Litter Reduction and Prevention Programme City of Amersfoort

Strategy and Projects
2023 - 2024

Stad met een hart

Amersfoort

Eefke Meijer

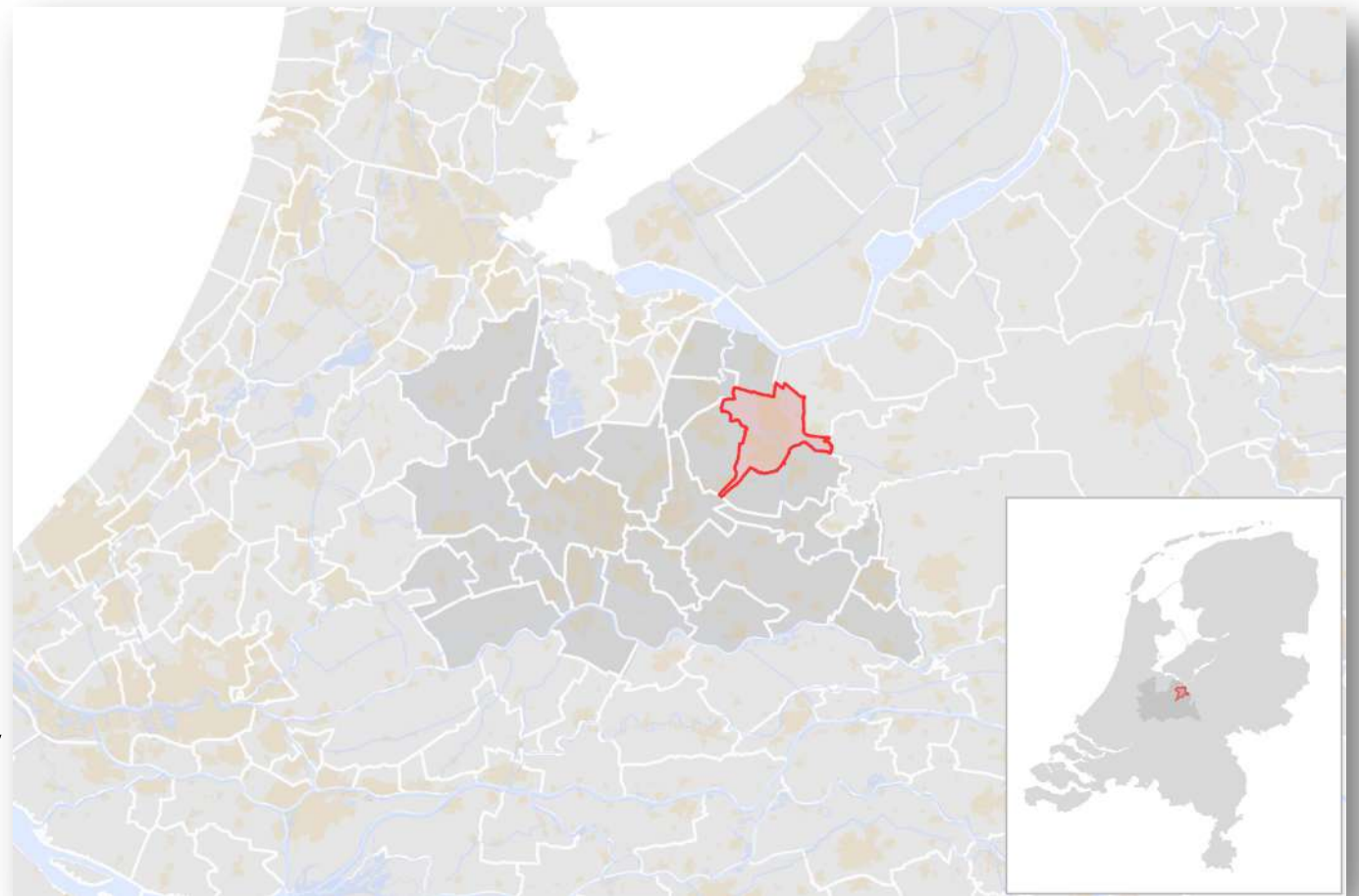**Projectleader Litter Reduction Programme**

City of Amersfoort

Department Living Environment

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Introduction presentation litter and waste in Amersfoort

- Introduction of city of Amersfoort

- Collection of waste and litter (who, how, costs, materials)

- Introduction of the new Litter Reduction and Prevention Programme
  - Monitoringsdata
  - Goals and objectives
  - Strategy
  - Projects

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City of Amersfoort

- 160.840 citizens

- Part of the Provence of Utrecht

- In the centre of The Netherlands

- Nr 16 on the list of biggest cities in

  The Netherlands

- European City of the Year 2023!

- Healthy, attractive, future proof city

- Mideavel city centre, canals and

  modern housing

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City of Amersfoort

Household waste & dumping collection in Amersfoort

- Household waste collected by ROVA, public company
- ROVA works for 23 municipalities

- Collection of household waste:
  - Bins at home for recyclable waste: paper and card, organic, plastic-cans-drinks cartons
  - Underground containers: residual waste
- Collection of waste dumpings

Collection of waste from public bins & litter picking

- Collection by 5 private waste collectors

- They collecte waste from public bins

- Pick up litter

- They maintain public green spaces

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Costs of the collection public bins

- Collection and processing waste from bins: €253.700 p/yr

- We have 1968 public bins and 27 open waste bins

  alongside cycle paths (easy to throw in waste on your bike)

- 419 dog waste bins: €100.000 p/yr

Costs of cleaning up litter in Amersfoort

- Total costs of collection and processing litter waste: €1,2 miljoen
    - Picking up litter by hand €900.000
    - Sweeping machines: €100.000
    - Collection of waste in water: €200.000

Cleaning the public space

- Waste collectors need to keep the public space clean

- Based on CROW levels A+, A, B, C, D

- City centre level A. The rest of Amersfoort level B.

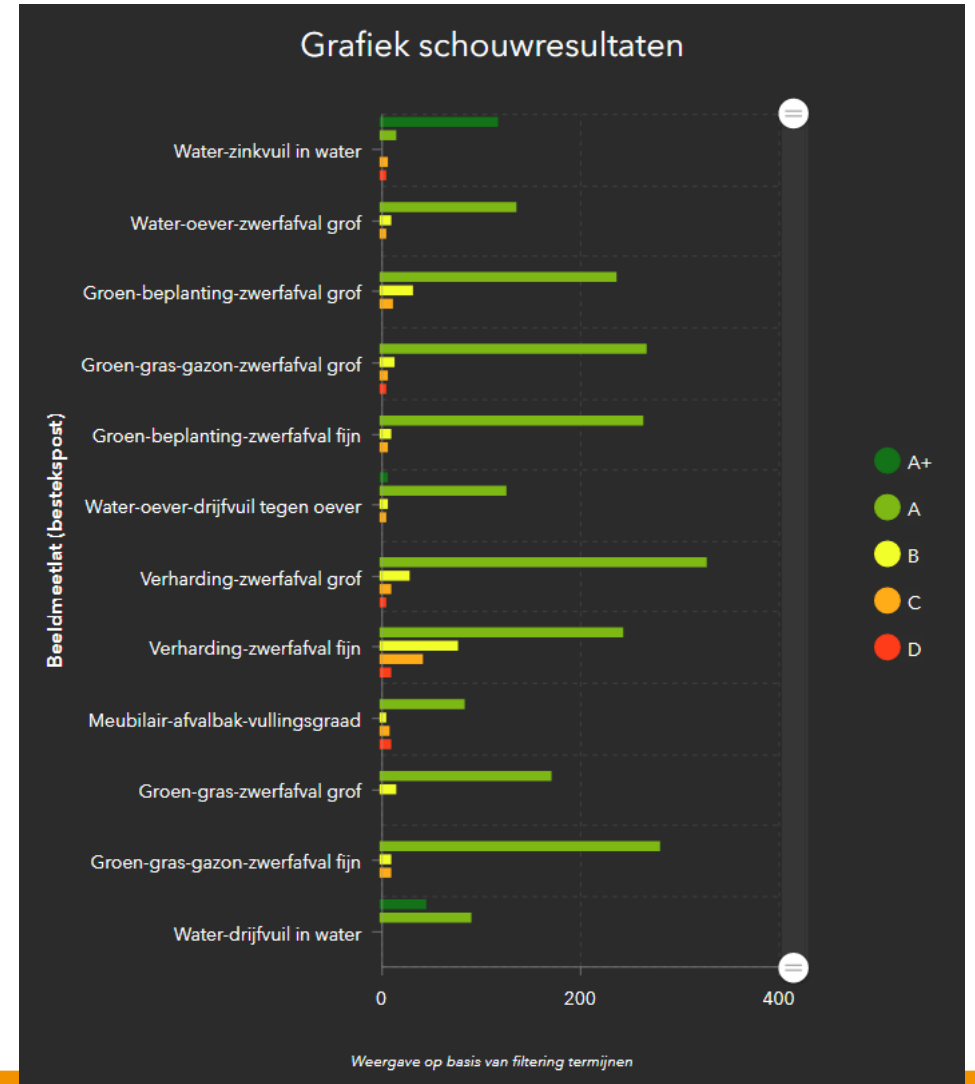- Collectors decide how many times they clean up / empty bins

Litter Reduction and Prevention Programme

- Renewed programme since 2023

- Main goal: reduce litter as much as possible and create a clean and healthy
  public space

- Two objectives:

    1. Reduce the amount of litter in the 5 focus areas by at least 10% in 2024

          Measure this objective by monitoring

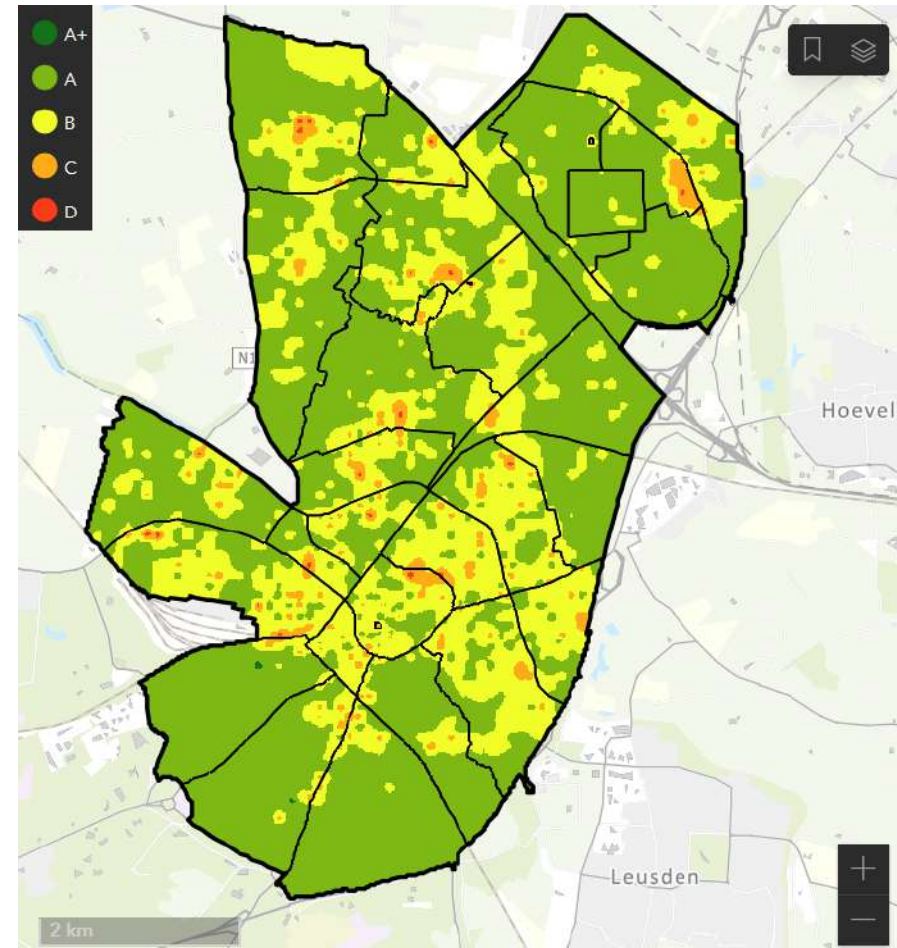   2: Contribute to achieving a circular economy in Amersfoort

Programme is based on monitoring data

- The work of waste collectors is monitored by random sampling to measure the level (A+, A, B, C, D)

- Monitoringsdata for litter on:
  - Pavement
  - Grass
  - Plants
  - Small litter (1-10cm)
  - Big litter (<10cm)
  - Water and water banks
  - Bins

Programme is based on monitoring data

- Monitoringsdata is converted (by extrapolation) into a map

- This maps shows data of 2022 for small litter (1-10cm) on pavement

- The map shows us the hotspots: most polluted area's

Comparing monitoring data from multiple sources in a yearly report

- Top 3 hotspots indicated per district by the waste collectors

- Hotspots indicated by volunteers who clean up litter

- National Shopping centre litter monitorings research
  - Amersfoort participate with 16 shopping area's
  - Interview citizens (how clean do you rank this are)
  - Monitor how much litter and which types of litter

- Research on waste dumpings

- National data on microplastics and litter

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Main conclusions based on the monitoringsdata in Amersfoort

- Litter is widely spread, can be found anywhere
  - More litter in bushes and water then available data show us
  - Collectors only pick up litter they visually see (not going to search in water in reeds and in bushes). Part of litter stays hidden
  - Not enough data of litter under water
- Mostly small litter (1-10cm) on pavement (it's easier to clean up bigger litter)
- Hotspots: shopping area's, trainstations, overflowing bins, certain districts

  social housing, social hang-outs, dumpings next to containers, fast food

  restaurants, parking spaces, roadsides, litter from construction sites

- Types of litter: small unidentified plastics, packagings (food), cigarette butts,

  cans and bottles, paper napkins

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Litter Reduction and Prevention Programme

- We focus on 5 area's in 2023-2024 where we reduce litter with at least 10%
  - City centre
  - Central trainstation area
  - Food Court (fast food area with McDonalds, KFC, etc.)
  - Shopping areas in 2 districts: Kruiskamp and Liendert (social housing)

- We focus on these types of litter:
  - Packagings of food
  - Cigarette butt's
  - Microplastics

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Strategy Litter Reduction and Prevention Programme

Waste Prevention: Single Use Plastics, circular (refuse, reuse, reduce), deposit

Work together with other cities and ministry

Cleanup litter: clean-ups, community participation, 25meter regulation (for shops/restaurants/organisations)

Prevent litter: communication, public enforcement, public space (bins, containers), education, behavioural change, stakeholder cooperation, target the source of litter, monitoring

Waste Prevention

- Holders for cans and bottles with deposit

- Homeless people collect the cans / bottles

- Test in central trainstation area

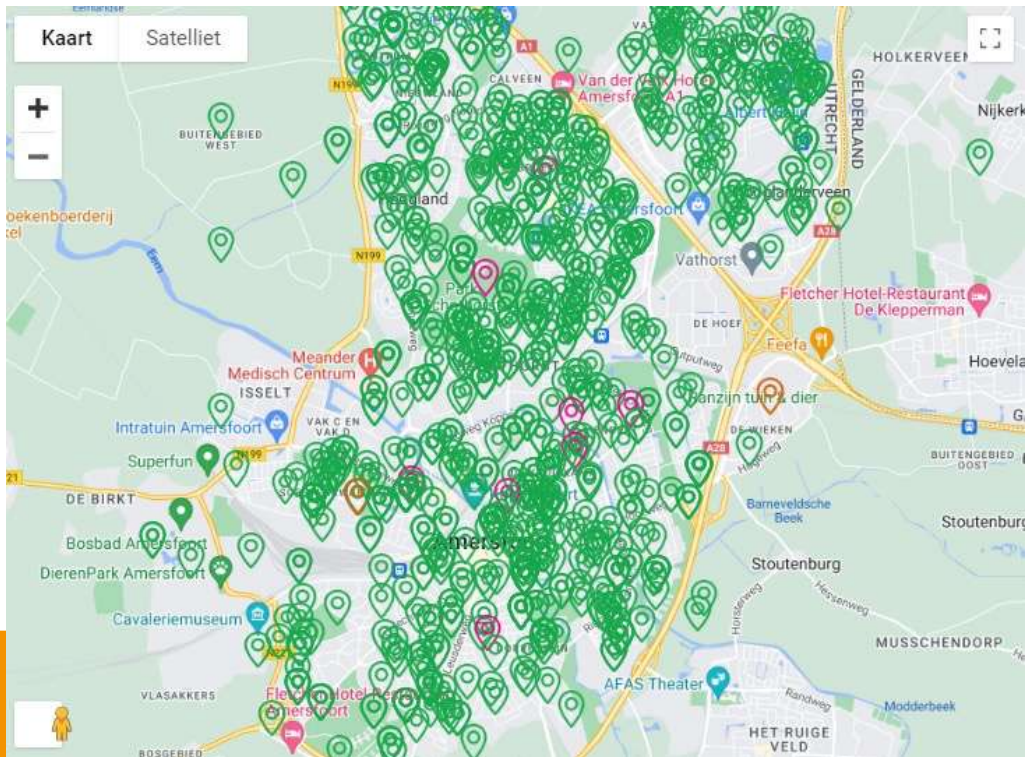- 2024 expand to other area's (parks, shopping

  area's)

Waste Prevention

- Zero Waste shopping tour: promote shops with zero-waste products

- Bring your own packaging campaign: Are you a Packaging- King?
  - Promote 40 shops where you can use your own coffee-cup, bowl, food box
  - Online social media, posters, information signs in shops
- 2024: more waste prevention projects on reusable diapers, Zero Waste Week

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Clean-up litter: with citizens

- Free litter gripper

- 2100 volunteers on map on the new website

  www.amersfoortschoon.nl

- World Cleanup Day september: 40 big cleanups

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World Cleanup Day

World Cleanup Day in Amersfoort - YouTube

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Clean-up litter: with schools

- Free educational litter programme (goal is to clean-up and prevent)

- Teaching materials for:
  - Primary schools
    - Plastic soup, environmental impact of litter
  - Secondary schools
    - Learning projects about litter
  - 2024: microplastics and circular economy

- 2024: World Cleanup Day Competition with 30 schools

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Clean-up litter: with shops, restaurants, organisations

- **25 meter rule: clean-up litter within 25meter of the building**

- **Information campaign about litter and 25meter rule**
  - Action team visits and inform shops, restaurants, organisations
  - Also doing a monitoring in 16 shopping area's: asking citizens to rank the shopping area on how clean it is and monitoring litter
  - 2024: enforcement inspectors checking shopping area's on how clean it is and visit shops and restaurants

- **City centre focus area:**
  - Stakeholder cooperation (shops, restaurants, waste collector, municipality, enforcement officer)
  - 2023-2024: Plan of action in focus area: reduce litter 10%
  - Clean-up more/better, communication campaign, influence behaviour (multiple actions)
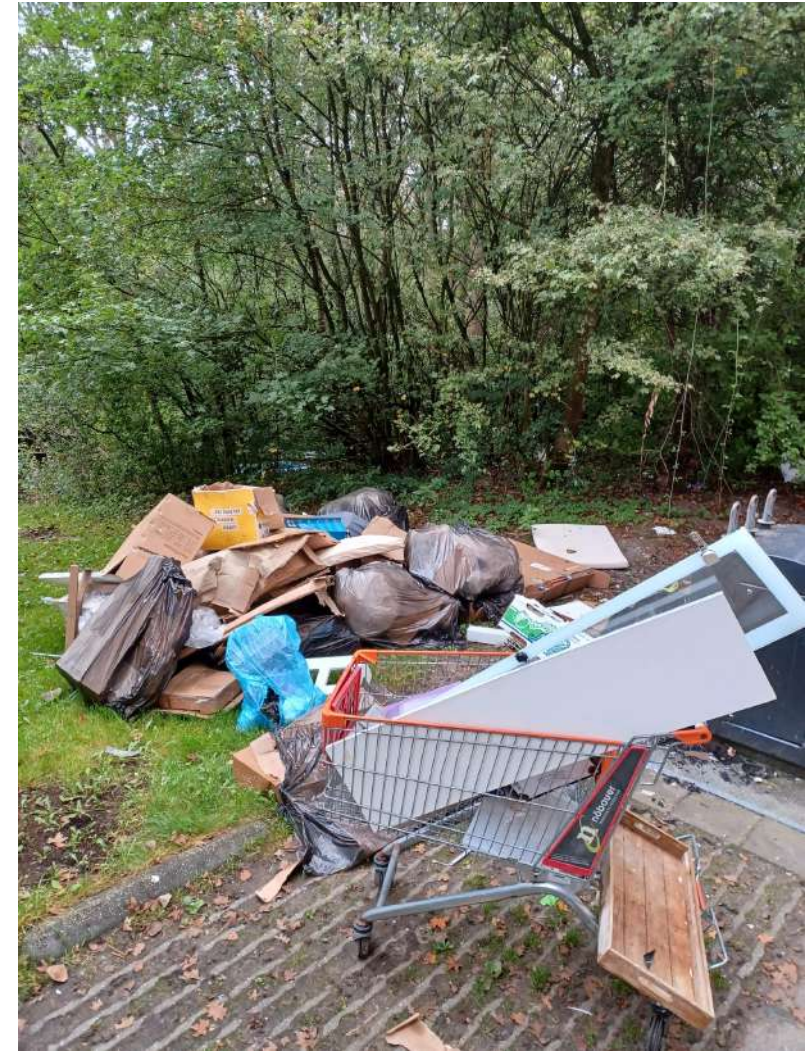
Clean-up litter: cigarette vacuum cleaners

- Cigarette butt's cleaner (also cleans small litter)

- 1 waste collector has 4 cleaners in 2023

- 2024: all waste collectors
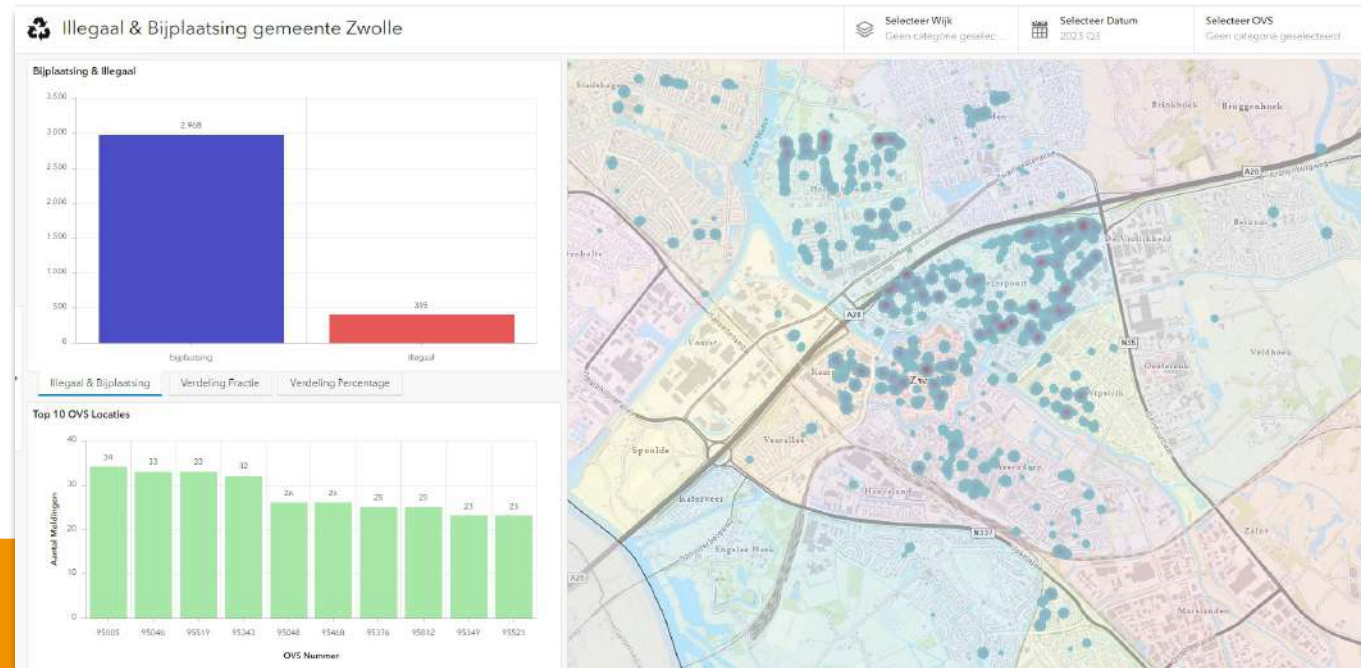
get free cigarette vacuum

cleaners

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Prevention of litter: reduce waste dumpings

- Research of waste dumpings in Amersfoort

- Why do people dump waste next to containers?

- Where does it happen in Amersfoort

- What can we do about it:
  - We tested multiple interventions

Prevention of litter: reduce waste dumpings

- Reasons why people dump waste next to containers:
  - Habit, no container card, language barrier to make appointment, knowledge, copying behaviour of others, no car, etc.
- Where does it happen in Amersfoort:
  - In 2021 – 2023 we made a hotspot list
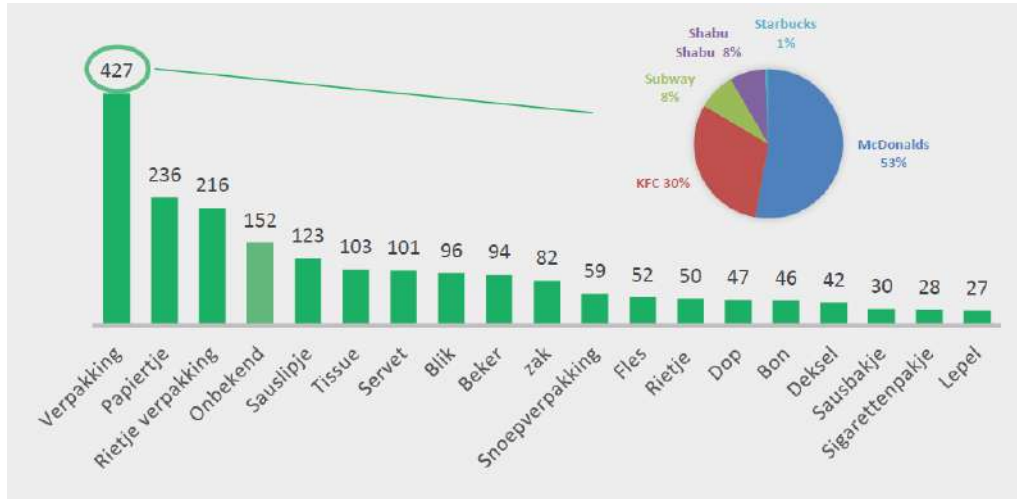 - In 2024: we are going to work with a new app of ROVA

Prevention of litter: reduce waste dumpings

- What can we do about it:
  - We tested multiple interventions, some of them succesfull, some of them not
  - Based on behaviour change techniques
  - Signing, enforcement, ambassadors,
  - Letters, illustrations, pictures

Prevention of litter: fast food area

- Food Court: McDonalds, KFC, Subway, Shabu Shabu, Starbucks

- Litter of packagings everywhere (citizens complain about this)

- We did several monitoring researches to confront them

- They have to clean-up better, otherwise penalty

Prevention of litter: Liendert shopping area

- Stakeholder cooperation: supermarket, restaurant, church, municipality, enforcement, waste collector

- Monitoring in focus area for more detailed information on the amount of litter, types of litter, hotspots

Prevention of litter: Liendert shopping area

- Interviews with shops, restaurants, church to get input on causes of the litter (people who visit the are, students, birds picking out trash from bins)

- Behaviour change expert team observes people and surroundings

- Action plan with measures based on the data

- 2024: implementation measures and monitor effects

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Budget of the Litter Programme

- We use the budget we receive from the Extended Producer Responsibility on single use plastics to finance our programme

- We receive €3,49 per citizen in 2023 (this varies every year)

- This gives us a yearly estimated budget of €561.049

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Questions?

Thank you for listening!

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