

ZERO WASTE SWITZERLAND

Annual Report 2020





Morges City Startup
January 2020, Morges



Sustainable Events Forum
February 2020, Bern



Zero Waste Europe AGM
May 2020, Online



Rob Greenfiels Conference
June 2020, Lully (VD)



Closing Night Zero Waste Challenge
September 2020, Val-de-Ruz



Zero Waste Café
October 2020, Morges

CONTENT

A Word from the Management	5
The Association ZeroWaste Switzerland	7
Contribution to the 2030 Agenda	8
Structure and organization	9
Functioning of the association	13
Our events	15
Media presence	17
Focus on Projects	18
They support us...	23

A WORD FROM THE MANAGEMENT

In what world will our children and grandchildren live? A world totally different from ours, if we believe the experts of the IPCC. In a draft report, which will not be finalized until February 2022, they mention the cataclysmic consequences of climate change by 2050, which, even if global warming were limited, could affect 2.5 billion people worldwide.

With this in mind, it seems essential to modify the behaviors and lifestyles of our Western societies, towards more sobriety in every respect. We are convinced that the Zero Waste approach, taken as a whole, is a formidable springboard for sustainable and profound changes in lifestyle and consumption. It is a complementary lever for public or collective policies and initiatives to reach the objectives of the Paris agreements.



And the COVID crisis arrived in March 2020, the concerns around the climate took a back seat for a while. We all saw the return of the disposable and single use... to our great despair!

Zero Waste Switzerland has experienced a difficult year in 2020, like many in Switzerland. However, in these uncertain times, the Zero Waste lifestyle has made us much more resilient: living better with less, focusing on local, home-made products.

Without being discouraged, we were forced to reduce some of our activities, which were impossible to do in person. We reinvented our conferences, workshops and online demonstrations. We had to innovate, dare...

This particular period was also an opportunity to work on our strategy and our positioning. From now on, we know better how to present the association, our raison d'être and our projects, especially for fundraising... with positive results for 2021, but that is another story!

For the Management

Natalie Bino, Director & Co-Founder

KEY FIGURES AS OF DECEMBER 31, 2020

784 individual members

115 collective members

200 events

4'000 people directly affected by our activities

40'000 followers on social networks

50'000 people indirectly affected

Source : <https://www.lesechos.fr>

THE ASSOCIATION ZEROWASTE SWITZERLAND

THE MISSION

ZeroWaste Switzerland's mission is to work towards the reduction of waste and the waste of natural resources. The association raises awareness of waste issues, encourages a change in behavior towards a consumption pattern closer to Zero Waste, supports the active involvement of actors of change, advocates for a local and circular economy, and positions itself in favor of regulations aimed at reducing waste production in Switzerland.

THE VISION

A WASTE FREE SWITZERLAND!

ZeroWaste Switzerland is working to create a Switzerland in which people live a lifestyle based on conscious choices that preserve natural resources and allow everyone to flourish. In the vision of ZeroWaste Switzerland, no more waste is produced because the best waste is the one that is not produced.

We believe that it is possible to significantly reduce the amount of waste produced by adopting the approach illustrated opposite, by motivating actors to change our current economic and cultural model.



THE VALUES

ZeroWaste Switzerland believes 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.



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



CONTRIBUTION TO THE 2030 AGENDA

The 2030 Agenda for Sustainable Development, adopted in September 2015 by the international community including Switzerland, is the international reference framework for sustainable development.

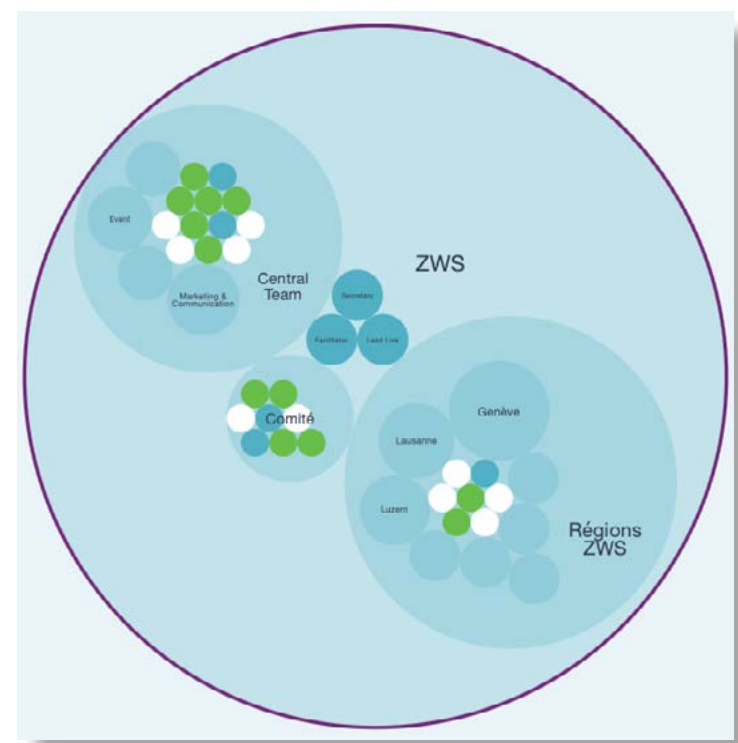
ZeroWaste Switzerland supports the implementation of the latter by directly contributing to the achievement of **Sustainable Development Goal 12 «responsible consumption and production»**.

The projects of ZeroWaste Switzerland promote:

- resource-efficient consumption based on quality rather than quantity
- practices that apply principles such as refuse, reduce, reuse or exchange.

THE ASSOCIATION ZEROWASTE SWITZERLAND

STRUCTURE AND ORGANIZATION





The circle structure of ZeroWaste Switzerland

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.

THE GENERAL ASSEMBLY AND THE COMMITTEE

The General Assembly took place on Thursday April 2, 2020 online. 21 people attended, including 16 members. At this Assembly, 4 committee members stepped down and **the following members were (re)elected to form the 2020/21 committee:**

				
President Steven Kelly, Geneva	Vice-President Renée Wagner Zurich	Treasurer Danica Jones Neuchâtel	Member Silke Walleser St-Sulpice	Member Cyria Arauda Vaud

THE CENTRAL TEAM (OPERATIONAL HEADQUARTERS)

This team supports the development of the regions by managing certain administrative tasks and national communication projects and campaigns on their behalf.

MEMBERS OF THE CENTRAL TEAM

Natalie Bino, director

Aurélie Gateaud, volunteers
Yasmin Labidi, fundraising
Martina Fischli, communication
Eva Hintermann, members and administration
Diana da Costa, accounting
Viviane Gregorec, human resources
... and 3 interns

THE WORKSHOP TRAINERS

A team of trainers, experts in Zero Waste, trained and authorized to lead our exclusive workshops.

MEMBERS OF THE TRAINER TEAM

Dorinda Phillips, trainer
Christelle Urfer, trainer Vaud
Flavia Müller, trainer Basel - Solothurn
Jessica Héritier, trainer Vaud
Karin Atallah, trainer Geneva
Marjorie Schmidt, trainer Neuchâtel
Tamara Lang, trainer Zurich

STRUCTURE AND ORGANIZATION

THE ZEROWASTE SWITZERLAND AREAS

ACTIVE MEMBERS OF THE BASEL AREA

Carole Schanté, Flavia Müller, Moni Altermatt, Samina Ahmed

ACTIVE MEMBERS OF THE BERN AREA

Christine Otis, Lucie Spittler, Celine Simon

ACTIVE MEMBERS OF THE FREIBURG AREA

Bruna Levrat, Stéphanie Klaus

ACTIVE MEMBERS OF THE GENEVA AREA

Dorinda Phillips, Chloé Noverraz, Megan Bonfils, Isabelle Vetterli, Patricia Vidal, Flavia Wallenhorst, Magali Clair

ACTIVE MEMBERS OF THE LAUSANNE AREA

Julia, Pichard, Leona Repnik

ACTIVE MEMBERS OF THE MORGES AREA

Sophie Serex, Lara Boccali, Martina Tasev

ACTIVE MEMBERS OF THE NEUCHÂTEL AREA

Isabelle Coenen-Favre, Marjorie Schmidt, Laureline Meylan

ACTIVE MEMBERS OF THE NYON-LA CÔTE AREA

NYON - LA CÔTE

Nadine Heim, Sybille Lecoanet

ACTIVE MEMBERS OF THE RIVIERA AREA

Fabrice Yerly

ACTIVE MEMBERS OF THE CENTRAL SWISS AREA

Rosanna Brady, Selina Thuerer, Melissa Helbert

ACTIVE MEMBERS OF THE EASTERN SWISS AREA

Elly Brufani, Martina Fischli, Franziska Rosenbaum

ACTIVE MEMBERS OF THE YVERDON-LES-BAINS AREA

Marylène Grzesiak

ACTIVE MEMBERS OF THE ZURICH AREA

Aline Erne, Linda Trondsetaas, Michelle Sandmeier



FUNCTIONING OF THE ASSOCIATION

The functioning of the association is based largely on the commitment of many volunteers who support the movement. In 2020, **more than 100 volunteers** applied to join the association! An induction course has been created to introduce the association and the volunteer roles and thus improve the quality of the onboarding process.

The participatory governance system (holacracy) was gradually implemented, particularly to facilitate collaboration and sessions in 2020, a process that had started in 2019. The association continued to implement this governance.

Some highlights:

- Circles are defined and carry out periodic triage sessions
- Autonomy and decision making by the circles are strongly encouraged
- The Glassfrog tool allows the teams to trace the organization of the circles, the description of the roles, the minutes of the triage sessions and of the projects
- Teams is the daily work tool: exchange of messages, shared files, storage of documents and especially virtual conferences



OUR MEMBERS

We thank our individual members for their invaluable support, as well as our collective members who are businesses, organizations and other communities that share our values and are committed to Zero Waste, organizations and other communities that share our values and are committed to the Zero Waste approach. Thank you to all of you!

They trust us and joined us in 2020:

Basel

- Natürlich Unverpackt
- Unverpackt Birseck

Bern - Biel

- 101g à Burgdorf
- Füllbar à Rüegsauschachen
- Dorfmitti à Lützelflüh

Mittelland (SO, AG)

- Push N Go à Oberbipp

Fribourg

- La Vie en Vrac SNC

Geneva

- AirPQ
- Mission permanente du Canada
- Not At All Company
- Senza
- Atelier Eutropie

Lausanne/Morges

- Europe & Nature
- Nuvola Eco
- La Gazette
- URBAGESTION
- Romande Energie SA
- Commune de Lully
- AromaVrac sàrl

- Les Paillettes Vertes
- zeropack.ch
- Pie Aeronefs
- L'Autentica traiteur

Neuchâtel

- Au fil de la nature

Nyon

- Mère et terre
- Sac à Snack
- Eldora Group
- Chez Mamie - Nyon
- Zélo
- Novae Restauration SA

Central Swiss (LU, UR, SZ, ZG..)

- inundout styling & health gmbh

Eastern Switzerland (GL, SH, SG, TG)

- ecocult
- Ursi's Füllbar

Valais

- Cuisibox
- Déclics Déclencheurs d'avenirs

Zurich

- Ganzohni
- FirmaMend



OUR EVENTS

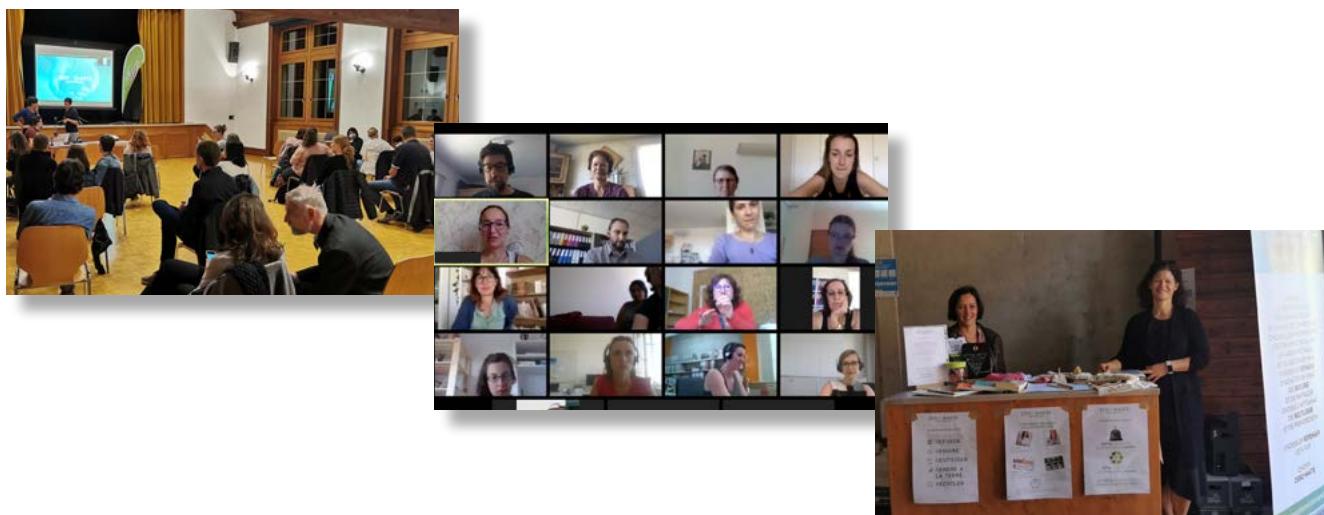
The events allow the association to raise awareness of sustainable waste reduction and to strengthen the Zero Waste community in Switzerland.

Due to the pandemic, we unfortunately realized that the restrictions had a huge impact on the association and the organization of its events. However, we appreciated the fact that we were able to keep in touch with our members and interested parties, even if it was in virtual form.

This transition to virtual was not easy or sometimes simply impossible, which led to the **cancellation of almost a third of our events**.

200 EVENTS TOOK PLACE OUT OF THE 300 SCHEDULED!

- 51 public **workshops**, including 22 virtual
- 4 **workshops** in companies
- 29 public **conferences**, including 18 virtual
- 3 **conferences** in companies
- 37 do-it-yourself **workshops**, including 12 virtual
- 36 informal **cafés** and afterworks, including 11 virtual
- 29 event **participation**
- 11 **mini-workshop** for kids



ZERO WASTE WORKSHOPS, CONFERENCES AND CAFÉS

Zero Waste activities inspire and enable participants to concretely reduce their waste while preserving natural resources, reducing CO2 emissions, and supporting local businesses. Some feedback:

“
It's great.
Full of ideas .
I'm so excited
to put it into
practice.”

“
The small practical
cards help us a lot.
You take us by the hand and
it makes it easier to take
action.”

“
My daughter and I
really enjoyed your
workshop.
We left delighted
and motivated to
continue reducing
our waste.”

“
The workshop
was very beneficial
to me. I will be able
to reduce my waste
by half this week.”

“
Thank you for sharing,
it's a real plus!”

“
I was so
enthusiastic that
I told everyone around
me to make them
aware of it too.”

“
It's nice not to
feel alone and
to see that others
are also in the
process.”

“
I really enjoyed
your workshop... I left
with my Tupperware
under my arm this
morning and I managed
to take the step!
I am delighted, thank
you...”

“
I loved the
workshop! ... As a
new habit for the week, I
decided to put a container,
cutlery and a water bottle in
my bag to refuse disposable
plastic plates and cutlery
and stop buying bottled
water in bottles.”

MEDIA PRESENCE

In 2020, the association and its ambassadors were asked to speak about the Zero Waste lifestyle to numerous magazines, radio stations, blogs and newspapers. We are grateful for the opportunity to continue to raise our profile and empower the Swiss population to change their consumption patterns towards more resource-efficient (and less wasteful) living.



FOCUS ON PROJECTS

A YEAR TO LEARN HOW TO REDUCE WASTE!

For one year, ZeroWaste Switzerland accompanied families in the **Val-de-Ruz** who wanted to embark on the Zero Waste adventure.



On April 8, 2019, 40 families embarked on the Zero Waste adventure accompanied by the association. The objective was to progressively reduce their waste by changing certain habits. The main partners of this project were the «Verts du Val-de-Ruz» and VADEC SA. Thanks to them and to many other sponsors, this Challenge was open to all interested people. It ended on April 8, 2020 in a troubled context due to the pandemic.



Key results

- After the first 3 months, an average decrease in waste volumes of almost 50% was observed. This level was maintained for the rest of the year.
- 61 liters/person/year: this is the incinerable waste produced by one of the winning families of this Challenge!
- Supermarket purchases clearly decreased in favor of stores offering many products in bulk.
- When asked about the easiest habits to change in order to move towards Zero Waste, the majority of participants mentioned the ease of shopping in bulk stores.
- During this Challenge year, families estimated that they inspired an average of 12 other people to adopt a more sustainable habit (for example: using beeswrap, adopting washable makeup remover wipes, etc). This means that over 400 other people were indirectly affected by this project!
- 97% of participating families will continue their efforts to reduce their environmental impacts.

FOCUS ON PROJETS

THIRD YEAR FOR CAROUGE ZERO WASTE

In collaboration with ZeroWaste Switzerland, Carouge has set itself the **ambitious goal of reducing incinerated waste by 30% in 3 years**, as a first step towards becoming the first Zero Waste city in Switzerland.

In 2020, we organized **166 activities** (40 events and 135 coaching sessions) and directly reached more than 1,000 people through our workshops, coffee-shops, conferences, stands and coaching sessions. We indirectly reached thousands more through digital and print communication. One of the highlights was the **Zero Waste gesture of the Month campaign** that shows local actors in the community (shopkeepers, the fire service, sports clubs, etc.) adopting a Zero Waste habit every month. In 2020, 10 local actors were proud to participate in the Carouge campaign.



Many households have reduced their waste by 30% or more, many organizations and businesses (large and small) have continued their actions to reach their reduction targets, and 6 schools have continued their Zero Waste approach. In total, **1,800 students and 245 teachers have been involved** in this process since the beginning. In addition, **18 families in the second edition of the Family Coaching program** succeeded in reducing their waste by an average of 44%, despite the difficulties associated with lockdown.



FOCUS ON PROJECTS

MY ZERO WASTE SCHOOL

To adapt to the needs of schools, the «My Zero Waste School» project is based on two types of support: **Action** support and **Event** support. In addition, an audit, a conference and workshops are offered to help the school go further in the Zero Waste process.

OBJECTIVES

- **To educate children** about the Zero Waste lifestyle and teach them simple sustainable consumption habits that they can apply throughout their lives to help them reduce their environmental footprint.
- **Engage schools** in the Zero Waste process by supporting green teams through coaching sessions.
- **Reach out to families** to get them involved in waste reduction.

Despite the difficult year we had in 2020, the «My Zero Waste School» project has been a success on many levels:

- **6 school structures** have trusted us to support them in their Zero Waste journey. They were committed to the Zero Waste approach in 2019 and continued in 2020. In total, 1'800 children and 245 teachers have been involved in this approach since the beginning. In 3 elementary schools, the Zero Waste **Action supports** have led to the implementation of concrete actions such as the installation of a recycling & trash cart, the collection and weighing of waste, the launching of Zero Waste Snack challenges, teaching on the problem of waste and the solutions to reduce it through exchanges, videos, games, etc. In school classrooms, the **Event support** led to the use of reusable dishes and the creation of Zero Waste games for children and their parents.
- **6 audits have been conducted.** These audits are used to Zero Waste practices within the whole school (waste production and management, cleaning practices, event organization) and create an action plan to pursue their Zero Waste journey.

- The content of the **teaching resource pack** for cycle 1, 2 and 3 has continued its development. Discovery sheets, activity materials, bibliographies and games are ready to be designed. Communication materials such as posters, action guides and Zero Waste tip sheets will be finalized in 2021.



THEY SUPPORTED THE PROJECT

The Fonds Vivre Ensemble of the Geneva Department of Public Education, the Speiro Foundation and the ON Semiconductor Foundation supported this project in 2020. This support will allow the Zero Waste program to continue in Geneva schools as well as the development of the kit.



THEY SUPPORT US...



The company Gedeon Richter - **PREGLEM** supports us with an annual donation and thus makes it possible to meet the administrative challenges and move our projects forward. For its part, Preglem has also committed to reduce waste in their offices.



The **Society Coworking in Morges** organized the 1st «Morges City Startup» competition, supported by the city of Morges and partners. ZeroWaste Switzerland was among the winners and was granted access to its coworking space and café in the heart of the city.

The **Mercator Foundation** supported the association with a coaching for the «Development of its skills».

**STIFTUNG
MERCATOR
SCHWEIZ**



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.



And also

The Fonds Vivre Ensemble of the Geneva Department of Public Education, the Speiro Foundation, ON Semiconductor Foundation, the Temperatio Foundation, Lush, the Jardins de Nyon and all our individual donors.

We sincerely thank you for your support and trust.

We also thank for their support and trust:

The **cantons** of Geneva and Vaud.

The **municipalities** of Bardonnex, Bellevue, Carouge, Chêne-Bougeries, Cologny, Confignon, Epalinges, Genève, La Chaux-de-Fonds, Lancy, Lausanne, Lully, Neuchâtel, Puplinge, Renens, Thun, Versoix, Vevey, Yverdon-les-Bains.

Companies and organizations: Association pour la Sauvegarde du Léman, Banque Pictet & Cie SA, Bank for International Settings, BKSD Baselland, Ebay, Elternrat Münsingen, The Global Fund, Greenpeace, HFGS Aarau, Kiwanis Club, Kompostforum Schweiz, Les Verts Val-de-Ruz, Loterie de la Suisse Romande, Mission permanente du Canada, La Mobilière, Novae Restaurants SA, PLR de Collonge Bellerive, Romande Energie SA, SANU, Les Services Industrielles de Genève, SRF, UBS, Theaterfestival Bern, Unverpackt Birseck GmbH, VADEC SA, Wyss Samen und Pflanzen AG, WWF, Zurich International School.



KEY FIGURES 2015 - 2020



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

Pictures ZeroWaste Switzerland