

# ZERO WASTE STOCKHOLM

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ANNUAL REPORT  
FOR 2023



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# ZERO WASTE STOCKHOLM

We are a non-profit association 100% driven by volunteers. We strive to implement the 6R principles below to reduce our individual ecological footprint:

In our philosophy we have added a 6th 'R':

- **RETHINK** consumption of products and services that have a negative impact on our individual ecological footprint as well as the working conditions of people involved in producing them

The traditional 5R'S:

- **REFUSE** what you do not need,
- **REDUCE** what you need,
- **REUSE** what we have,
- **RECYCLE** what you can't refuse, reduce or reuse,
- **ROT**/compost the rest.



## OUR MISSION

To inspire and guide Stockholmers to reduce their ecological footprint in relation to the climate crisis. We see waste awareness as a first step on the sustainability journey. We help to connect individuals, companies, and local governments to support a zero waste Stockholm.

## OUR VISION

A city where the concept of trash is obsolete.

**2018:**

A group of friends come together

**Nov 20th 2018**  
ZWS becomes a legal association

**2019**

ZWS opens up to volunteers and hits the ground running!

**2020**

Membership and sponsorship is rolled out

**2021-2022**

ZWS expands its collaboration with Stockholm city: Minimeringsmästerna etc.

**2023**

Back to physical events with our community

# A LETTER FROM OUR PRESIDENT

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Béatrice Agrell

Dear Friends,

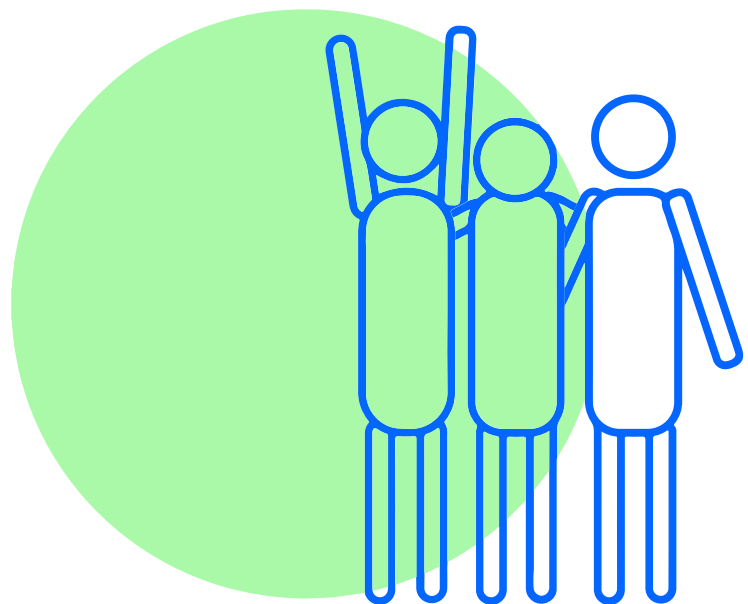
2023 was an exciting year for Zero Waste Stockholm as we have had a very wide range of activities, allowing us to keep on inspiring people, companies and municipalities for more waste reduction!

Our work has included organization of events and festival, works around communication, participation in stakeholder group, review of law and planning for an ambitious collaboration with Stockholm City!

Through all these activities, we have focused on different areas of waste reduction. For example, with our new series on social media "spotted in Stockholm", we aim at finding local Zero Waste options for Stockholmers. Or by attending festival on food waste and supporting returnable food containers, we focused on the food/waste combination.

Yours sincerely,

Béatrice Agrell and the team at Zero Waste Stockholm



# OUR TEAM

## THE BOARD

Seven board members with different backgrounds are leading the work of the association, all on a voluntary basis. Board members are elected for one -two years during the general assembly:



### ZWS Board 2023

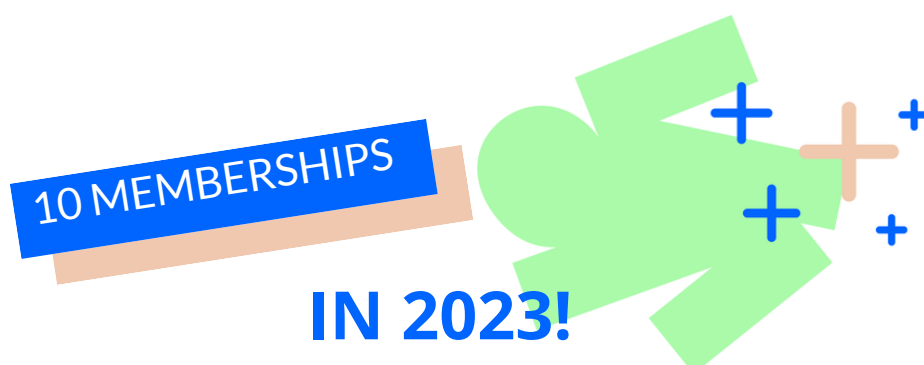
From top left to bottom right:  
Béatrice Agrell (President), Victoria Vassen, Jeanne Florentin (Secretary), Fernanda Cuadra Bouffanais, Alice Bourguignat (Treasury), Linda Stålborg and Marisol Taub

## VOLUNTEERS

From the beginning of 2019 we grew from less than a dozen individuals to a team of **30** active volunteers that have contributed, led and participated in various parts of our working groups and supported the growth and mission of our association.

## MEMBERS

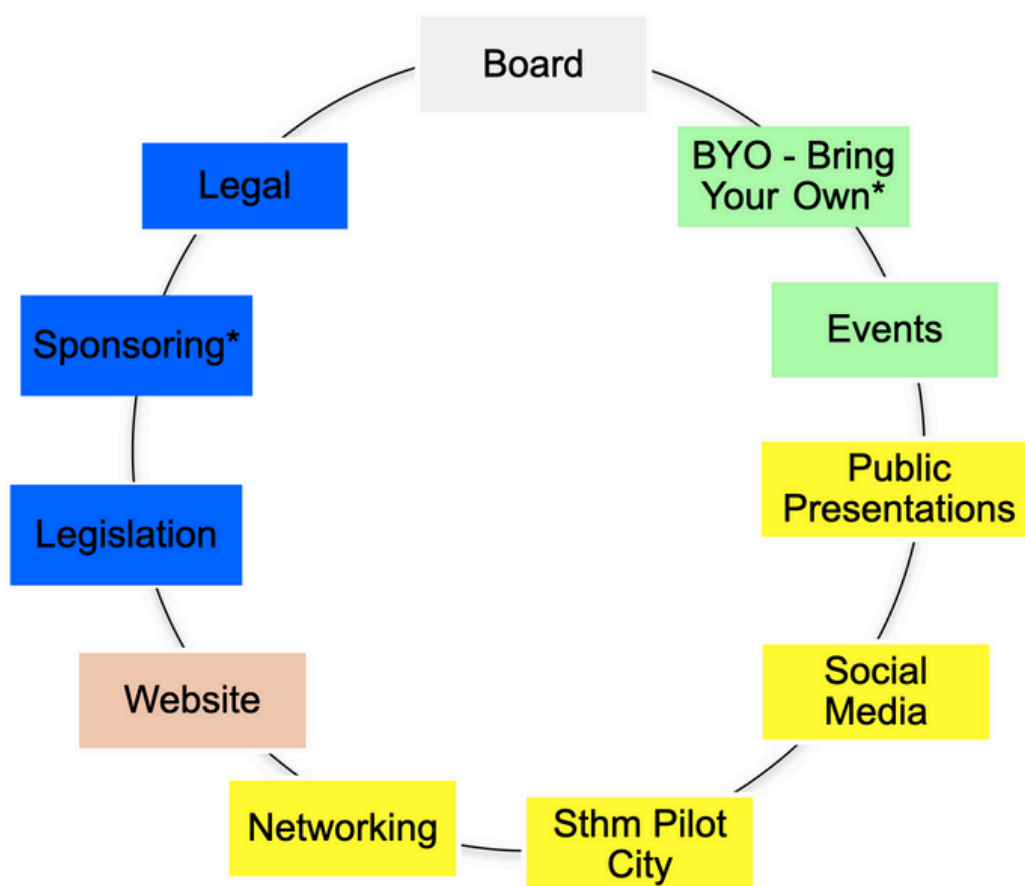
At the end of 2020 we opened up for membership to help grow the ZW movement in Stockholm and gain support for the expansion and development of the association.



# OUR WORKING GROUPS

We operate with independent working groups that all have a specific mission and goals. We allow volunteers to organize their way of working, with the ultimate mission of supporting ZW in Stockholm. An elected group leader ensures that communication across all groups and the board is managed.

## ZWS Organizational Chart



\* Working groups paused in 2023

# COMMUNITY BUILDING

## MEETING IN REAL LIFE

7

IRL events

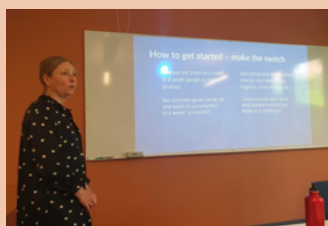
2023 meant going back to meeting physically and developing our volunteer base through:

- 3 afterworks
- 2 swap events, including a joint event with 'Women & Climate'
- 1 climate strike



## SHARING KNOWLEDGE

We build our community via sharing our zero waste routines via presentations to targeted groups (regions and institutes) and via online resources (social media or website).



3

Group presentations

## FOOD WASTE FESTIVAL

1

Festival

Food waste reduction festival at Vinterviken organized with Czech center of Stockholm.



ZWS volunteers sharing tips to reduce food waste.

**FOCUS:**  
Taste not Waste  
10 JUNE

Czech Centre Stockholm invites you to Vintervikens Trädgårdscafé to a half a day food waste festival. Visitors will have a chance to learn about new trends and approaches to food waste through talks, interactive workshops and panel discussion with Czech and Swedish experts.

Vinterviken Trädgårdscafé  
Vinterviksvägen 50, Stockholm  
Registration for workshops  
Free entry

# LAW ON REUSABLE TAKE AWAY

## REVIEW AND CHALLENGE THE LAW

Naturvårdsverket  
stakeholders group

Implementing demand for returnable takeaway containers has a big potential for waste reduction in Sweden so it has been our focus in 2024 and will continue in 2024.

ZWS is part of a stakeholder group started by Naturvårdsverket to address implementation challenges.



## COMMENT AND EXPLAIN THE LAW

We submitted a comment to the law, "Remissyttrande"



We created content to explain the law to restaurants and community



## TEST THE CONCEPT

2

concepts  
tested

We tested and communicated around implemented systems in Stockholm (Panter, Vytal).






# SOCIAL MEDIA PRESENCE

## SOCIAL MEDIA

We continued working on our social media channels to provide tips and insights for our local zero waste community

74  
posts

 1,630 followers (+2%)  
 2,645 followers (+0%)  
 Google media add



2  
campaigns

## NEWSLETTER



Hi Friends!

🌱 How are your New Year resolutions going? Here are some ideas here for you 🌱

Days are cold but Zero Waste Stockholm news and activities are here to warm you this winter! Discover our latest news and join our upcoming events.

5  
Newsletters  
sent

# FINANCIAL REPORT

## 2023

The financial status of the association is detailed below. The fiscal year of Zero Waste Stockholm is from January 1st to December 31st. In 2023, our membership revenues did not cover our running costs: less members support while operational cost (like bank) increased. This is not a problem as we have a strong cash position and we are expecting several consulting activities in 2024.

	<b>Income Statement [SEK]</b>			
	<b>2023</b>	<b>2022</b>	<b>2021</b>	<b>2020</b>
<b>Revenue</b>				
Sales of product	0	0	0	140
Sales of services	0	63 200	0	7 530
Membership fees	2 400	3 800	5 400	6 850
Donations	0	0	320	2 946
<b>Total Revenue</b>	<b>2 400</b>	<b>67 000</b>	<b>5 720</b>	<b>17 466</b>
<b>Expenses</b>				
Rent	-2 000	-2 000	0	-640
Material/Representation	-740	0	-61	-4 374
IT services	0	-608	-1 060	-2 481
Bank fees	-2 060	-1 910	-722	-1 289
Other costs		0	-2 135	-60
<b>Total Expenses</b>	<b>-4 800</b>	<b>-4 518</b>	<b>-3 978</b>	<b>-8 844</b>
<b>Profit over period</b>	<b>-2 400</b>	<b>62 482</b>	<b>1 742</b>	<b>8 622</b>

# FINANCIAL REPORT

## 2023

The financial status of the association is detailed below. The fiscal year of Zero Waste Stockholm is from January 1st to December 31st. The association has a strong cash position despite negative financial results for 2023.

	<b>Balance Statement [SEK]</b>			
	<b>2023</b>	<b>2022</b>	<b>2021</b>	<b>2020</b>
<b>Assets</b>				
Shared	0	0	0	900
Receivable	0	0	0	0
Cash at Bank	71 976	74 376	11 894	9 252
<b>Total Assets</b>	<b>71 976</b>	<b>74 376</b>	<b>11 894</b>	<b>10 152</b>
<b>Liabilities and equity</b>				
Profit for the period	2 400	-62 482	-1 742	-8 622
Profit brought forward	-74 376	-11 894	-10 152	-1 530
Debt	0	0	0	0
<b>Total Liabilities and equity</b>	<b>-71 976</b>	<b>-74 376</b>	<b>-11 894</b>	<b>-10 152</b>

# OUR VISION FOR 2024

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Our board has set out goals for 2024 to grow the association and support our mission and vision for Stockholm.

- Kick off the work of our new partnership with Stockholm City: **SCALE Stockholm** – Stockholm Pilot City for Climate & Health: Building Capacity to Scale.
- Hold public events (meet-up, workshop, presentations)
- Support and encourage waste reduction laws by participating in networks and stakeholder groups.
- Advise cities.
- Offer interesting and useful content on social media for our Stockholm community.



# THANK YOU

A warm thanks to the over ~30 volunteers who are on this journey with us and have made Zero Waste Stockholm what it is today. From initial conception, to the founding of an official association, to the countless hours that are spent planning and executing our events, outreach, and collaborations...

## WE THANK YOU!

We look forward to the growth we will experience in the coming years, to help spread the message of zero waste, sustainability and a brighter future for us all.



## & A SPECIAL THANKS

to our sponsors and partners who help promote the foundations and ethos of Zero Waste in all they do!



ZERO WASTE BUTIK

[Vågen](#)



[lifelong.eco](#)



[eanna.se](#)



[owaster.se](#)



Stockholms  
stad

[Stockholmsstad](#)