

# Mooimakers

Sanctioning, an appropriate and effective solution?

**KLEINE DAAD**  
GROOT RESULTAAT  
MOOIMAKERS BE



# Mooimakers in Belgium

- Flemish region (Vlaams gewest): Mooimakers
- Walloon region (Waalse gewest): Bewapp
- Brussels-capital region (Brusselse gewest): Net Brussel – Bruxelles Propreté



# Mooimakers: a Collaboration

- Three contributing partners:
  - Public Waste Agency of Flanders (OVAM)
  - the Association of Flemish Cities and Municipalities (VVSG)
  - the national organization responsible for selective collecting, sorting and recycling of household packaging waste (FOST PLUS)
- Collaboration Goal: control and decrease litter and illegal dumping in Flanders



SAMEN MAKEN WE  
MORGEN MOOIER  
**OVAM**



Fostplus 



# Integrated Approach



Prevention

Infrastructure

Environment

Raising awareness

Participation

Enforcement

# Integrated Approach

- Enforcement is the **final piece** of a litter policy.
- If no action is taken on the other pillars, **the impact of enforcement will be limited** and the situation will rarely improve sustainably
- Integrated: Various pillars will **reinforce** each other



# Legislative Framework

« GAS » legislation: federal legislative framework for local municipalities to enforce on minor offences

**Waste Management Directive**  
(Materialendecreet) &  
**Environmental Enforcement Directive**  
(milieuhandhavingsdecreet)

**Local Police Regulations & Retribution regulations**

# Challenges

- Federal, Flemish & Local legislative frameworks = **Complex**
- **Capacity**: enforcing litter and fly-tipping is labour-intensive (especially littering)
- **Cooperation** between many partners is required



# Expertise & Coaching

- Mooimakers...
  - pools knowledge, good practices, ... through the online “**Expertise Centre**” and **information sessions**;
  - **coaches local municipalities**: Local enforcement policy is optimized;
  - **Intensify cooperation** between different local actors (local police, local administration, waste intercommunal, sanctioning body, ...).

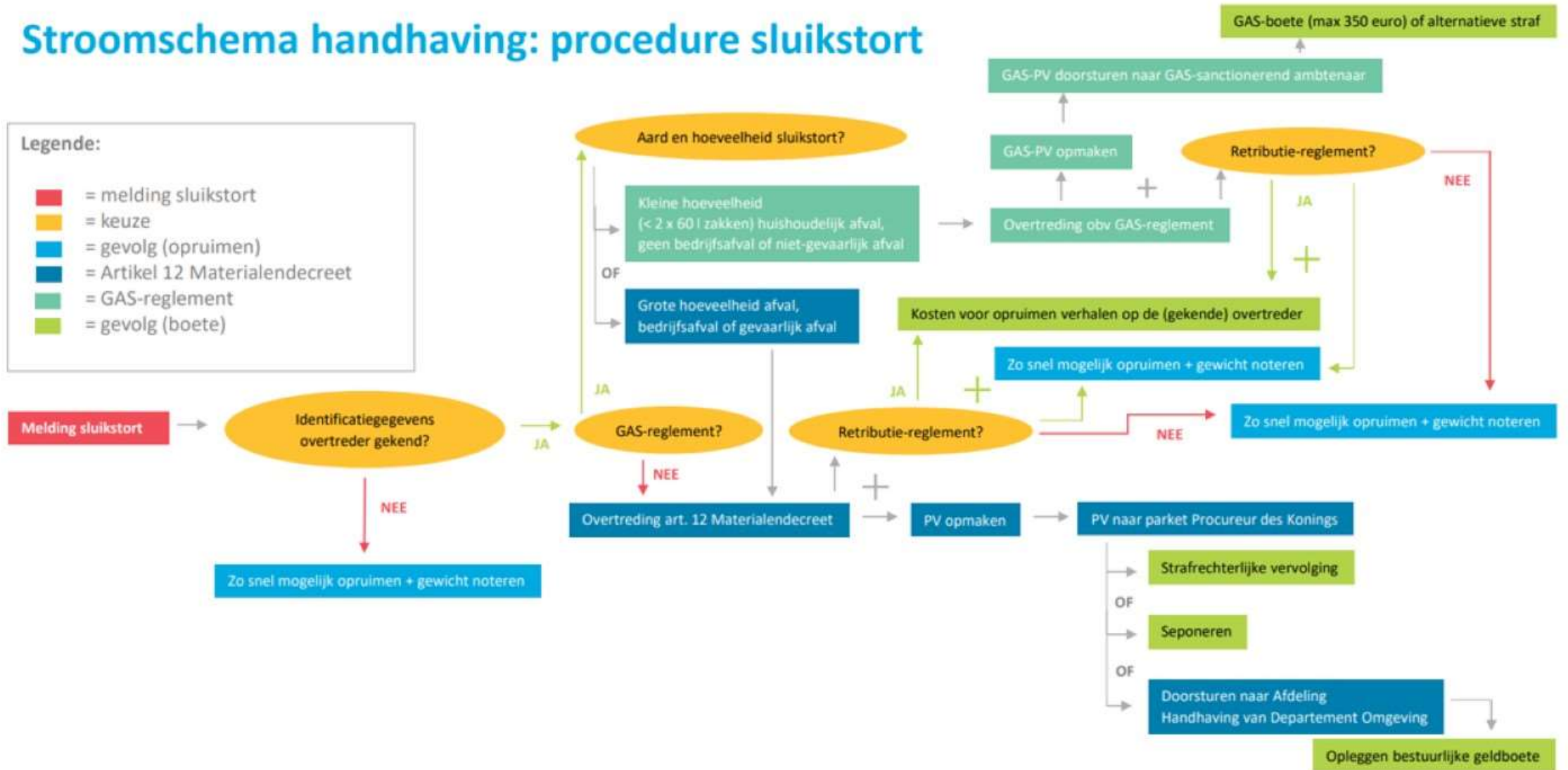




# Stroomschema handhaving: procedure sluikestort

## Legende:

- = melding sluikestort
- = keuze
- = gevolg (opruimen)
- = Artikel 12 Materialendecreet
- = GAS-reglement
- = gevolg (boete)

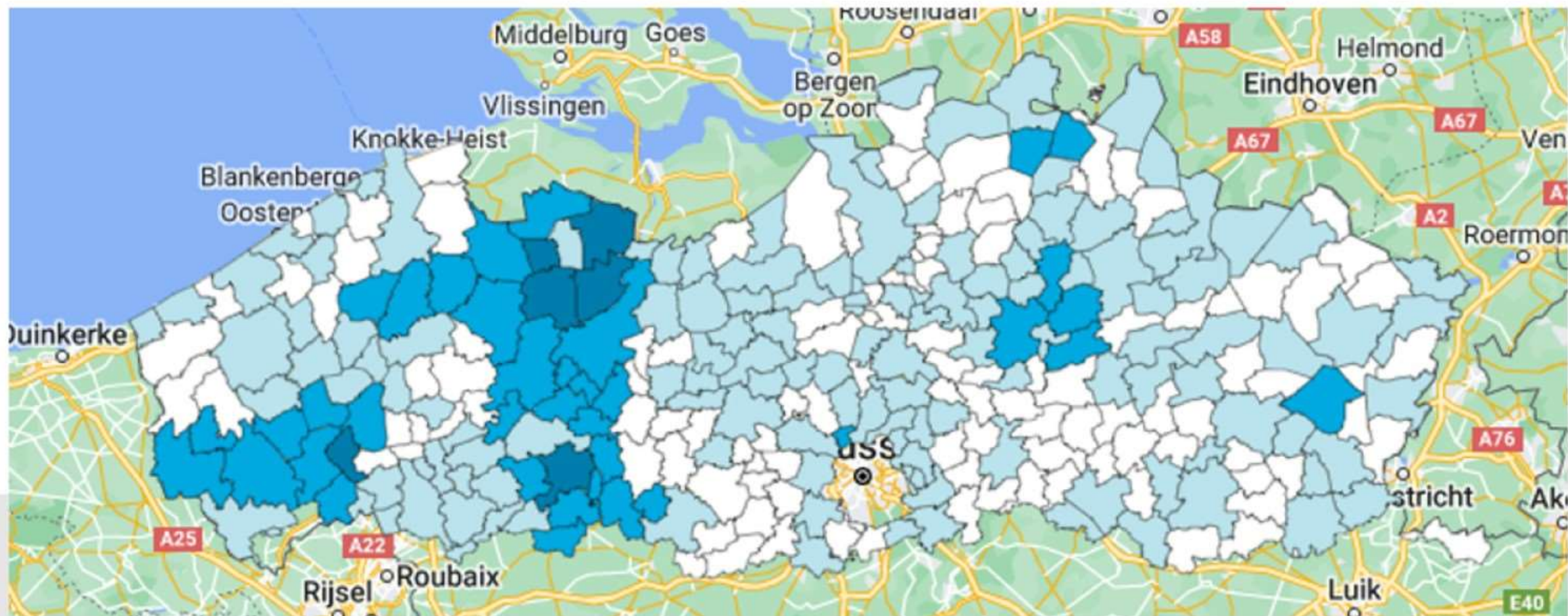


# « Enforcement Week »

- Campaign to encourage local governments to pay **extra attention to litter and fly-tipping** (first week of October)
- Mooimakers asks municipalities to **register and report their actions**. Good examples and tips & tricks to set up actions are shared by Mooimakers.
- Supported by a **broad awareness campaign** around sanctions and chances of being caught.



# « Enforcement Week »



# Awareness Campagnes

**GEPAKT.**

BESPAAR JEZELF  
DE BOETE.  
GOOI JE AFVAL  
NIET OP DE GROND.

BOETE

**MOOI  
MAKERS.BE**

KLEINE DAAD  
GROEF RESULTAAT

MOOIMAKERS.BE

This advertisement features a woman in a pink shirt and blue jeans carrying a white shopping bag. A coffee cup is shown falling from her bag, with a box labeled 'BOETE' (fine) appearing below it. The background shows a modern building and a tree.

Afval op de grond?  
**MONSTERBOETE**

**MOOI  
MAKERS**

This advertisement shows a large, pink, monster-like trash can with a face and tentacles. A woman in a blue jacket is standing next to it, looking up. The background is a clear sky and a concrete wall.

Afval op de grond?  
**MONSTERBOETE**

**MOOI  
MAKERS**

This advertisement shows a large, red, monster-like trash can with a face and tentacles. A woman in a blue jacket is lying on the grass next to it. The background is a park with trees and a bench.

# 30 Litter Enforcers

- 30 enforcement officials (OVAM)
- Observations (in cognito) and sanctions via 'catch in the act'
- Local authorities can apply for the (temporary) presence of enforcers on local 'hotspots'
- GAS-fines (local police regulations)



# Research & Pilots

- Research and pilot projects
- **Testing measures** and supporting partners to optimize local enforcement
- **Monitoring** is essential
- Promote successful measures and **support roll-out**



# Case Highway Rest Area « Peutie »



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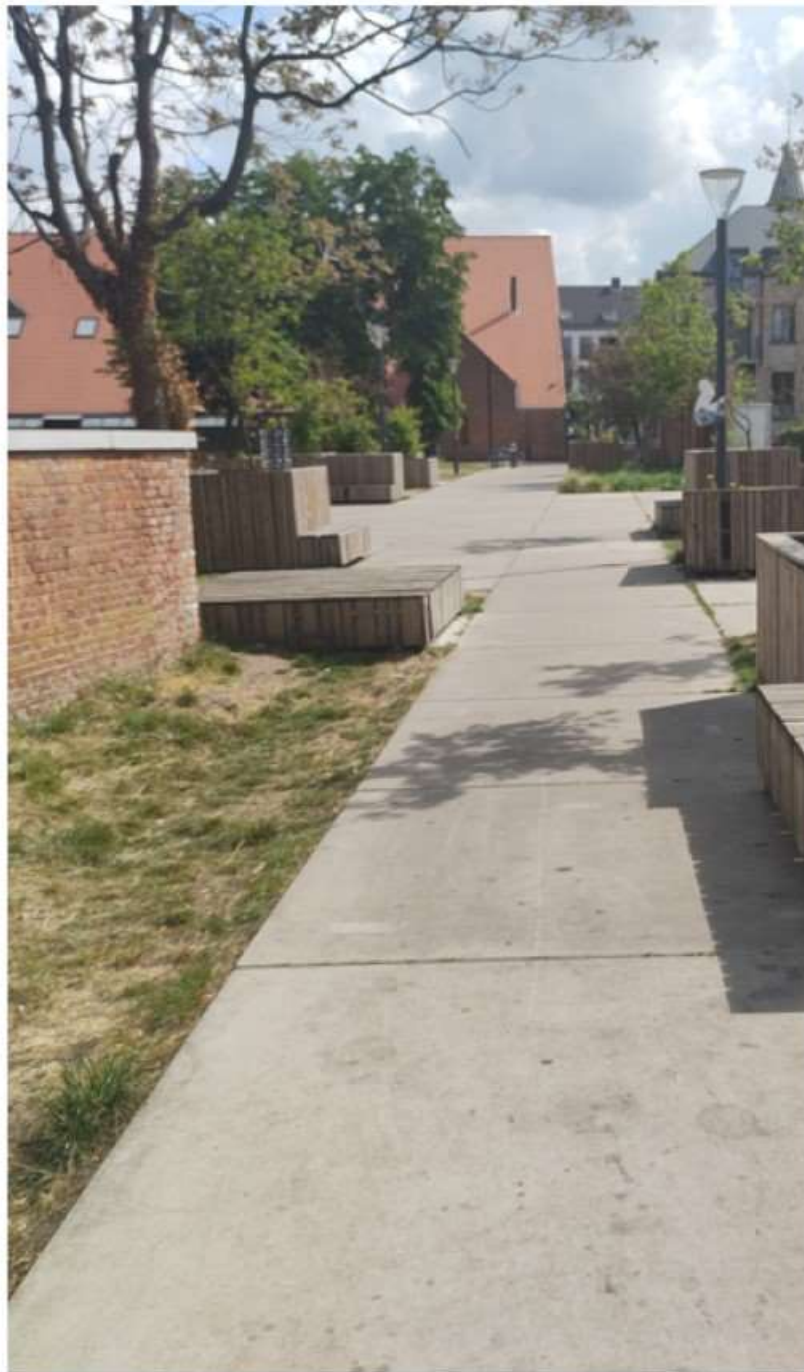
maandelijks gewicht opgehaald afval parking Peutie rijrichting Antwerpen



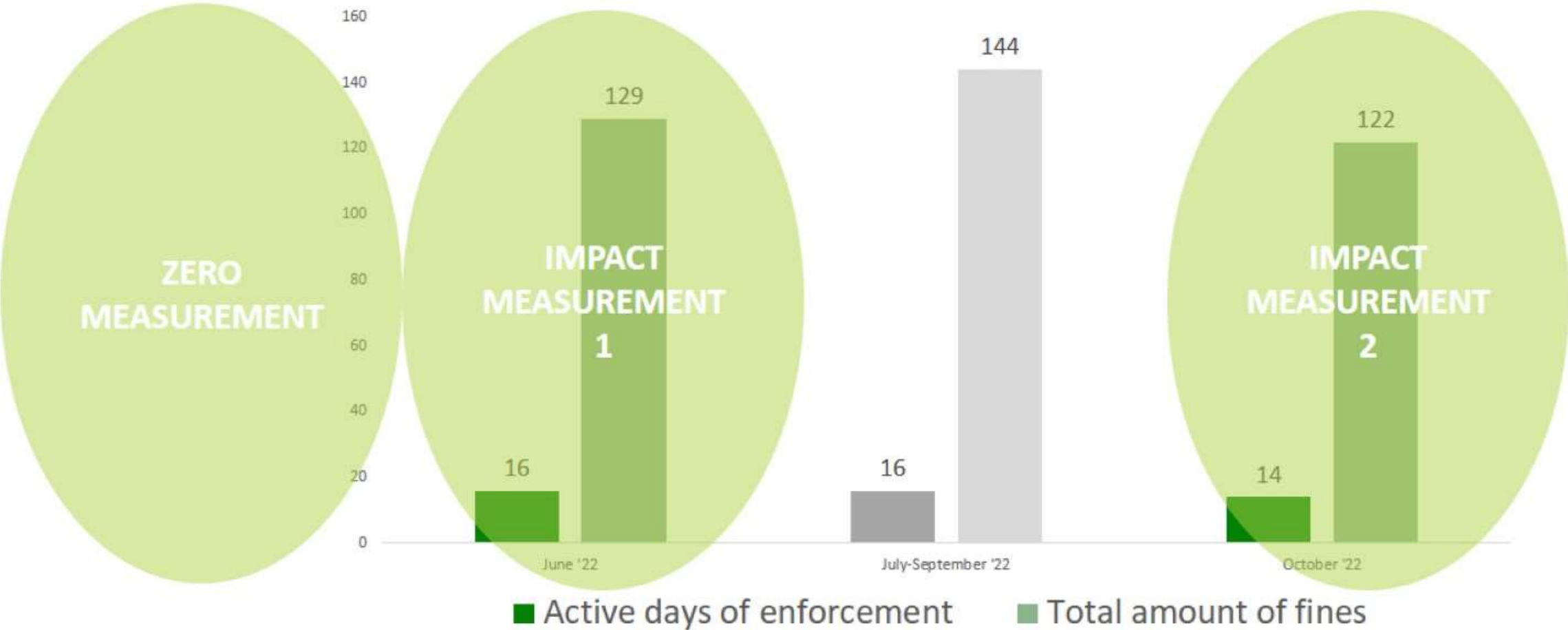


# Case « Impact Litter Enforcers OVAM »

- What impact do enforcement officers have on public cleanliness?
  - 1) enforcement in the form of **observations + fines** (by 'in cognito' enforcers)
  - 2) Observations + fines + **communication on site**
- Research at 10 hotspots in 9 cities
- Indicator measured: number of pieces of litter at the hotspots



# Activity en results of enforcement



## Pieces of liter per day

