



**CLEAN EUROPE NETWORK**



# Working for a Litter-free Europe by 2030

**Alheid von Bothmer**  
**Rencontres Européennes- Stop Litter Now! Summit 2017**  
8 & 9 November 2017



# CLEAN EUROPE NETWORK



- A reach of 20 million European citizens
- Launched in Brussels in March 2013 in the presence of Commissioner Potočnik



# Collaborate



*a joint platform of Fost Plus and OVAM*



STOP AUX DÉCHETS SAUVAGES

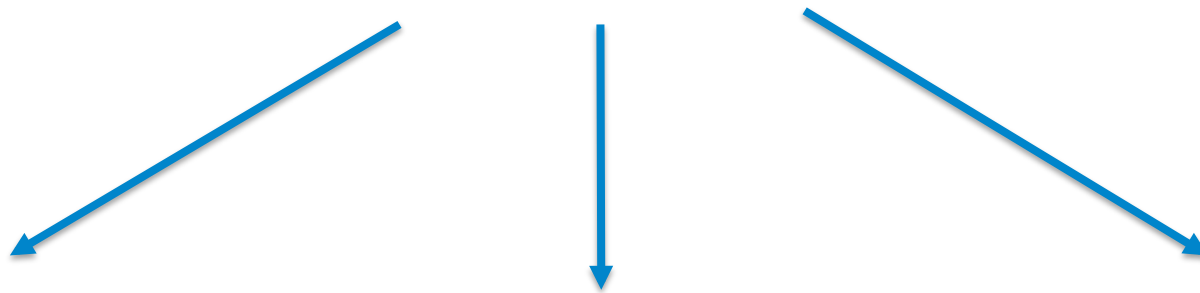


# The Clean Europe Network: What it does

1. Shares experience, expertise, best practice and research with a view to improving litter prevention across the EU
2. Develops common programmes/methodologies in areas where there is added-value in a European approach
3. Promotes litter prevention policy in Europe

# Vision and Mission

## A litter free Europe by 2030



**Changing behaviour** and reducing litter at all levels within Europe

Stimulating **greater litter prevention activity** - focusing particularly on younger generations

Encouraging the **application of greater resources** in EU Member States and across wider Europe

# Demonstrate



**1. ENVIRONMENTAL**

**2. ECONOMIC**

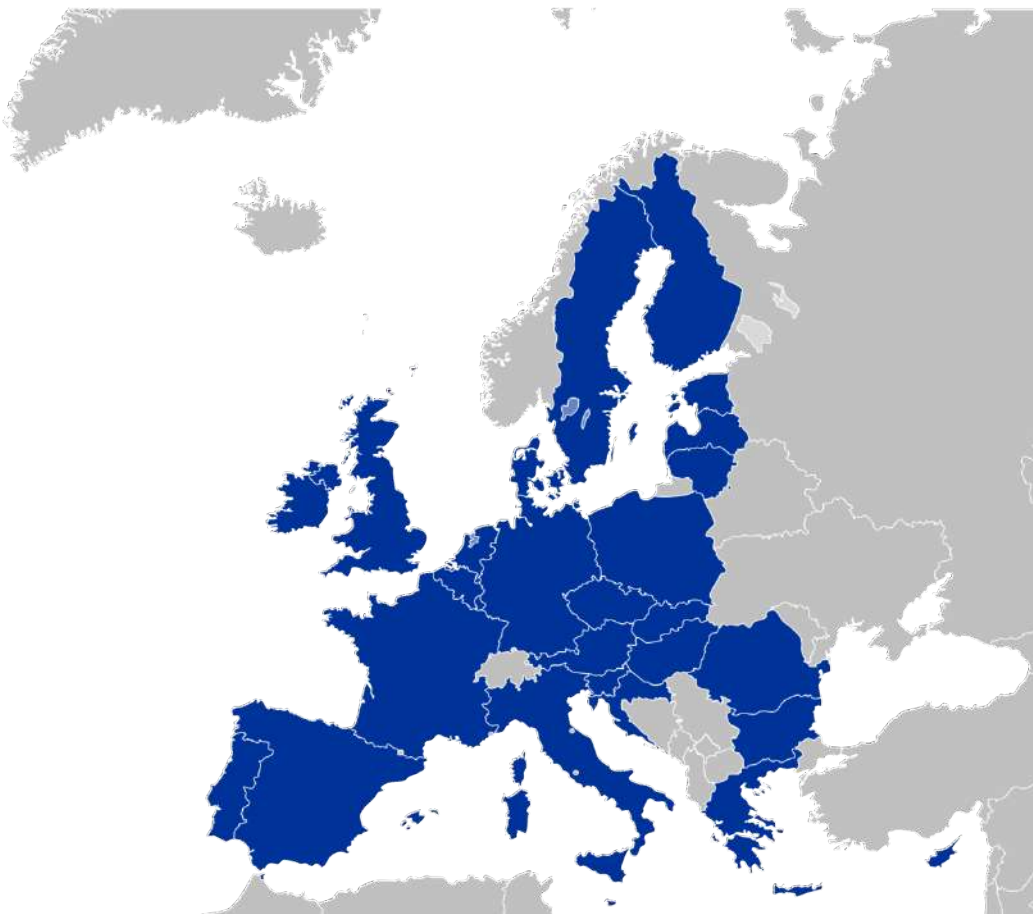
**3. SOCIAL**

# Environmental Impact

- Wildlife
- Water quality
- Health



# Economic Impact



Clean-up  
costs

**€25 per year**  
on each  
taxpayer



**Annual “loss” of**  
**€11-13 billion**  
**across the EU**



# Social Impact

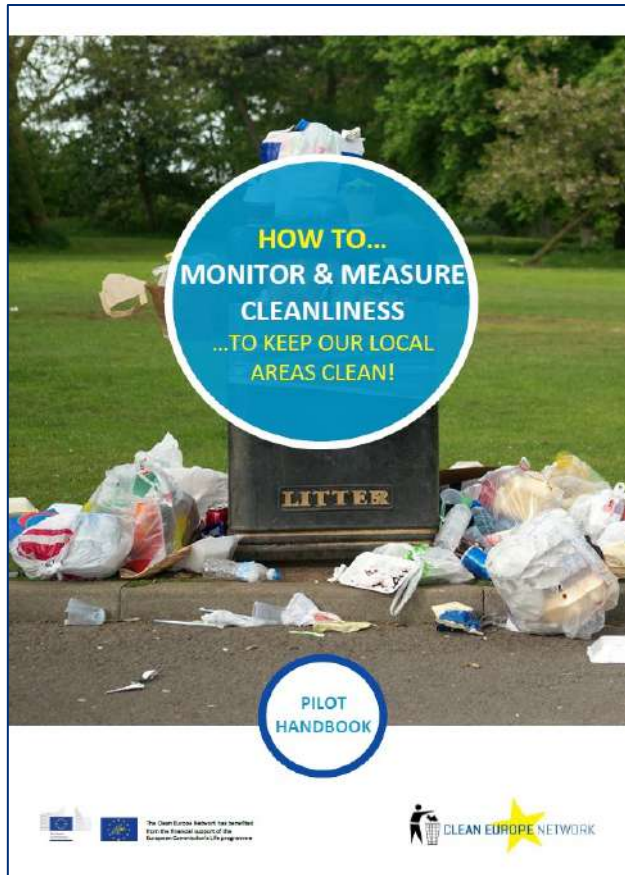


# **A Key Contribution from the Clean Europe Network 2014-2017**



# Common European Litter Measurement & Monitoring Methodology

# 2016 Work Programme co-financed by LIFE NGO Partnership Grant



## A Common European Litter Measurement & Monitoring Methodology

piloted on 54 locations  
in 10 European Countries in  
2016

## Purpose

- **Comparative data**
- **Support policy-making & implementation**
- **Focus resources & support management**
- **Raise awareness**

## What is being assessed?

- Determine **degree of cleanliness** of locations being surveyed
- Determine **how much litter** is present in locations being surveyed and which individual **litter types** are present
- Gather info on **public perceptions and attitude** to litter locally

## End product

- Easy to use
- Inexpensive
- Smartphone- & tablet-based
- Flexible/ Modular (accommodate needs of wide range of users - resource availability & statistical output)

# How does it work?

- A Modular system
- Can be used separately or combined
- For public domain and fresh water areas
- Land and water areas are divided into habitat types
- Standardised and automatic reports

# Module 1 Grading

- Standardised, robust and quick way of assessing transects
- Grading from A => F
- Description in words and in pictures
- Ideal for assessing street cleansing
- Possible to grade litter types



# Module 2 Counting

- More intensive, more precise way of assessing transects
- Information on litter types
- Ideal to collect data for a European extrapolation

Counts for Litter Fractions								
Cigarette Butts	Plastic Materials	Paper Materials	Glass	Foil	Metal	Food Waste	Dog Fouling	Other Materials
77	3	5	7	9			14	
80					6	9		8
425		19		4		11		11



# Module 3 Perception

- Information on perception of the public
- Can be compared to grades or counting information
- Ideal to give local authorities information on the assessment of the quality of the local environment



# Where are we now?

- Fine-tune & test the data management
- Develop a business model for the instrument
- Complete local versions of the handbook
- Put the instrument in the market and start collecting European data



**Thank you for your attention**