litter. This should reduce the litter getting to the sea. What is the challenge and how can we tackle it – indeed, can we tackle it? This session will scope the problem, talk about some efforts to raise awareness and some concrete proposals to tackle it in practice.

(10.50am – 12.40pm **Lunch**)

## **Session 4: EXTENDED PRODUCER RESPONSIBILITY – SOLUTION OR FIGLEAF?**

This session takes the form of a moderated panel debate designed to tease out the arguments around extending producer responsibility to litter collection and prevention. Seen as a panacea by some, others argue that sending the message that “a license to litter” is included in the product price is the wrong way proceed and that the best litter is “no litter!”. The panel will feature the European Parliament’s spokesperson on the proposals to revise the EU waste rules.

(14.00pm – 15.45pm **Coffee-break**)

## **Session 5: CLEAN EUROPE WEEK 2015 – A PREVIEW**

From 8-17 May 2015 the Clean Europe Network will run its first ever Clean Europe Week which will involve a coordinated week of activity and communication about litter prevention across Europe open to anyone who wants a cleaner environment. This session will give a sneak preview of what is planned. Clean Europe Week 2015 will coincide with the European Commission’s “Let’s Clean Up Europe Days 2015” which take place on 8/9/10 May, coordinated by the Association of Cities and Regions for Recycling (ACR+)

(16.15pm – 16.50 **End of Conference**)

## **BEST PRACTICE**

At the Stop Litter Now! Summit the Clean Europe Network will launch two best practice guides on **communicating with citizens about litter prevention** and on **engaging business in litter prevention efforts**. In the future, both will be available in all official EU languages on our website.

**More information:** Clean Europe Network Events Manager **Rachel Hewett** in Brussels:  
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