

THE YTV WASTE PREVENTION STRATEGY 2007

Ms. Riitta-Liisa Hahtala, Head of the Consultation Unit, M.Sc.
Helsinki Metropolitan Area Council (YTV) Waste Management, Finland

Abstract

In 2002, the Board of Directors of the YTV accepted the Waste Prevention Strategy. The target is to utilise advice and guidance, so as to motivate the residents, enterprises and the public sector to avoid waste production, so that less waste will be produced per resident and per workplace in 2007 than in 2000.

The main parts to include:

1. Waste prevention in companies, concentrating on co-operation networks to be formed for different sectors and on information acquired and distributed with them, on the use of the waste benchmarking system maintained by YTV.
2. The waste prevention in public administration covers offices and acquisitions. The process started by ecologising YTV's own operations, and proceeds towards waste reduction models to be prepared and introduced in co-operation with the municipalities of the region.
3. The information service and awareness education is directed towards households and schools. Awareness campaigns have and will be arranged for households in order to spread information on the reduction of waste. Education material and methods will be produced to schools and to vocational institutions together with the authorities.

1 Introduction

Helsinki Metropolitan Area Council (YTV) Waste Management is responsible for waste management in the Finnish metropolitan area, i.e. in Helsinki, Espoo, Kauniainen and Vantaa. There are about one million inhabitants in the area and it produces annually approximately 1.1 million tons of waste. YTV's tasks have been defined in a separate YTV Act.

Waste prevention is on the highest level of the target hierarchy of EU waste legislation. It should be a primary measure, before the reuse of waste as material or energy or final disposal. Waste prevention may be quantitative or qualitative, such as a reduction in the amount of hazardous substances in waste.

Waste prevention measures should mainly be taken before the products have been manufactured or have become waste or before the product is acquired (the consumer's choices). Influences on waste prevention are already to be found in the planning and development, in the manufacture, in the distribution and in the choice and use of products. We can, for example, discuss sensible or sustainable consumption and material efficiency. [The Publication series of the Metropolitan Area (PSMA)C 2002:4, YTV's Waste Prevention Strategy 2007 and background study]

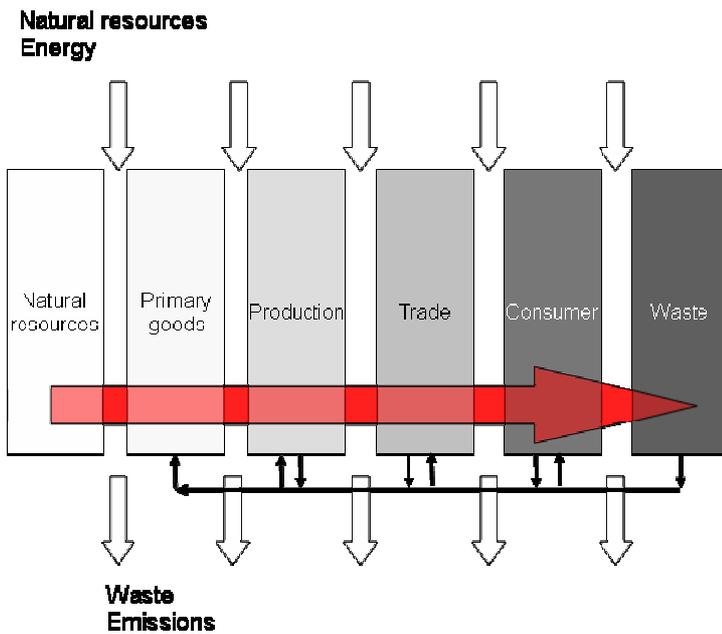


Figure 1

Waste prevention influences the waste and emission amounts in the whole production chain from the utilisation of natural resources to the waste management.

2 Waste Prevention Strategy

2.1 Waste prevention in enterprises

According to the target situation, in 2007 many sectors of enterprises will pay more attention to the efficiency of their use of material and to waste prevention and compare their achievements with waste benchmarking. Products will increasingly be replaced with services, and attention will be paid to their long life cycle. Shops will also offer the consumers alternatives producing less waste and pay attention to the maintenance and repair services for the products they sell.

2.1.1 Enterprise Networks and Sector-specific Waste Prevention

The target of the project is to create co-operation networks for different sectors and invite experts of the sectors to join. The project will map the situation of waste management in enterprises, and produce and spread information on the opportunities of waste prevention in enterprises with Best Practice models. The interests of the enterprises are also closely connected to material efficiency and cost savings, which provides a good ground for co-operation.

The project proceeds sector by sector. The reports *Waste Reduction in Wholesale Businesses* [Hämäläinen H. PSMA C 2002:3] and *Waste Reduction in Food Industry* [Lehtoranta T. PSMA C 2002:12] were completed in 2002. The Best Practice model for the commercial sector was completed in spring 2003. The report *Construction waste from YTV area* [Perälä A-L, Vainio T. PSMA C 2004:13] was completed in spring 2005 and the Best Practise model for construction activity is also ready. All the reports and models are located in the web site and they are free of charge for everyone, but only so far in Finnish.

2.1.2 Waste benchmarking

The target of the project is to develop and market a Waste Benchmarking system so as to ensure the usability of the system and the growth in the number of enterprises joining the system. The system will help enterprises to monitor the amounts of waste. The Benchmarking system is available on the YTV website and free of charge for all enterprises. In summer 2005, the system covers 460 enterprises. An enterprise that has joined the system can monitor its waste amounts with eight different reports. In the figure 2 there is an example of one of the reports.

YTV also give an annual award every autumn to the best enterprise in the area of YTV: The Year's Natural Resource Saver. The award has been granted annually since 1999. The granting of the annual Natural Resource Saver Award creates a positive public image and increases interest in waste prevention. The system can also be utilised to collect information for Best Practice models and to find BAT solutions for each sector.

Sector: G 513 Wholesale of food, drinks and tobacco

Property type: Warehouse

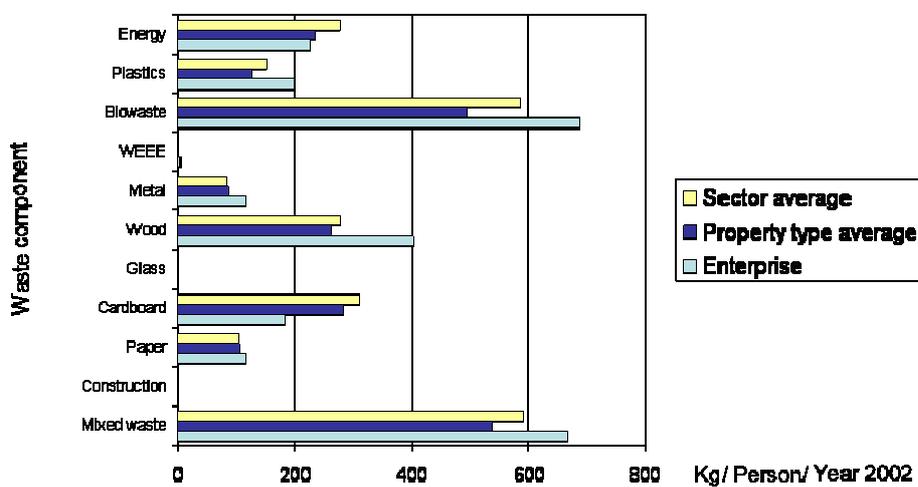


Figure 2
Reference result of waste amounts in an enterprise compared to the average in the sector

2.2 Waste Prevention in public administration: Offices and Acquisitions of Public Administration

The purpose of the project is to create a co-operation network with the municipalities of the YTV region. The network will be used to prepare the Best practice model for public administration offices and to ensure the consideration of waste prevention in acquisitions.

The target of the project is that YTV and its member towns monitor their waste amounts and for them to consider waste prevention in their acquisitions and office activities. YTV's target is also to act as an example of waste avoidance in its own operations.

The Best practise model for offices was completed in 2003 and it is available for everyone in the website.

2.3 Advice and awareness education

According to the target situation, waste prevention and the intensifying of material economy will be commonly known concepts in 2007. The citizens' awareness of waste reduction opportunities will have in-

creased and the idea of sustainable consumption will be well known. In educational institutes, at schools and nurseries, waste prevention is emphasised both in teaching and in their own activities.

2.3.1 Awareness Campaigns for Households

The purpose of the campaigns is to provide tools for operations producing less waste. The target of the project is to influence the households so that a positive attitude for the idea is developed and the awareness of action opportunities and the willingness to operate with less waste increases.

The first part of the awareness campaign was in 2003. The campaign could be seen, among other things, as a national TV campaign. The advertising took also place on the sides of buses and trams, in the subway advertisement places and on the radio. The main slogan of the campaign was “The smart produce less waste”, and the message advertised a website www.fiksu.net with more information on the issue. The campaign was repeated in 2004, and annually until 2007 with a different theme. Year 2005 we will have a special Christmas campaign.



Picture 1
The main poster in 2004

2.3.2 General and Preschool Education

The target is that every schoolchild gets information on waste prevention once in preschool, in primary school and in senior high school. The project will also examine the waste flow information of the school and nursery properties.

The material for senior high school is ready and it is located on the websites of the National Board of Education (NBE) and on the www.fiksu.net. The best practise model for schools is also ready and can be seen in the net sites also. This year the next step is to make waste prevention material for primary school in co-operation with teachers.

2.3.3 Vocational Institutes

The purpose of the project is to build a network of contact persons to forward regular by updated information on waste prevention and material efficiency in different vocational sectors. Also, different kinds of teaching material and methods are developed for the teachers' use in co-operation with them.

The teaching material for the vocational institutes of technology is ready and can be seen on the websites of NBE and on the www.fiksu.net. Next this year teaching material for the vocational institutes of food industry will be made.

3 The Influence of the Strategy

The assessment models for the influence of the strategy include pre and post models based on measurements before and after the measures taken. The influence is also examined with time sequence analyses. The assessments are included in the plans of the various sub projects. The effect of the Waste Prevention Strategy for households is mainly an increase of awareness and editing of attitudes. The effects and influence of the strategy are measured, in addition to the above, with an annual poll.