

ZERO WASTE STOCKHOLM



ANNUAL REPORT
FOR 2024



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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A city where the concept of trash is obsolete.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

2019

ZWS opens up to volunteers and is a legal association

2020

Membership and sponsorship is rolled out

2021-2022

1st collaboration with Stockholm city: Minimeringsmästerna-

2023

Back to physical events with our community after pandemi

2024

2nd collaboration with the city of Stockholm : Scale Stockholm Kraftsamling för klimat och hälsa

A LETTER FROM OUR PRESIDENT

Dear Friends,

2024 marked the beginning of an exciting collaboration with the city of Stockholm along with the following partners: Sweco, Karolinska Institutet, Digidem Lab, Cykelfrämjandet, ElectriCITY, Kista Science City, and Kungliga Djurgårdens intressenter. Scale Stockholm - Kraftsamling för klimat och hälsa (gathering of strength for climate and health) allows Zero Waste Stockholm to bring its expertise and experience to the city and support in the implementation of pilot projects.

We participated in kick-off activities with the other partners of Scale. In the fall, we also met with all four neighborhoods selected for pilot projects. Employees from local government offices shared information regarding the needs of each neighborhood and provided ideas of how we can help to support in the climate transition.

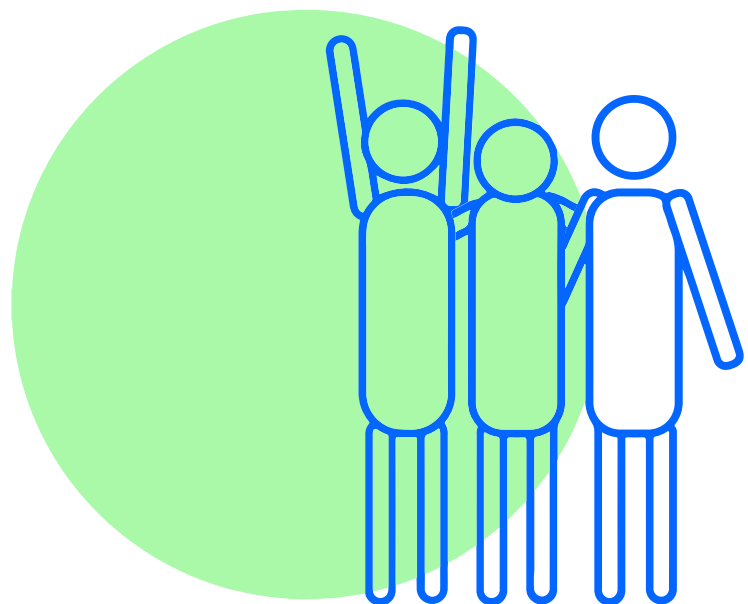
We are also proud to have continued to support our community through events and informative content on social media. Two highlights were our participation in Upplands Väsby's Återbruksfestival (reusable festival) and the continuation of our social media series "Spotted in Stockholm".

Yours sincerely,

Marisol Taub and the team at Zero Waste Stockholm



Marisol Taub



OUR TEAM

THE BOARD

Five 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 2024

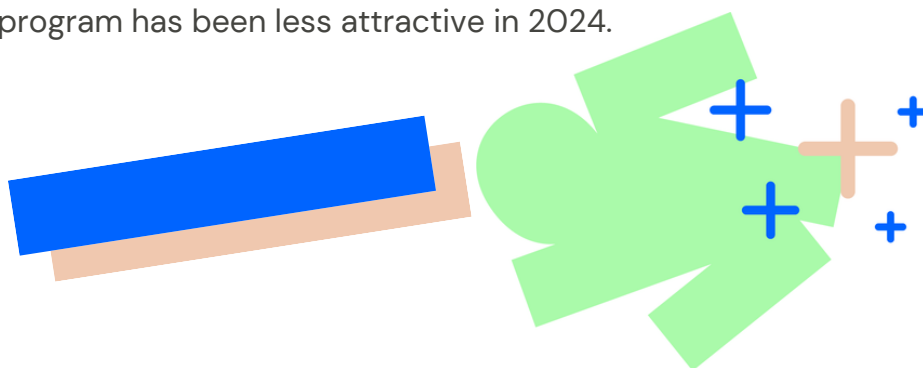
From top left to bottom right:
Marisol Taub (President), Victoria Vassen, Fernanda Cuadra Bouffanais, Alice Bourguignat (Treasury), and Linda Stålborg (Secretary)

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

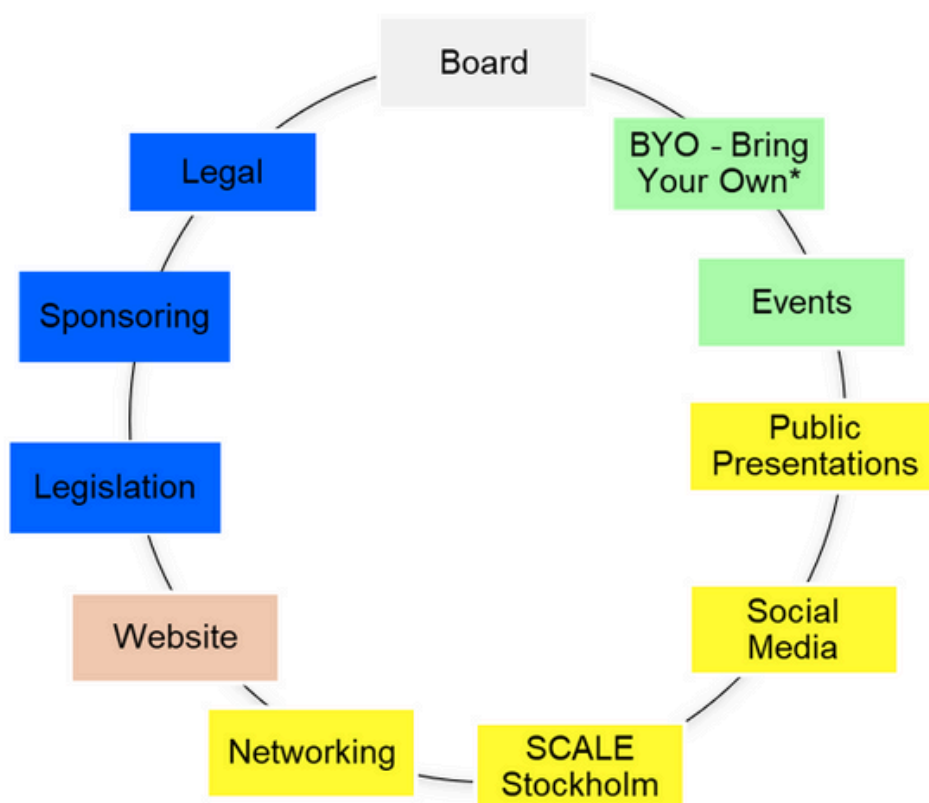
At the end of 2020 we opened up for membership to help grow the ZW movement in Stockholm and gain support for the expansion and development of the association. The program has been less attractive in 2024.



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 2024

SCALE

NEW PARTNERSHIP

Stockholm City
partner

SCALE Stockholm is a EU-backed city project that aims to accelerate the city's climate transition by 2030 and helps citizens lead healthier lives.



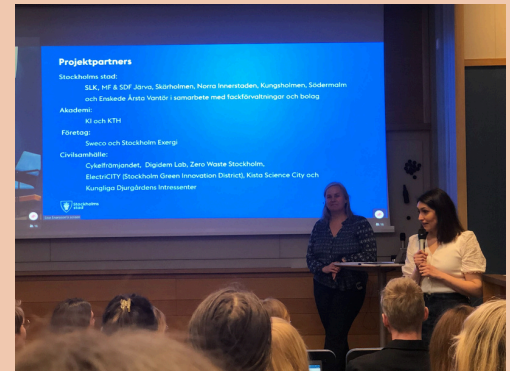
TEST INITIATIVES

The purpose of the project is to identify and test initiatives. The goal is that initiatives will be scaled up to more widely to support Stockholm's climate goals.

Single-use free district

Food waste reduction

Repair cafe where household items and clothing can be repaired

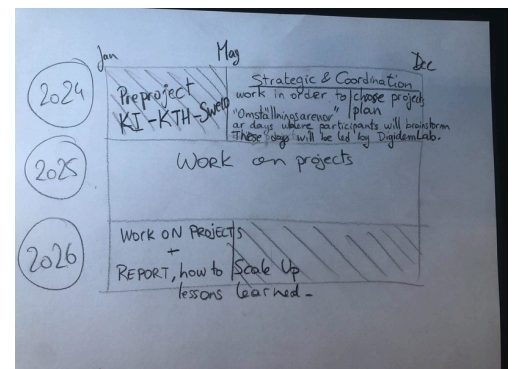


OUR CONTRIBUTION

4

Brainstorming
sessions

Zero Waste Stockholm's role is to help identify potential partners and develop pilot projects on the following themes: plastic reduction, circular economy, and food waste.



COMMUNITY BUILDING

MEETING IN REAL LIFE

7

IRL events

In 2024 we continued organizing in person meetings and developing our volunteer base through:

- 5 afterworks
- 1 festival
- 1 training



UPPLANDS VÄSBY ÅTERBRUKSFESTIVAL

We participated to Upplands Väsby Återbruksfestival.

This was a great opportunity to meet different people with little background on Zero Waste principles and present more information on the subject.



1

Festival

SHARING KNOWLEDGE

1

Training

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






7

SOCIAL MEDIA PRESENCE

SOCIAL MEDIA

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

53 posts

 1,652 followers (+2%)
 2,636 followers (-03%)
 Google media add



1

weekly campaign

PRESS



Sharing tips on waste reduction and sustainable living in the archipelago for an SVT spotlight

'Rethinking, refusing, reusing, reducing': Meet Stockholm's Zero Waste coalition

They're pushing the meaning of reduce and reuse to the limit.

By Ivy Scott Globe Staff, Updated December 12, 2024, 10:15 a.m.

3

Articles/
Stories

BOSTON GLOBE series on Sustainability in Sweden



Massachusetts wants to revolutionize its waste stream. Sweden has some answers.

As the state looks to be a national leader on the three Rs, officials are considering solutions already at work in Sweden.

By Ivy Scott Globe Staff, Updated December 12, 2024, 9:16 a.m.

FINANCIAL REPORT

2024

The financial status of the association is detailed below. The fiscal year of Zero Waste Stockholm is from January 1st to December 31st. In 2024, our revenues did not cover our running costs. However this is not a risk for the association as we have a strong cash position and we started a new paid partnership with payment milestones expected in 2025.

	Income Statement [SEK]				
	2024	2023	2022	2021	2020
Revenue					
Sales of product	2 000	0	0	0	140
Sales of services	0	0	63 200	0	7 530
Membership fees	800	2 400	3 800	5 400	6 850
Donations	0	0	0	320	2 946
Total Revenue	2 800	2 400	67 000	5 720	17 466
Expenses					
Rent	-4 375	-2 000	-2 000	0	-640
Material/Representation	0	-740	0	-61	-4 374
IT services	0	0	-608	-1 060	-2 481
Bank fees	-2 058	-2 060	-1 910	-722	-1 289
Other costs			0	-2 135	-60
Total Expenses	-6 433	-4 800	-4 518	-3 978	-8 844
Profit over period	-3 633	-2 400	62 482	1 742	8 622

FINANCIAL REPORT

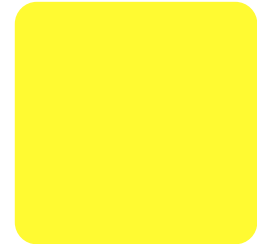
2024

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 2024.

Balance Statement [SEK]

	2024	2023	2022	2021	2020
Assets					
Shared	0	0	0	0	900
Receivable	0	0	0	0	0
Cash at Bank	68 344	71 976	74 376	11 894	9 252
Total Assets	68 344	71 976	74 376	11 894	10 152
Liabilities and equity					
Profit for the period	3 633	2 400	-62 482	-1 742	-8 622
Profit brought forward	-71 976	-74 376	-11 894	-10 152	-1 530
Debt	0	0	0	0	0
Total Liabilities and equity	-68 344	-71 976	-74 376	-11 894	-10 152

OUR VISION FOR 2025



Our board has set out goals for 2025 to further develop the goals from 2024 to grow the association and support our mission and vision for Stockholm.

- Continue our work from 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), especially with our new partnership with Medborgarskolan
- Support and encourage waste reduction laws by participating in networks and stakeholder groups
- Offer interesting and useful content on social media



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 partner who helps promote the foundations and ethos of Zero Waste in all they do!



Stockholms
stad

[Stockholmsstad](https://www.stockholmsstad.se)