

Risk of littering

StopLitterNow Summit 2023



**HOLD
NORGE
RENT**

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Hold Norge Rent



TAKE ACTION TO REDUCE/MITIGATE THE RISK OF LITTERING AT SOURCE

THE CHALLENGE:

- product design requirements to reduce propensity to be littered
- account for the risk of littering in product Life Cycle Assessments
- identify the risk of littering in service environmental footprints
- legislative restrictions on problematic products/consumption habits
- regulate specific contexts where the littering risk is high

WHO PLAYS A ROLE:

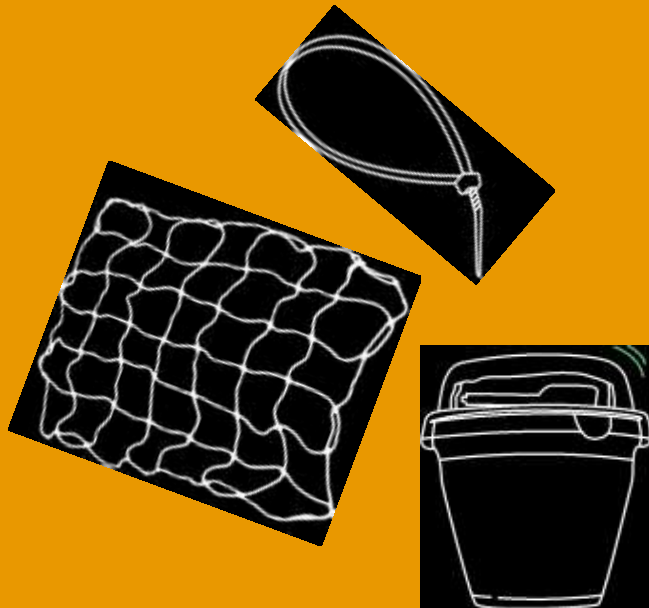
- **European institutions** (e.g. measures under the Circular Economy Action Plan 2.0 & EU waste legislation)
- **National government** (in framing policy, potentially incl. economic instruments)
- **Local government** (in implementing local measures)
- **Business** (by product and service innovation, incl. reuse solutions)
- **R&D bodies** (by identifying new ways of doing things)

Creating a common understanding of littering and how to combat it



Litter risk

- Industrial activity outdoors
- Use or consumption on the go
- Perception of value
- Perception of harm
- Single-use packaging and products
- Multi component packaging



Risk of littering



Outdoor activities



Single-use



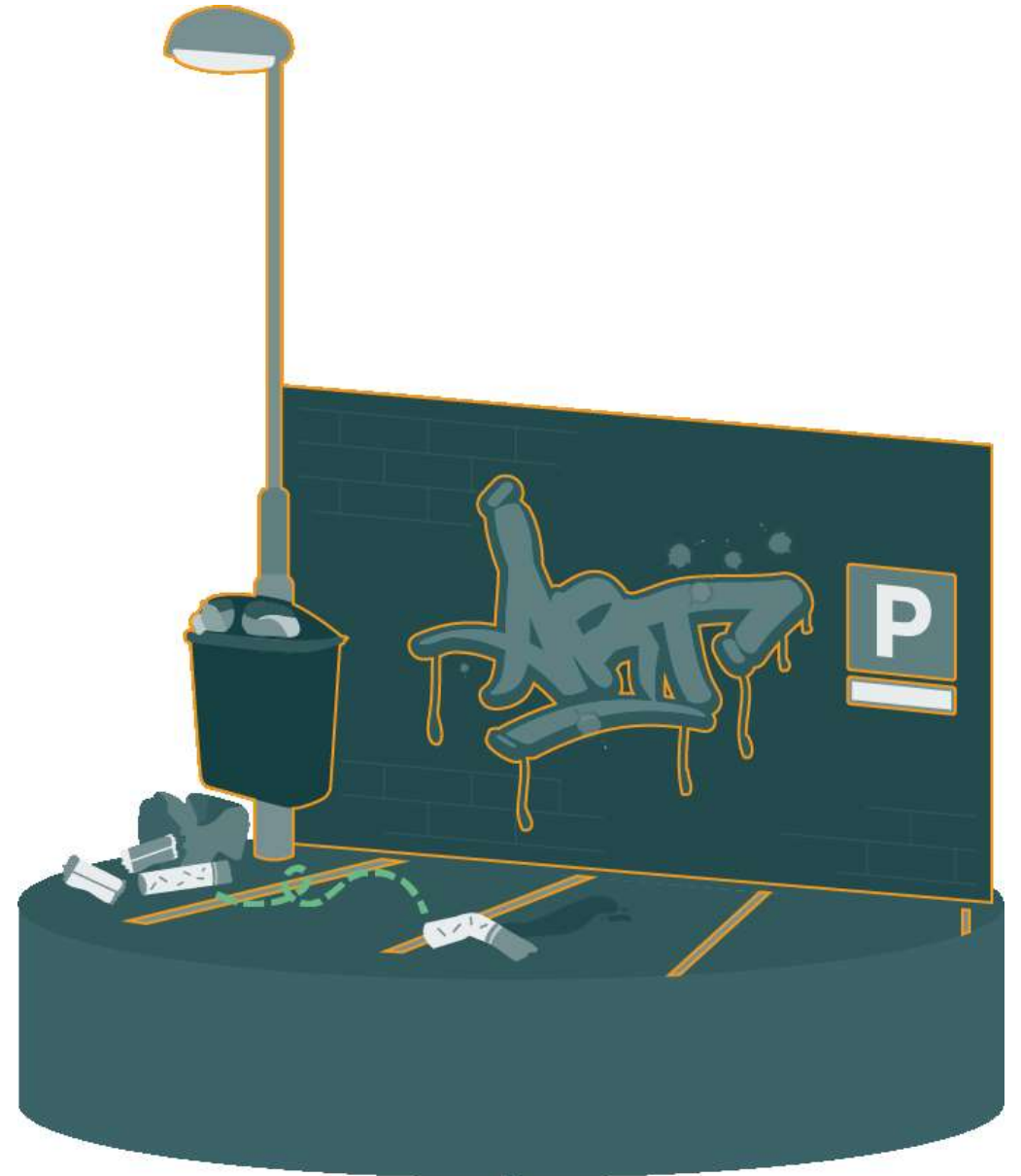
Perceived value



«Green» products



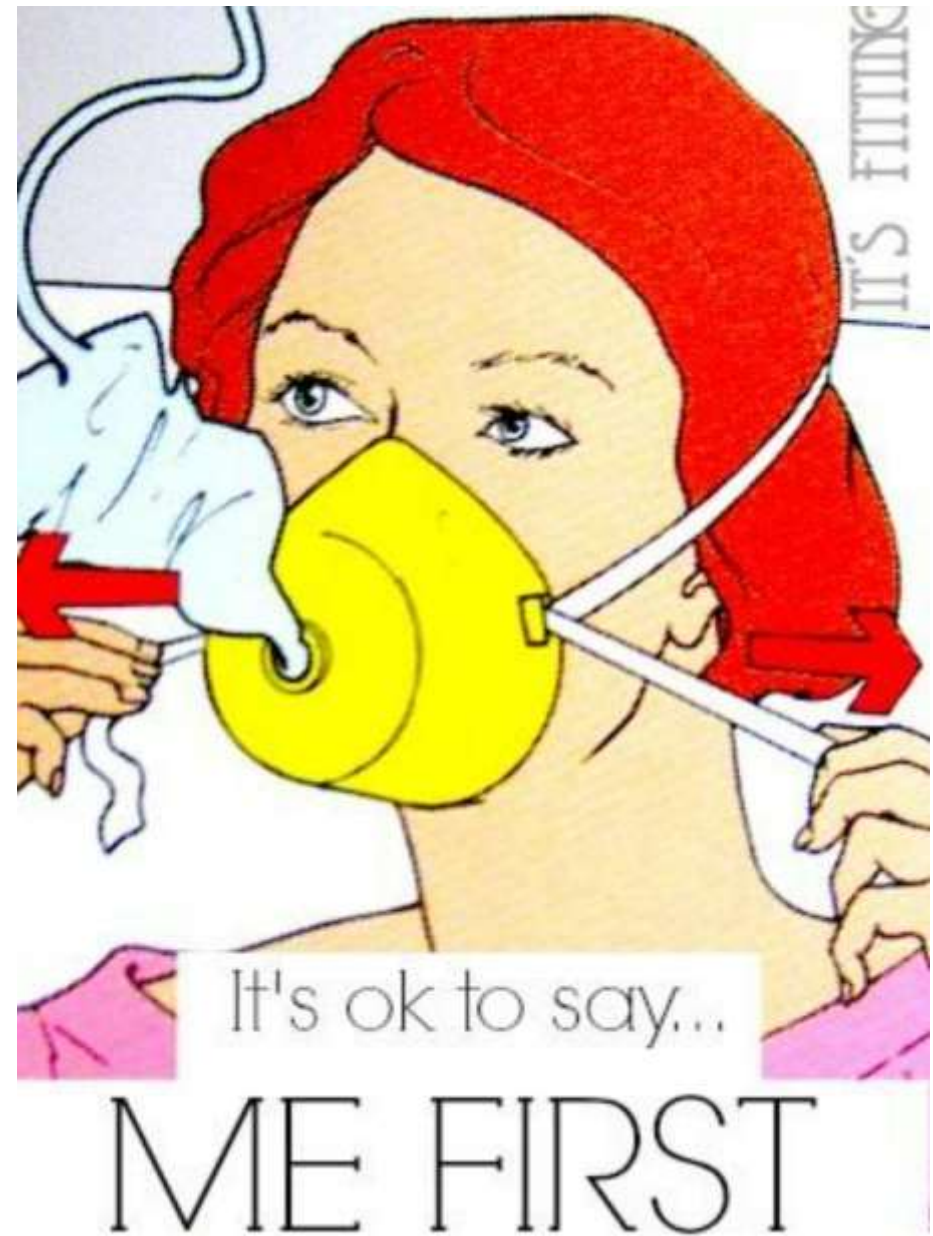
Human footprint



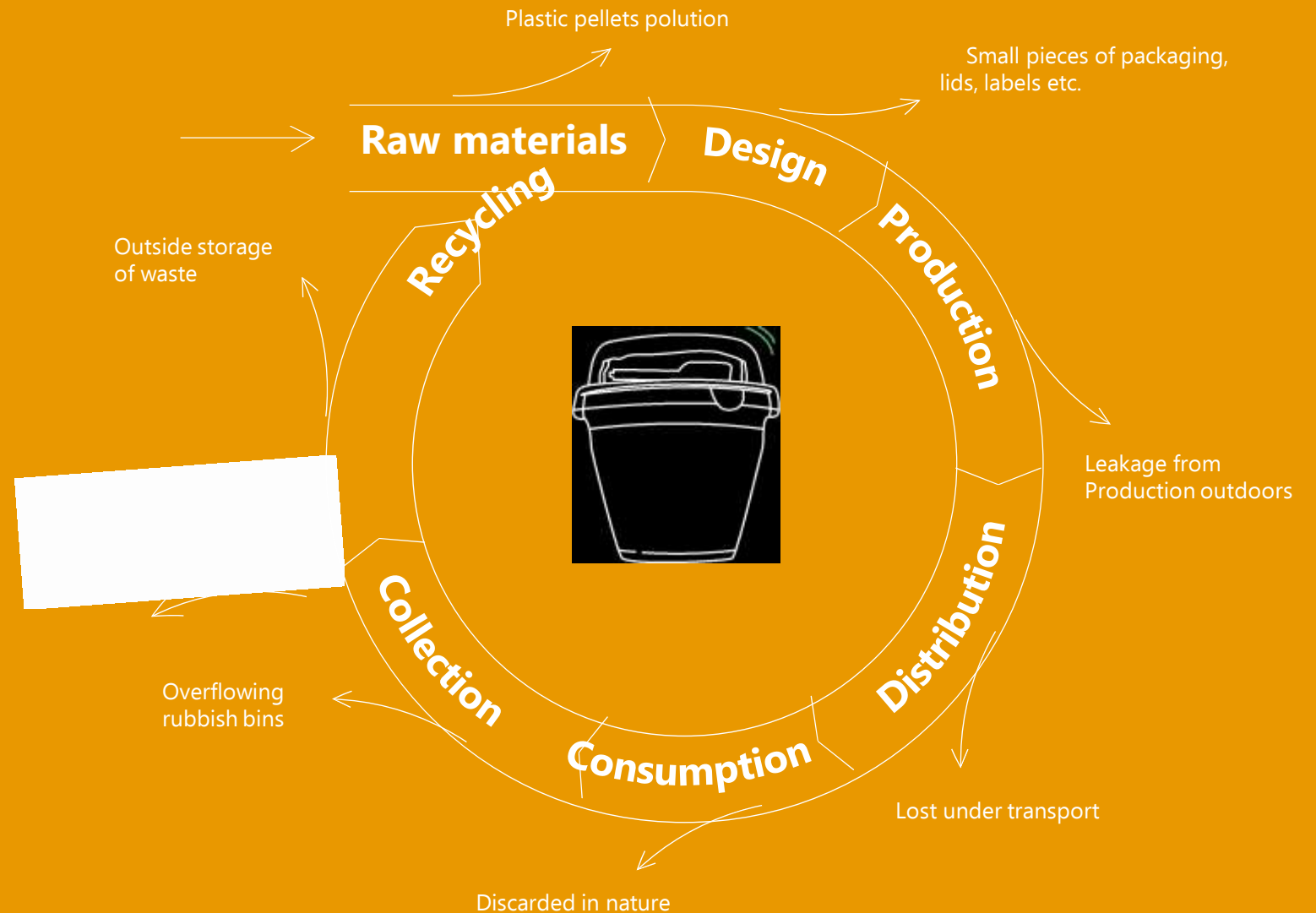
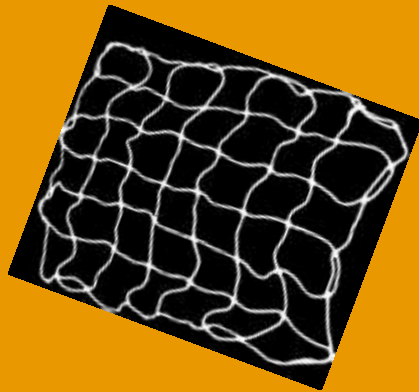
Barriers



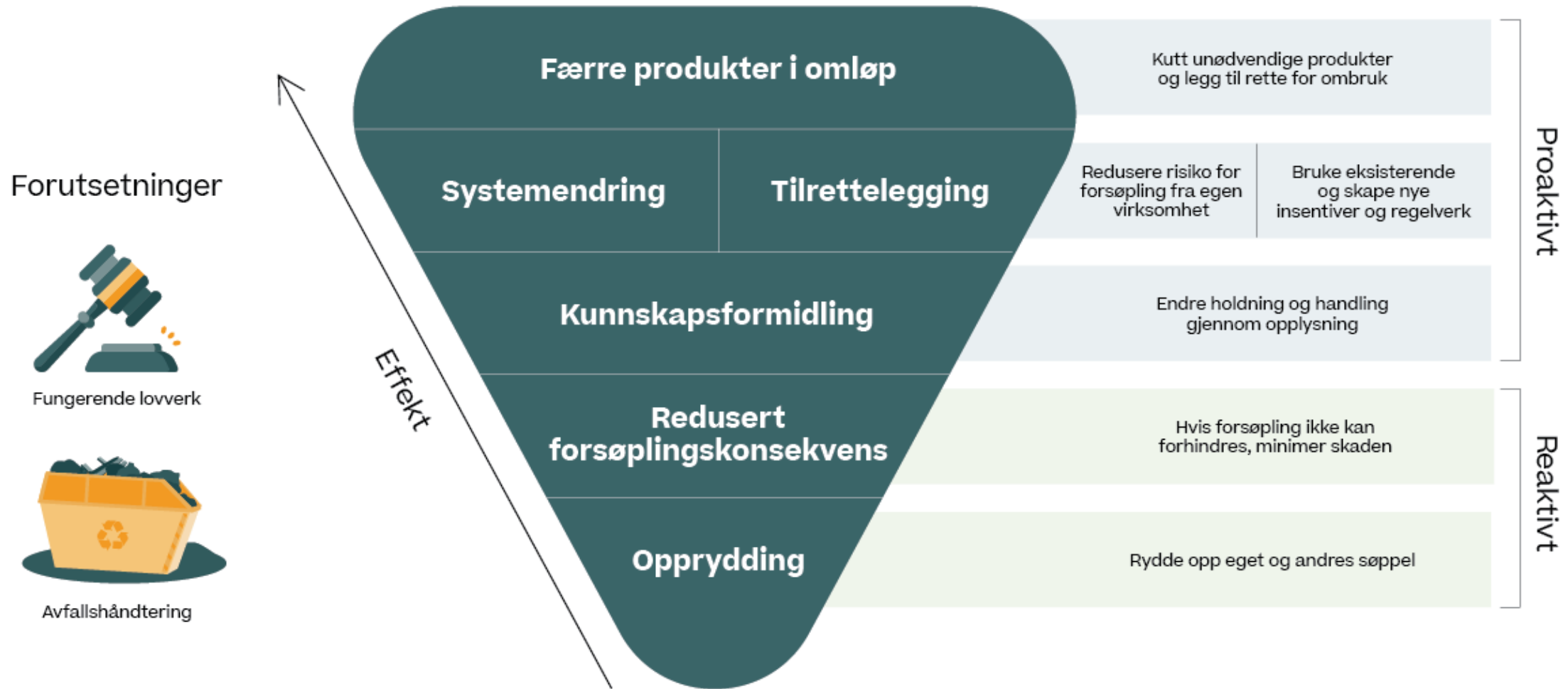
Litter risk and industry



Litter as a threat to the circular economy



Tiltakspyramiden



Årsakskartet

Her ser du å finne de underliggende årsakene til at et produkt ender som litter.



Design

- Produktets form
- Produktets størrelse
- Produktets farge
- Produktets materiale
- Produktets holdbarhet
- Produktets funksjonalitet

Situasjoner

- Utendørsarrangementer
- Arbeidsplassen
- Under transport
- Friluftsliv-, båt- og byliv
- Mangelfulle avfallssystemer



Handlinger

- Uhell og ulykker
- Lovlig og ulovlig dumping
- Bevisste og ubevisste vaner
- «Kaste feil» i do eller fulle søppelkasser, improvisere egne løsninger

Trender

- Antall produkter i omløp
- Økt konsum på farta og flere engangsprodukter
- Klimaendringer og ekstremvær



