

# ZERO WASTE SWITZERLAND

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## ANNUAL REPORT 2018

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## CONTENT

**ZeroWaste Switzerland** is an official NGO since August 2018. The association's principal goal is to achieve a waste free Switzerland. ZeroWaste Switzerland, founded in 2015, aims to encourage people to reduce waste as well as adapt to a more sustainable way of living in general.

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Zero Waste Conference  
January 2018, Sion



Caffè Zero Rifiuti (Zero Waste gathering)  
February 2018, Lugano



Kick off Conference  
April 2018, Carouge (GE)



Festival de la Terre  
June 2018, Lausanne



Zero Waste Pic-nic  
September 2018, Lausanne



Youth session  
November 2018, Bern

## EDITORIAL

2018 has been a year of growth, new contacts and discoveries. A new record was made in terms of the number of events and conferences. Moreover, a steadily growing number of members are willing to start and continue their path in waste reduction. **The most important role our association plays is raising awareness and motivation to change people's behavior.** It has strengthened our confidence that the popularity of the Zero Waste approach is not a fad but a real movement, ready to unfold in the long term.



Among the highlights of the year 2018 is the fact that - again - the number of our members have nearly doubled, from 384 to 695. Furthermore, the launch of our workshops programs initiated in Geneva has been a great success. The number of events, workshops and Zero Waste Cafes all over Switzerland, grew steadily during the year 2018, thanks to our active involvement and network of ambassadors.

In 2018, we continued to witness with enthusiasm a strong growth in entrepreneurial initiatives in favour of waste reduction, with also restaurants newly interested in the subject, still more new municipalities following and businesses offering bulk or artisanal products thus creating sustainable products.

We kindly thank all of our members, ambassadors and others active in our association for the growing number of activities carried out in 2018.

This report highlights these different activities.

Natalie Bino

Co-Founder and President of the committee



## THE ASSOCIATION, MISSION, VALUES

### MISSION

The association's goal is to work on waste reduction. We do this by raising awareness of waste issues and by encouraging behavioral change towards a mode of consumption that is as close to zero waste as possible. We also work towards this goal by supporting the active involvement of agents of change in a circular economy and by supporting the introduction of regulations aimed at reducing waste production in Switzerland.



### THE VISION

#### A waste-free Switzerland

The goal of ZeroWaste Switzerland is for citizens, institutions and economic actors to choose a mode of consumption and production as close to zero waste as possible, as well as to foster a real circular economy.

### THE VALUES

We believe that it is possible to significantly reduce the amount of waste produced by subscribing to the following philosophy: **Rethink, Reduce, Reuse & Repair and Recycle**. We also believe in using sustainable materials and motivating actors to change our current economic and cultural model.

ZeroWaste Switzerland promotes eco-design as well as eco-responsible production and consumption. Our operating principles are respect, dialogue, positive communication and collaborative activities.

#### KEY FIGURES

384 members by January 1<sup>st</sup> 2018

695 members by December 31<sup>st</sup> 2018

# LIFE OF ZEROWASTE SWITZERLAND

## NETWORK OF AMBASSADORS

Ambassadors are active members who volunteer to organize and promote the association to locals in different regions of Switzerland.

The role of ambassadors is to educate, inspire and help those interested in changing their habits and reducing their waste. One major priority is to connect these individuals, thereby creating a platform for them to share their ideas and good practices for a zero waste society and supporting ZeroWaste Switzerland's projects at a regional level.

The work of an ambassador is to represent the association at the local level and to respond optimally to the various demands by adapting to the different challenges on the ground.

### KEY FIGURES

22 ambassadors by January 1<sup>st</sup> 2018

30 ambassadors by December 31<sup>st</sup> 2018



## LIFE OF ZEROWASTE SWITZERLAND

### GENERAL ASSEMBLY AND COMMITTEE MEMBERS



The General Assembly was held on March 13, 2018 in Bern, attended by 32 members and one other interested person. A seven-person committee was re-elected to coordinate activities, define the direction to be followed for the coming years and ensure the sustainability of the association.

In 2018, the members of the committee were:

- Natalie Bino, President
- Michelle Sandmeier, Vice-President
- Justine Tincq, Vice-President
- Annika Wulkop, cashier
- Isabelle Coenen-Favre, member of the committee
- Tara Welschinger, member of the committee
- Steven Kelly, member of the committee



The committee 2018 (from left to right)  
Back row : Isabelle, Natalie, Justine, Steven  
Front row : Annika, Michelle, Tara

### OUR COLLECTIVE MEMBERS

In addition to individual members, collective members can also support us. Such collective members include companies, organizations and other communities that share our values and who are prepared to commit to the zero waste approach.

The following new collective members joined us in 2018:

#### Shops

- La marchande, Seignelégier
- L'Épicerie Tournesol, Rolle
- Naturellement Vrac, Chatel-St-D.
- Basel Unverpackt, Basel
- Bern Unverpackt, Bern

#### Other companies

#### Cafés/Restaurants

- Au Grütli, Genève
- Bäckerei/Kond. Weber, Davos

#### Association

- Le Jardin Potager, Lausanne

- Original Food, Kriens
- Merci les Abeilles, Chesalles
- Natur'Mel Cosm'Ethique, Reconvilier
- Birdhouse, Zürich
- Too Good To Go, Zürich
- Kräuterstube, Männedorf
- Univerre - Myglass, Sierre
- Reterra, Niederrohrdorf
- Mazot de Vex, Vex
- Schnarrwiler, Weggis
- Crossfit 975, Cressier NE

#### Municipalities

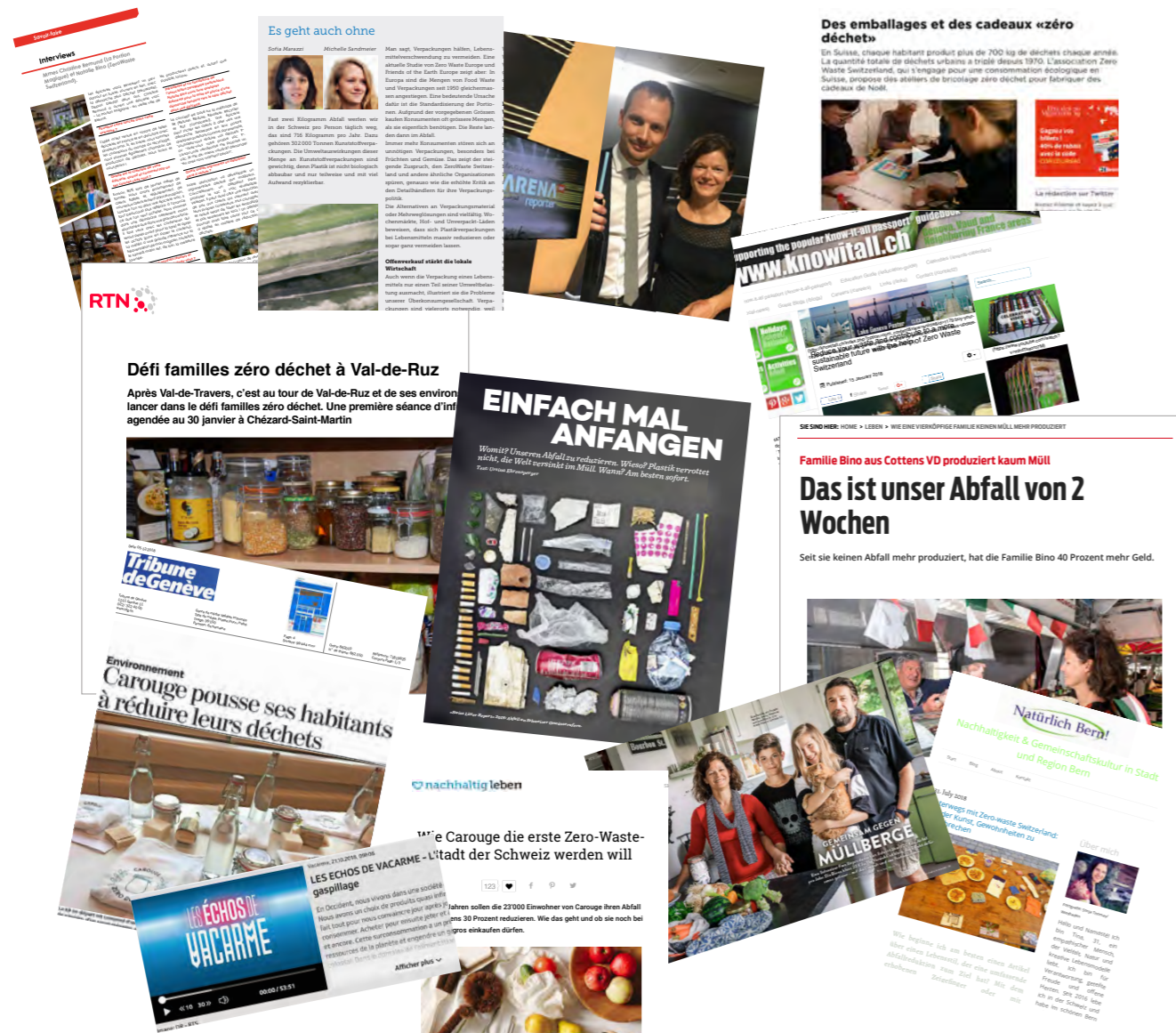
- Municipality of Choulex GE
- Municipality of Carouge GE

# ACTIVITIES

## MEDIA PRESENCE

In 2018, the media once again expressed a **keen interest** in the Zero Waste approach. Our association was mentioned in more than 20 press articles and in around 20 radio/TV /web interviews, notably in the following magazines and programs:

Radio Lac, Couleurs3, DeMain Genève (film), Hello Zürich, SRF1 Treffpunkt, Kneipp Natürlich leben (magazine), Radio Top Morgenshow, Pusch Thema Umwelt (magazine), SRF Arena, Broadcast «Il Chavazzin dal di», SüdOstSchweiz, WRS Radio, Radiotelevision Svizra, Bündner Tagblatt, Tagesanzeiger, Schweizer Familie, Broadcast «couleurs locales», Radio Cité, AGEFI, Blick, L'illustré, BZ Basel, Pro Alimentaire de Veledes (magazine).



## ZEROWASTE FRIENDLY SHOPS

Through innovative activities, ZeroWaste Switzerland seeks to motivate **behavioral changes at the local level**, in particular to develop the use of reusable packaging and reintroduce deposits in local commerce.

## THE IDEA

Businesses who participate in this project clearly indicate that they agree to fill the **Tupperware containers brought with them by customers**. They can also offer advantages to those who bring their own containers, in order to pass on the savings made on the purchase of disposable packaging.

## THE PROJECT

After tests in several districts and cities, the project was adapted and a concept developed to find funding in 2019.

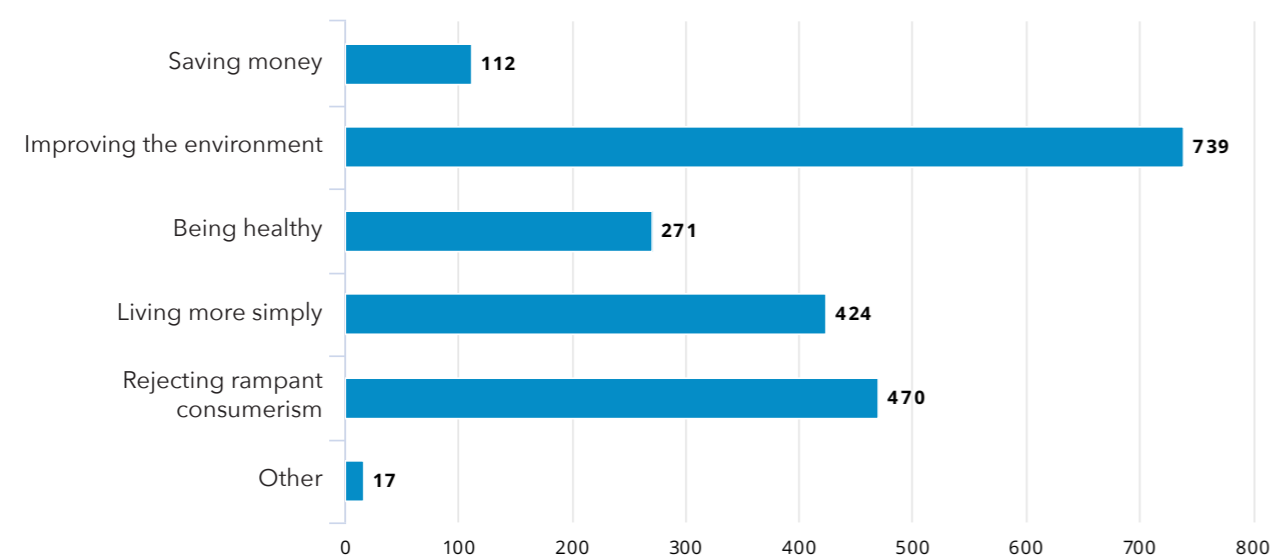


## ACTIVITIES

### SURVEY OF OUR SUBSCRIBERS

In 2018, an opinion poll was conducted on the Association and its activities. The questions covered both the adoption of the Zero Waste lifestyle and the association and its functioning. The following results were obtained from a sample of 760 people.

The results show that a large proportion of respondents (97%) have adopted the Zero Waste lifestyle for environmental reasons.



ZeroWaste Switzerland's work was rated at 98% as more than satisfactory, three adjectives emerge from the survey to describe the association: **inspiring**, **responsible** and **accessible**, and many people have raised the issue of plastic waste, a theme on which we are committed to further mobilizing our efforts. Here are some comments:



«Good articles and informative advice»

«Still little known to the public»

«Finally, concrete and simple initiatives to protect the environment!»

«Significant involvement through visible actions»

@Zero Waste: A big «Wow» and a big thank you to you! With your creativity, with your ideas, with your movement you are making a very important and valuable contribution to climate change - a change that is urgently needed!



## ACTIVITIES

### FIRST ZERO WASTE TOWN IN SWITZERLAND

Municipalities and public authorities play a **key role** in waste management. This is why we believe it is essential to encourage them to set up **ambitious waste reduction strategies**, and to support them in this process. A **partnership** has been established with the municipality of Carouge (GE) to inspire its residents and enable them to reduce their incinerated household waste by 30% over a period of 3 years. More specifically, it is about supporting **behavioural change to enable individuals and organisations to reduce their own waste**. The «Carouge Zéro Déchet» team manages a whole programme of conferences, workshops and events in the city and offers practical tools and action guides while supporting the Council in the Zero Waste approach.

#### Some elements:

- Zero Waste Conferences, Workshops and Café-Démos
- Zero Waste Family Coaching Programs for 25-30 families
- Zero Waste «Action Guides» for shops, schools, restaurants, companies etc
- Zero Waste Friendly Shops - Posters and Stickers
- Coaching and support for the various actors within the community
- City wide communication campaign encouraging people to reduce waste

The project started in March 2018 with the alignment of objectives and strategy, followed by kick off conferences in April, the first workshops in May and June and a family coaching in October. **Numerous testimonials of people reducing waste and the motivation of all the actors is encouraging.**



## ZERO WASTE GUIDES

In order to support people in developing new habits and effectively reducing waste on a daily basis, a new practical guide has been published to complete the series:

- Guide for Zero Waste Beginners
- Guide with recipes to make cleaning products (in French or German)
- **Guide with recipes to make hygiene products (in F or G)**

These publications are available for free on the association's website: [www.zerowasteswitzerland.ch](http://www.zerowasteswitzerland.ch).



## ACTIVITIES

### WORKSHOP PROGRAM

In 2018, we deployed the «Zero Waste Workshops» program in the city of Geneva as a pilot, to test the delivery and communication processes and to measure the results. These workshops are for people who want to discover new ways to reduce their waste and thus reduce their ecological footprint, improve their health and achieve significant savings.

These workshops were very successful from the beginning and more than 1'000 citizens participated already.



### OUR PARTNERS AND SPONSORS



The company **Gedeon Richter - PREGLEM** supports us with an annual donation and thus makes it possible to meet the administrative challenge and move our projects forward. For its part, Preglem has also committed to reducing waste in their offices. This year, 3 Zero Waste habits workshops were organized and the first results are visible in the office: 37% reduction in paper consumption.



**WWF Switzerland in Lausanne** supports us by providing us with its two-day co-working space free of charge. ....

The **Compétences-Bénévoles** Foundation has provided us with a coaching aid for the ever-increasing administration and thus helped to create a stable structure.



**We warmly thank you for this support and trust.**

## EVENTS

With more than 210 activities, the year 2018 was again an eventful one for ZeroWaste Switzerland. This enables us to **raise awareness of waste reduction** among a wide audience, strengthen the Zero Waste community in Switzerland and forge lasting links with other stakeholders in the field. The various events that our association has organized or in which we have participated are detailed in the following page.



## PARTICIPATION AT EVENTS

On 99 occasions we participated in external events, with pitch, participation in a round table and/or stand:

Midi-rencontres Médiathèque	Sion	18 January
Repair Café	Nyon	20 January
ZeroWaste Austausch	Zürich	31 January
Stand avant et après la projection du film "DeMain"	Genève	8 February
BiblioScope	Vevey	15 February
Lecture pour SlowFood Grischa	Coire	15 February
Echange Zéro Dechet	Coire	24 February
seMaine de la durabilité HTW Chur	Coire	26 February
Conférence chez SwissMeteo	Kloten	27 February
Plasticfree Day, Talk Vereinslokal	Bâle	3 March
Conférence Zéro Dechet lors de la seMaine de la durabilité	Zürich	6 March
Conférence Zéro Dechet lors de la seMaine de la durabilité	Wädenswil	6 March
seMaine de la durabilité à l'Université	St-Gall	7 March
Stand et atelier DIY, seMaine de la durabilité de l'Unil	Lausanne	8 March
Stand et atelier DIY, seMaine de la durabilité de l'UniNE	Neuchâtel	8 March

Stand, seMaine de la durabilité de l'Université	Genève	12 March
Présentation - dans les coulisses: durabilité et nourriture	Bâle	13 March
Open Lab : cuisine zero plastique à l'Impact Hub	Lausanne	19 March
Présentation au conseil communal, commission environnement	Zürich	21 March
Atelier DIY tawashis	Coffrane, NE	22 March
Assemblée Générale Zero Waste Europe	Bruxelles	23 March
Echange et réseautage Zéro Dechet	Zurich	28 March
Stand au Criterion Zürich	Zurich	7 April
Atelier DIY chez Fürst unverpackt	Bülach	8 April
Table ronde Festival du Film Vert	Genève	14 April
Conférence Zéro Dechet	Ponthaux	18 April
Marché de printemps	Nyon	18 April
Présentation à la journée de la terre 2018 - Pop Up cinéma	Bâle	22 April
Awareness Talk IAWA	Genève	1er Mai
Stand au Slow Up	St-Saphorin	6 Mai
Conférence Zéro Dechet au SEL Sarine	Fribourg	7 Mai
Stand au centre Balexert (6 jours)	Meyrin	22 Mai
Fête des 10 ans de Compétences-Bénévoles	Renens	24 Mai
Table Ronde au centre Balexert	Meyrin	24 Mai
DeMain Corsier, Marché	Corsier	25 Mai
Stand à l'Opération Coup de balai	Yverdon	26 Mai
Stand à Net'Leman	Lausanne	27 Mai
Workshop DIY HFCS	Aarau	28 Mai
Inaug. zone piétonne (4x30 min pour les enfants)	Carouge	29 Mai
Conférence Ringier pour les lecteurs de l'Illustré	Lausanne	29 Mai
Berner Umwelttag - Stand avec rallye	Berne	2 June
Workshop DIY pour association FFU-PEE	Berne	12 June
ZW Talk	Bülach	12 June
Assemblée générale - Le Jardin Potager	Lausanne	14 June
Discussion Zéro Dechet - La Villa Métisse	Vevey	14 June
Workshop DIY for future.camps	Zürich	17 June
Marché durabilité - festival	Gossau	27 June
Festival Zero Waste Paris	Paris	30 June
Festival de la Terre, stand (3 jours)	Lausanne	8 June
Formation Zéro Dechet pour reCircle	Berne	11 July
Conférence Zéro Dechet	Yverdon	14 July
Journée Zéro Dechet au Port	Fribourg	21 July
Stand à la fête nationale	Carouge	1 Aug.
ZW Talk Gardencenter Meier	Tann	25 Aug.
Stand : Noerd summer party	Zürich	25 Aug.
Inauguration de la Dechetterie de Plaines Roches	Neuchâtel	8 Sept.
Conférence Clean-up Day Kaufdorf	Berne	15 Sept.
Stand et atelier chez Palette - Culinata	Berne	15 Sept.
Disco Soup	Bâle	15 Sept.

## PARTICIPATION AT EVENTS

Journée thématique	Steffisburg	16 Sept.
Conférence Zéro Dechet - Alternatiba	Genève	17 Sept.
Conférence privée en entreprise	Marin	19 Sept.
Festival du film vert	Coire	21 Sept.
Stand, BlueFactory	Fribourg	22 Sept.
Festival AlternatYv (2 jours)	Yverdon	16 Sept.
Stand à Alternatiba	Genève	22 Sept.
Echange Zéro Dechet et pique-nique	Zürich	26 Sept.
Conférence pour la fête des magasins du monde	Jura	29 Sept.
Family Coaching, Kick Off Conférence	Carouge	15 Oct.
Apéro sur le thème du gaspillage alimentaire	Fribourg	16 Oct.
Atelier DIY avec plan d'action & DIY toile cirée	Aarau	16 Oct.
Festival Salamandre: stand et conférence	Morges	26 Oct.
Troc d'habits	Fribourg	27 Oct.
Festival Salamandre : table ronde "deMain Genève"	Morges	27 Oct.
Cours Zéro Dechet à l'unipop	Movelier	6 Nov.
Conférence au CO du Belluard pour parents d'élèves	Fribourg	8 Nov.
Session nationale des Jeunes	Berne	8 Nov.
Cours Zéro Dechet à l'unipop	Movelier	13 Nov.
Conférence Zéro Dechet pour une école	Romanshorn	14 Nov.
Conférence pour le SEL	Glâne	20 Nov.
Conférence Zéro Dechet, Ecoparc	Orbe	20 Nov.
Atelier DIY, Freizeitwerkstatt	Aarau	20 Nov.
Conférence Zéro Dechet	Montreux	22 Nov.
Cours Zéro Dechet à l'unipop	Alle, Jura	22 Nov.



Stand à la journée sans achat "Chouf-nüt Tag"  
Présentation de l'association et du Zéro Dechet  
Cours Zéro Dechet à l'unipop  
Cœur Cabane - atelier DIY Furoshiki  
Conférence Zéro Dechet  
Green Aperero - présentation 10 min. et stand  
Conférence chez MétéoSuisse  
Cours Zéro Dechet à l'unipop  
Cours Zéro Dechet à l'unipop  
Stand à la journée ouverte, Friedenskirche

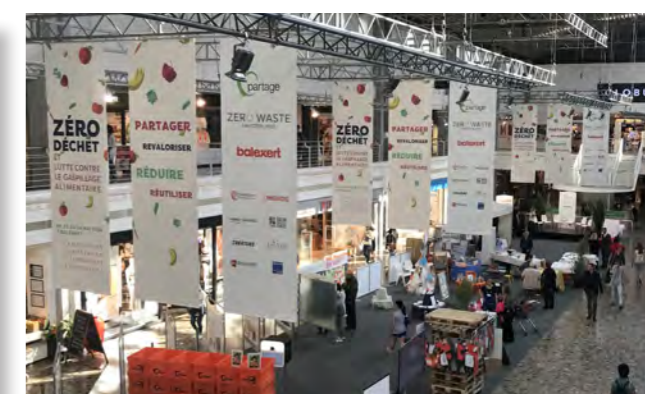
Berne	24 Nov.
Neuchâtel	28 Nov.
Alle, Jura	29 Nov.
Genève	1 Dec.
L'Isle	3 Dec.
Genève	5 Dec.
Payerne	6 Dec.
Courrendlin	11 Dec.
Courrendlin	18 Dec.
Berne	21 Dec.

## 15 events organized by ZeroWaste Switzerland:

Table ronde acteurs lausannois	Lausanne	18 January
Conférence Zéro Dechet	Porrentruy	29 January
AG / GV ZeroWaste Switzerland	Berne	13 March
Conférence introduction au Zéro Dechet	Carouge	18 April
Conférence introduction au Zéro Dechet	Carouge	28 April
Pique-nique Zéro Dechet à Vidy	Lausanne	16 Sept.
Conférence de Florence-Léa Siry	Lausanne	16 Sept.
Conférence de Florence-Léa Siry	Yverdon	16 Sept.
Trash Talk avec Wasteland Rebel	Bâle	21 Sept.
Trash Talk avec Wasteland Rebel	Zürich	22 Sept.
Trash Talk avec Wasteland Rebel	Aarau	23 Sept.
Journée Zéro Dechet au Port et atelier DIY	Fribourg	31 Oct.
Vivre sans Dechet avec Bébé	Lausanne	8 Nov.
Conférence Jérémie Pichon	Genève	7 dec.
Conférence Jérémie Pichon	Genève	8 dec.

## 9 visits on site organized by ZeroWaste Switzerland:

Tour achats vrac - initiation aux courses Zéro Dechet	Zurich	19 January
Visite du centre de recycling Schermen	Berne	26 February
Visite de l'incinérateur ERZ	Zurich	28 February
Visite du système de compostage en ville	Bâle	24 June
Visite de l'incinérateur	Zurich	14 Aug.
Tour achats vrac - initiation aux courses Zéro Dechet	Lausanne	1 Sept.
Action Clean-Up à Vidy	Lausanne	16 Sept.
Visite de l'incinérateur	Bâle	27 Oct.
Tour achats vrac - initiation aux courses Zéro Dechet	Carouge	27 Nov



**26 public habits workshops,**  
**9 privat habits workshops,**  
**52 Zero Waste cafes all over Switzerland**

## FINANCES 2018

During the 2018 financial year, the number of members increased impressively. This is an encouraging development that has also resulted in an increase in administrative needs. For this reason, the Administrative Coordinator's working time was increased to 80% as of 1 January 2018.

For the 2018 financial year, the increase in staff, training and activity costs was significant. Our financial situation was generally healthy, but did not allow us to create a second job for fundraising. However, we were able to hire a 50% trainee from June to December and another from November to December.

In addition, investments have also been made in the development of our activity registration forms, which now greatly facilitate our management.

The organization and participation in more than 200 activities means more visibility, more fees, more income, but also an increase in demand that has generated more administrative management.

### ADMINISTRATION

1 employee at 80%

1 intern at 80% and 2 interns at 50%

## FINANCIAL STATEMENT 2018

Assets		Liabilities	
Current assets		Callable capital	
Post account	67'894	Creditors	-
Debtors	8'820	Provisions	-
Transitional assets	2'257	Accrued liabilities	48'647
<b>Subtotal</b>	<b>78'971</b>	<b>Subtotal</b>	<b>48'647</b>
Fixed assets		Equity	
Material	-	The association's funds	18'865
		Result	11'458
		<b>Subtotal</b>	<b>30'324</b>
<b>Total</b>	<b>78'971</b>	<b>Total</b>	<b>78'971</b>

## RESULTS 2018

Expenses		Revenue	
Expenses committee	8'868	Membership fees	35'880
Expenses ambassadors, volunteers	2'642	Donations	50'758
Debtors loss	2'770		
Other expenses	2'844		
<b>Subtotal</b>	<b>17'124</b>	<b>Subtotal</b>	<b>86'638</b>
Marketing	1'842	Revenue events	23'849
Communication	899	Sponsoring events	10'080
Internet / webpage, backoffice	2'449		
Accounting, admin webbing	3'769		
<b>Subtotal</b>	<b>8'959</b>	<b>Subtotal</b>	<b>33'929</b>
<b>Expenses events</b>	<b>19'459</b>		
Salary expenses	47'828		
Social charges	15'739		
<b>Subtotal</b>	<b>63'567</b>		
<b>Total expenses</b>	<b>109'109</b>	<b>Total revenue</b>	<b>120'567</b>
<b>Earnings</b>	<b>11'458</b>		

2015

Foundation of the association  
in Lausanne

3

Strategic pillars :  
INSPIRE . ENABLE . ENGAGE

ZERO WASTE  
SWITZERLAND

100+

Volunteers in 14 regions

210+

Activities in Switzerland: confe-  
rences, workshops, cafés, stands,  
talks, visits

**ACKNOWLEDGEMENTS** ZeroWaste Switzerland would like to thank its members and volunteers, without whom these activities would not have been possible.

Photos: ZeroWaste Switzerland / Alyssa Busoni, Ivo Coenen, Natalie Bino