



CLEAN EUROPE NETWORK

***StopLitterNow!* Summit 2023**

Eamonn Bates,
Secretary General – Clean Europe Network

EU Committee of the Regions



THE PLAN FOR TODAY:

- 1. Introductory session to set the scene***
- 2. Official launch of the Clean Europe Strategy to Brussels-EU***
- 3. Concepts and Case Studies to illustrate***
- 4. Interactive panel debate on how to get more action to prevent littering***

CLEAN EUROPE STRATEGY:

- Scan the QR code***
- Interactive PDF – simple, clear, complete***
- The guide for today's Summit***

1. **Introductory session (10:00 – 11:05)**

MORNING PROGRAMME - INTRODUCTION

- 10:00:** Introductory remarks: **Ten years of the Clean Europe Network**
Lise Gulbrandsen (CEO, Hold Norge Rent), President, Clean Europe Network
- 10:05:** Keynote: **The ocean-litter challenge goes on** – Action needed now to stop litter on the land that pollutes the seas
Remi Camus, Adventurer-Explorer
- 10:15:** The EU and litter: **Missed opportunities, unfulfilled ambitions?**
Eamonn Bates, Secretary General, Clean Europe Network
- 10:30:** Keynote: **Launching the Clean Europe Strategy**
From policy to action: an integrated litter prevention strategy developed by the Clean Europe Network to tackle Europe's litter challenge
Lise Gulbrandsen, President, Clean Europe Network
- 10:50:** Keynote: **Taking EU litter prevention policy building blocks to the next level**
Patrick Child, Deputy Director General, DG Environment, European Commission



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Setting the Scene

***The EU and Litter:
Missed opportunities and unfulfilled ambitions?***

Eamonn Bates
Secretary General – Clean Europe Network

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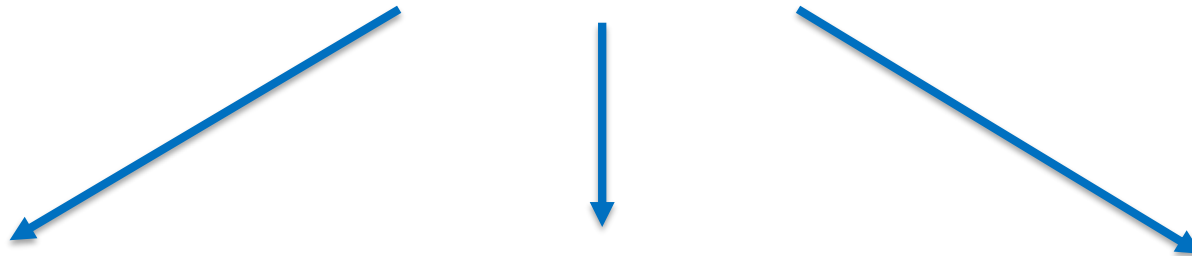
- Reaches tens of millions of European citizens
- Launched in Brussels in March 2013 in the presence of Commissioner Potočnik



Vision and Mission

A litter free Europe by 2030

Reached by



Changing behaviour
and reducing litter at
all levels within
Europe

Stimulating **greater
litter prevention
activity** - focusing
particularly on
younger generations

Encouraging the
**application of greater
resources** to this end
in EU Member States
and across wider
Europe

Impact

1. ENVIRONMENTAL

2. ECONOMIC

3. SOCIAL

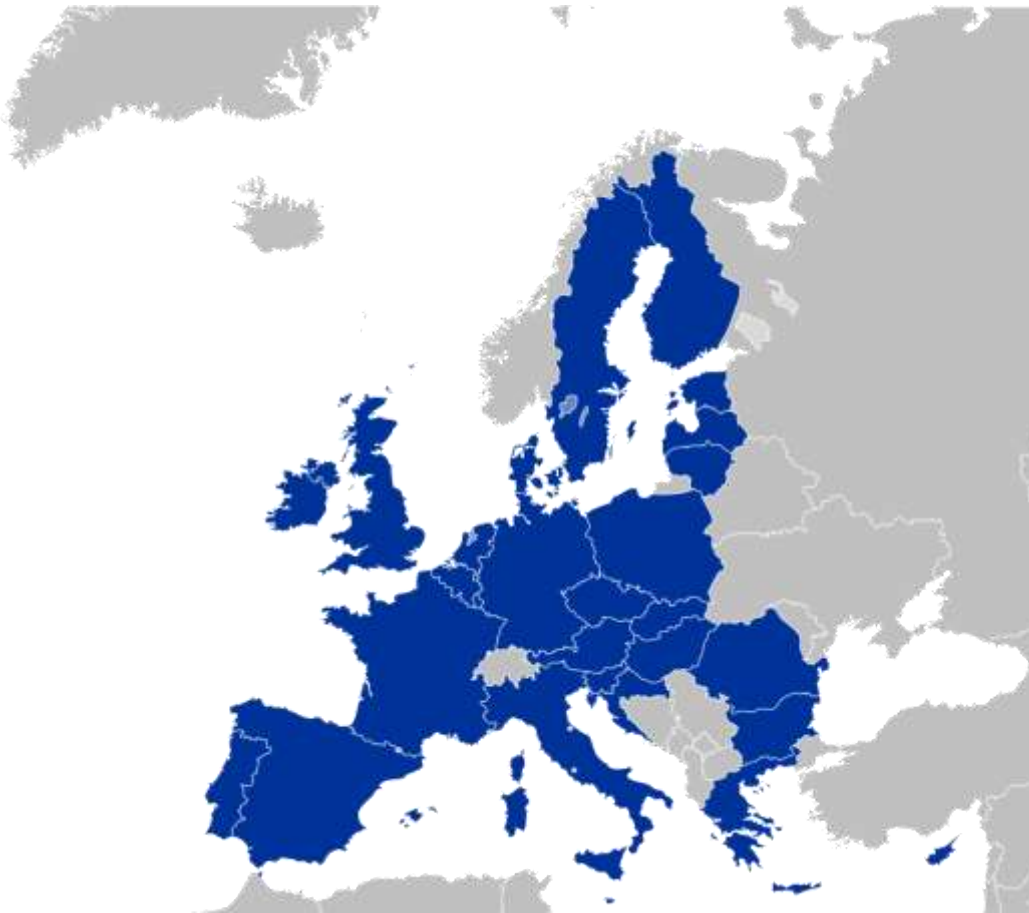


Environmental Impact

- Wildlife
- Water quality
- Oxygen
- Health
- Life



Economic Impact



Clean-up costs
€25 per year
on each
taxpayer



**Annual “loss”
of €11-13 billion
across the EU**

- Burden on Local authorities
- Discourages Tourism
- Hidden costs



Social Impact

- Associated with criminality
- Health impacts
- Social Justice

From Land Litter to Marine Litter



80% of the
litter in the
seas...

From Land Litter to Marine Litter

...originates on
the land!



**A SIMPLE CONCLUSION THAT OUR
POLITICIANS ARE MOSTLY IGNORING**

To stop marine litter...

**...we must first stop
littering on the land**



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**A SIMPLE CONCLUSION THAT OUR
POLITICIANS ARE MOSTLY IGNORING**

**The EU policy tools are
in our hands...**

**...government at all
levels in the EU & EEA
must use them!**



- A. Marine Strategy Framework Directive
- B. Waste Framework Directive
- C. Single-Use Products Directive
- D. Packaging & Packaging Waste Regulation

8 Breakthrough Actions on EU litter prevention – 2018 WFD

1. **Shared responsibility** for litter
2. The act of **dropping litter** to be an offence (with **penalties**) in all EU countries
3. Member states must develop a **litter prevention strategy** in their National Waste Management Plans sent to Brussels
4. Member states must **link land, water & marine litter strategies** in national prevention strategies

7 Breakthrough Propositions for litter & prevention of littering (2)

5. Member states must **identify the products** that are main source of litter
6. Producers required to pay for **litter prevention communications** campaigns
7. Member states also obliged to **raise awareness** about litter and prevention of littering
8. European Commission to promote **information exchange** on litter & prevention of littering



A Call for Political Action

- **Most Member State Ministers are not aware that these 8 Breakthrough Actions are now EU law**
- Little or no evidence that they are being acted on in most countries – in other words, **they are breaking EU**
- **If we are serious** about litter – on the land or in the seas then...
- ...the European Commission, the Committee of the Regions, the Parliament must do more to promote this package **to get action across the EU27**
- EU Member States simply must implement what has been agreed – **the Commission must enforce**

Clean Europe Strategy – a blueprint

- Developing national, regional and local **litter prevention strategies for MS Waste Management Plans** and implementing them is the most important action of all
- **As most Member State Ministers would likely not know where to start...**
- ...the Network has developed **an integrated litter prevention strategy blueprint**
- We call it the **Clean Europe Strategy**
- It is intended to help all stakeholders share the responsibility for tackling litter and the prevention of littering
- **Lise Gulbransen is here to launch it!**