

ZERO WASTE SWITZERLAND

Annual Report 2019



ZeroWaste Switzerland is a non-profit, non-political and independent civil association founded in 2015. Its mission is to work for a waste-free Switzerland. Since 2018, the association is recognized as a non-profit organization.

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Zero Waste Family Challenge
January 2019, Val-de-Ruz (NE)



Zero Waste DIY Workshop
March 2019, Cottens (VD)



Zero Waste Talk
March 2019, Biel



Zero Waste Talk
May 2019, Zollbrück (BE)



Zero Waste Workshop for Shops
September 2019, Lausanne



Zero Waste Talk
November 2019, Ostermundigen (BE)

EDITORIAL

The overconsumption of our planet's resources and the resulting production of waste is a major environmental problem for which we have a responsibility to act.

Already in 2018 we witnessed a turning point in the fight against global warming with a general awareness following an unprecedented mobilization of young people and the organization of climate strikes every Friday.



In 2019, the movement gained momentum through the multiplication of civil and political actions. More than noteworthy is the declaration of a «climate emergency» by several large municipalities and cantons in Switzerland. These initiatives show that environmental protection is at the center of interest.

Since its inception in 2015, ZeroWaste Switzerland has worked to conserve natural resources by motivating and empowering consumers to reduce waste at the source.

Highlights of 2019 include the fact that our membership continues to grow strongly, surpassing the 1,000-member mark. The number of Zero Waste events, workshops and cafés across Switzerland continued to grow in 2019, thanks to the active participation of our ambassador network and their regional teams.

We would like to express our sincere gratitude to everyone who worked for Zero Waste in 2019. Thanks to you, members, ambassadors, volunteers, sponsors, partners and employees, our association was able to carry out its awareness-raising activities throughout the year.

In this report you will find the highlights of 2019.

For the Committee

Michelle Sandmeier and Steven Kelly, Co-Presidents

Key figures

695 members on January 1st 2019

1070 members on December 31st 2019

THE ASSOCIATION ZEROWASTE SWITZERLAND

THE MISSION

ZeroWaste Switzerland's mission is to work towards the reduction of waste of natural resources. The association raises the awareness of the population of waste-related problems, encourages consumer behaviour change towards zero waste, encourages and supports the agents of change, advocates for a local and circular economy as well as regulation change in Switzerland.

THE VISION

A waste free Switzerland!

ZeroWaste Switzerland's vision is a Switzerland that reduces its waste production and avoids wasting natural resources.



-  **Rethink & Refuse**
before purchase or during product development
-  **Reduce**
of superfluous and unnecessary packaging
-  **Reuse, Repair & Share**
of sustainable products, reusable containers
-  **Rot & Recycle**
Composting and preventing foodwaste & recycle what cannot be repaired or reused

THE VALUES

We believe that it is possible to significantly reduce the amount of waste produced if we apply the approach outlined above on a daily basis by motivating stakeholders to change our current economic and cultural model.

The ZeroWaste Switzerland Association advocates environmentally-responsible design, production and consumption. Our operating principles are respect, dialogue, positive communication and collaboration.

THE GOVERNANCE

In order to be consistent with its values, Zerowaste Switzerland tends towards shared leadership. This holacratic way of working, accompanied by facilitators, allows for greater flexibility, responsibility and autonomy. The elements of the «Holacracy» method help to structure meetings, to make the roles of each person more understandable, to be more efficient while respecting and valuing the individual.

FUNCTIONING OF THE ASSOCIATION

THE AMBASSADORS

Ambassadors are the official representatives of ZeroWaste Switzerland. These members volunteer for the local association life in different regions of Switzerland. Their task is to sensitize, inspire and help interested people to change their habits and reduce waste.

To meet the general interest of the population in Zero Waste, regional teams were gradually formed and expanded to support the work of the ambassadors. Together, they connect consumers who are motivated to change their behavior, share ideas on best practices, and support ZeroWaste Switzerland's projects at the regional level.

Volunteers from all over Switzerland support the association. Through their participation in events, their sharing of expertise and information, Zero Waste becomes more and more tangible in everyday life. In order to respond to more and more requests, ZeroWaste Switzerland needs the support of volunteer teams to further expand its projects and network.

A big thank you to our volunteers!

These ambassadors were active
for ZeroWaste Switzerland
in 2019



FUNCTIONING OF THE ASSOCIATION

GENERAL ASSEMBLY



The GA was held on March 19, 2019 in Bern in the presence of 29 members. During the GA 4 members resigned from the Board, 2 new members were elected and 3 others were re-elected. The peculiarity in 2019 is that two members share the presidency, with the aim of setting the direction for the next years and ensuring the sustainability of the association. In 2019, **the following members** were on the board:

- Michelle Sandmeier, Co-President
- Steven Kelly, Co-President
- Marlene Bosi, Cashier
- Ingrid Fumasoli, Member
- Tara Welschinger, Member



The Committee 2019
Back : Marlene, Steven
Front : Michelle, Ingrid

The **Central Team** (headquarters) was established as of April 1, 2019:

- 6 permanent employees part-time
- 4 part-time interns
- 7 active workshop trainers on call - whole Switzerland
- 7 employees on call in the regions of Geneva and Neuchâtel

OUR COLLECTIVE MEMBERS

Many thanks to our individual members for their valuable support, as well as to our collective members, to all companies, organizations and other communities that share our values, are committed to the Zero Waste approach and help us with financial support or subsidies to carry out our projects and activities.

They trust us and have joined us in 2019:

Shops

- Les Sens de la Terre
- Association Le Bocal Local
- Chez Mamie Biel/Bienne
- La Portion Magique Sàrl
- na-le GmbH
- Glück GmbH
- Chez Mamie Helvetia GmbH
- Il Bio Locale
- Knusperholz unverpackt
- Naturlade Wald
- La ruche éco
- Deli'Vrac

2nd Hand Shops

- Boutique Tresor Premium 2nd Hand
- ANNA K.

Association, Cooperatives

- ARCAM
- Le Nid

Specialists «Care & Hygiene»

- Centre de Santé La Pierre Blanche
- O-unverpackte Kosmetik & Körperpflege
- Bea Nature Naturkosmetik
- Circle Soaps
- Creamy Stuff
- Là-Haut cosm'éthiques naturels
- Savonnerie NEPTUNE
- Skin In The Game Soap Works

Municipalities

- Ville de Grand-Saconnex
- Commune de Bellevue
- Commune de Montreux

Other companies

- Wert&voll
- Atelier Engelregenbogen
- Naturtuch
- Save Our Planet GmbH
- Madame Pepperpote
- LAVRAC
- Stiftung Freie Gemeinschaftsbank
- Die Mobiliar
- Manufaktur
- Yes We Farm
- Fair Squared
- OuiCycle

Craft

- Marmaille
- Api-care
- Ecoloo
- MANUK
- Got eat

Online Shop

- RapNika GmbH (Einfach Weniger)
- Gluecksbaby.ch
- Ecopaï
- eco generation
- Green Sister Shop
- myMidori
- Kürzi Kakao
- Nur Pur

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. In 2019, the results are visible in the office: 65% less paper consumption.

The work of WWF aims to hand over a planet worth living on to our children. Therefore, we are challenged today to make the right decisions for tomorrow. **WWF Switzerland in Lausanne** generously supports us by making its co-working space available to us for 1 to 2 days per week.



The **Maison des Associations** provides a cultural and associative space for local associations and societies in the Morges region.



The **Compétences-Bénévoles Foundation** offers the opportunity to volunteers-teams to launch projects in key areas of their organization.

We sincerely thank you for your support and trust.

ACTIVITIES AND RESULTS 2019

WORKSHOP PROGRAM

In 2019, we have expanded the Zero Waste Workshops program in several cities, such as Geneva, Carouge, Grand-Saconnex, Ecublens, Genthod, Vernier, Orbe, Yverdon-les-Bains, Biel, Neuchâtel. We would like to thank these cities very much. Thanks to their support, these workshops have enabled interested people to discover new ways to reduce their waste and thus reduce their environmental footprint, improve their health and make significant savings.

Since the beginning of their implementation, these workshops have been a great success. The target for 2019 was 100 workshops. 70 workshops were held, with more than 2000 participants. The feedback was consistently very positive.



PARTICIPATION IN EVENTS

With more than 300 activities, 2019 was an eventful year. These activities allowed us to raise awareness of sustainable waste reduction among a broad public, strengthen the Zero Waste community in Switzerland, and build connections with other stakeholders who share our values and goals. The different types of events that our association has organized or participated in are listed below.



- 61 public **talks**
- 11 **talks** in companies
- 63 public **Workshops**
- 15 private **Workshops**
- 62 informal **cafés** & Afterworks
- 38 **do-it-yourself Workshops**
- 57 **participation** in external events (holding a booth, networking, pitch, festival)
- 21 **visits** (incinerators, composting plants, unpacking stores, etc...)



FOCUS ON 2 PROJECTS

2ND YEAR FOR «CAROUGE ZÉRO DÉCHET»

The municipality of Carouge (GE) is the first to adopt the Zero Waste Challenge in March 2018. ZeroWaste Switzerland supports them in implementing innovative programs and ambitious waste reduction strategies. Together, we inspire and guide residents to reduce their household waste (incinerated) by 30% in 3 years. More specifically, behavioral change is supported in order to activate the people and structures involved to reduce their own waste. The team «Carouge Zéro Déchet» manages a whole program around the «Zero Waste City» with lectures, workshops and events and proposes practical tools and action guides for the Carouge Municipal Council.

THE MOST IMPORTANT STEPS

- The project started in March 2018 with the implementation of the strategy and the first important step: dialogue with the city and setting the main goal with indicators to have clearly measurable results.
- Step No. 2: start with small things and regular activities that build a foundation on which to build. Let's remember that changing habits takes time !
- Step No. 3: activate the network of volunteers and train them continuously, because the project is growing fast.
- Step No. 4: publicize the project and continue to reach as many people as possible to enable widespread behavior change.



KEY ELEMENTS

The project could be carried out efficiently, and thanks to these key elements, it was possible to increase the level of awareness, sensitize the inhabitants and spread it over a whole region:

- Workshops
- Testimonials
- Cafes with demonstration
- Family-Coaching
- Visits and presentations to companies, stores, schools, restaurants, clubs, festival organizations, churches and public administrations
- Stickers for stores accepting bins from their customers
- Communication around the project: website, social networks, banners, billboards, posters, questionnaires, letters from the municipality, etc.
- Zero Waste guides (free access on: www.zerowasteswitzerland.ch)

SUMMARY

The second year of the project has gone very well and allowed to reach more and more people and to extend and expand the project to several aspects of life in Carouge, be it waste sorting or public events where participants are invited to bring their own bins.



FOCUS ON 2 PROJECTS

«ZERO WASTE FRIENDLY» SHOPS

With inspiring actions, ZeroWaste Switzerland aims to motivate behavioral change at the local level and has therefore focused on reducing single-use packaging by promoting the use of reusable containers in local stores. After an initial pilot project in Carouge (GE) in 2018, ZeroWaste Switzerland launched its action in Lausanne (VD).

PROJECT IMPLEMENTATION IN LAUSANNE

As part of a sustainable development project, the city of Lausanne mandated the association reCIRCLE - Swiss industry solution for reusable packaging - to integrate Lausanne’s take-away gastronomy into its network, and ZeroWaste Switzerland took this opportunity to collaborate.

From June to the end of September 2019, a team of 9 volunteers from the two associations went to Lausanne grocery stores with ZeroWaste Switzerland equipment. Nearly 60 stores showed interest and put the sticker «HERE we accept your container» or the poster with which they agree to fill the containers of their customers.



ZeroWaste Switzerland has also provided them with a guide showing the benefits for retailers, including savings on the purchase of disposable packaging and ways to reduce waste at the level of the business itself. As a result of these contacts, the ZeroWaste Switzerland **good address map** has been expanded to include new businesses that have joined the program. A **seminar** was held with eight companies to raise their awareness of environmental issues and the ZeroWaste lifestyle and to encourage them to engage in constructive dialogue with their customers.

Positive results and a project ready for use in other cities and throughout Switzerland!





Acknowledgements

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

Pictures

ZeroWaste Switzerland