



# Keep It Clean Roadmap



Our ecosystems are being ravaged by waste and pollution. We must keep our beaches, woods, seas, rivers, countrysides and city streets clean – only then can our environment once again regain its health and beauty.

To do this, we need a systemic shift in our approach to resources – drastically reducing the amount of waste created, and preserving all resources at their highest quality by reusing what we can, and recycling or composting everything else.

We also need a collective consensus on creating a healthy waste-free environment for all. We must shift our perspectives, and treat all waste as a precious resource - just like nature does. It's only waste when it's wasted.

## But how to create a world without waste?

This will require a collective effort from all levels of society – revising our policies, planning, decision-making, supply and packaging of goods, and business models, while simultaneously transforming public attitudes and behaviours across all generations.

### GOVERNMENTS (local & national)

#### Immediate actions

**PLAN AND MEASURE.** Make or renew your waste management (WM) strategy, and set goals, priorities, and deadlines. For example a National WM Act, National WM Plan, or local WM programme.

- Prioritise waste reduction. Set targets for the amount of waste produced, ban unnecessary items like many single-use plastics, and redesign products to be durable, repairable, and re-usable.

- Outline how to better manage any waste produced. E.g. by making separate collections of different waste types compulsory, and ensuring recycling takes place as close as possible to where the waste is produced.

**RESPONSIBILITIES.** Define roles and responsibilities of local governments and companies. E.g., introduce Extended Producer Responsibility (EPR) schemes for industry and businesses to fund separate collections and recycling, and define whether recycling targets must be met at regional or municipal level.

#### Long-term actions

**BRING IN RULES.** Once you have a strategy, support this with regulations defining permitting powers and procedures, waste accounting procedures, monitoring programmes, etc.

**MONEY.** Make sure goals set in the plan have funding, e.g. for prevention measures, awareness raising, reuse activities, waste collection infrastructure, incentives for local businesses to become less wasteful or for people to implement local recycling and composting activities. The economic benefits of better management of resources, reduced collection and disposal costs, jobs created in the new system will pay off!

**CONSEQUENCES.** Plan in enforcement and policing - what will you do if local authorities do not meet the targets? What will the penalties be for littering?

**SUPPORT THE FLOW.** Support the development of markets for recycled

materials, e.g. promote Green Public Procurement, and give priority to recycled products.

**NURTURE.** Trust the creativity of businesses, and create a favourable environment that nurtures waste-savvy innovations.

**RETHINKING THE CYCLE.** Promote Extended Producer Responsibility (EPR) as a way to finance better management of waste items like packaging and electricals, and to support redesign of products by industries, in order to minimise the use of hard-to-recycle materials. Promote Deposit-Refund Systems (DRS) as the best way to ensure materials are preserved!

**KNOWLEDGE.** Support lifelong learning and research to build knowledge and skills for resource use and waste management.

## BUSINESSES

### Immediate actions

**RETHINK.** Recognise waste as a resource, and an opportunity to increase profitability – recycling and composting reduces disposal costs, and triggers new business opportunities.

**EDUCATE.** Teach the customer – is your product recyclable? How and where should it be disposed of?

**BE A PIONEER.** Deposit schemes (e.g. putting a small deposit on drinks containers to ensure take-back) can be launched even if no national scheme is in place.

**WRAP IT SMART.** Always opt for less packaging, smarter packaging, and

reusable packaging. The same goes for products!

**STAY SAFE.** Compost can only be used in agriculture if not polluted by other waste. Recycling may require specific safeguards for workers. Some plastics include harmful substances, making them unsuitable e.g. for food packaging or toys.

**THE AFTERLIFE.** What will happen to your product after use? Recyclable packaging in an area with no recycling collections may end up as litter. If compostable plastics end up in landfill they emit methane as they biodegrade.

### Long-term actions

**INSPIRE OTHERS.** Create new markets based around innovative, reusable or resource-savvy products.

**RETHINK BUSINESS MODELS.** 'Do more with less' – e.g. create lending services, selling the use of an item, not the item itself.

**RETHINK RESOURCES.** Use recycled materials rather than virgin resources – the possibilities for recycled glass, plastics, paper and metals are huge. Composted organics are a great replacement for peat or mineral fertilisers.

**"If it can't be reused, recycled, composted or redesigned, then industry shouldn't be producing it."**  
Paul Connett, one of the founders of the zero waste movement

## CIVIL SOCIETY

### Immediate actions

**TEACH NEW HABITS.** Raise awareness and change attitudes, especially among young people – "reuse is cool"! Find one great example [here](#).

**HIGHLIGHT.** Point out wasteful design flaws in goods, and run waste audits

to encourage re-design and green purchasing.

**ACT LOCAL.** Create, support and connect with local solutions in your community. See an inspiring example [here](#).

### Long-term actions

**EDUCATE.** Promote permanent education and research with resource management at the core.

**PRAISE.** Highlight best practice – either your own or others', e.g. national awards for areas recycling the most, or wasting the least. Acknowledge governments' and businesses' efforts.

**GUARD.** Make sure governments and businesses hold their promises.

**COOPERATION.** Work with local municipalities to achieve goals.

## INDIVIDUALS

### Immediate actions

**REFUSE.** Avoid single use items.

**REDUCE.** Only buy things if strictly needed, and choose less packaging.

**REUSE.** Buy second-hand items, or if new – choose products built to last.

**RECYCLE.** Recycle what you can, and choose products made from recycled materials.

**KNOW YOUR HOOD.** Find out what recycling and reuse options are near you.

**COMPOST.** Find a way to compost your organic waste.

**LET YOUR MONEY TALK.** Vote with your wallet – buy less wasteful products, and demand more of them from producers!

**ASSESS.** Do a personal waste audit, to see where to improve.

**SPREAD IT!** Spread good ideas, and involve family and friends.

### Long-term actions

**BORROW.** Create informal networks to lend out items.

**BE A LEADER.** No way to recycle? Consider starting a small recycling business yourself.

**STAY SMART.** Educate yourself about the issues and solutions.

