

ZERO WASTE STOCKHOLM



PRESS KIT 2023



CONTENTS

03

All About Zero Waste Stockholm
Mission & Vision • History • ZW in Stockholm

04

Ongoing projects and achievements
Events • Projects • Collaborations

06

Social media

07

Why contacting Zero Waste Stockholm?

ZERO WASTE STOCKHOLM

We are a non-profit association 100% driven by volunteers. We envision the Zero Waste Lifestyle as striving to live by the 6R's principles below to reduce our individual ecological footprint.

The 5R'S:

- **REFUSE** what you do not need,
- **REDUCE** what you actually need but can't refuse,
- **REUSE** the things we consume,
- **RECYCLE** the things that you can't refuse,
- **ROT/compost** the rest.

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 and the working conditions of the people involved in making them.



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 bridge the gap between individuals, companies and the municipality 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A city where the concept of trash is obsolete.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

ZWS become a partner for MM (Minimeringsmästerna)

2022

ZWS expands its collaboration with Stockholm city

ONGOING PROJECTS & ACHIEVEMENTS

EVENTS & WORKSHOPS

We organise events and workshops on topics related to reducing waste in your daily life. We want to provide a meeting place for the local zero waste community to grow and develop. We do this by hosting meetups where people can share knowledge and experiences in their waste reduction journeys.

- Workshop on zero waste routines
- Fika's and community afterworks
- Swaps events
- Afterworks with our partner companies
- Afterworks focused on a specialized topic such as in 2022 environmental impact of tech



With Stockholm City
(Stockholm+50 UN General
assembly), the Czech Center etc.



ONGOING PROJECTS & ACHIEVEMENTS

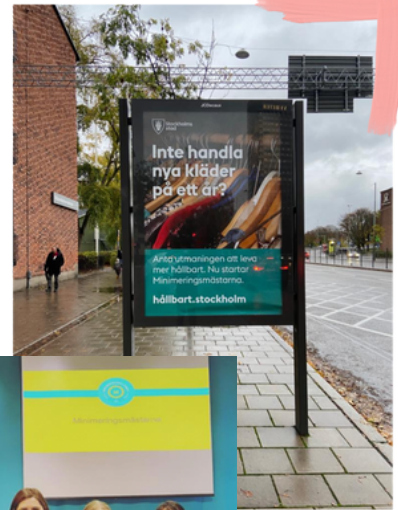
MINIMERINGSMÄSTERNA



Stockholm city official partner
2021-2022

4 digital workshops:

1. Environmental conscious consumption.
2. Food waste reduction (in partnership with 'Too Good to Go').
3. Sharing.
4. Textile.



10

families coached

In average, -42% waste reduction with best family at -72%!

Klimatpakten

3

Stakeholder group for the **plastic ban law** (with Naturvårdsverket)

100 **Climate Neutral and Smart cities** application

We collaborate with Stockholm City to support and encourage waste reduction city initiatives

ADVOCACY & CITIZENSHIP LOBBY

We produce official law feed-back (remiss) on key waste laws: bring your own container (2021), returnable takeaways (2023)



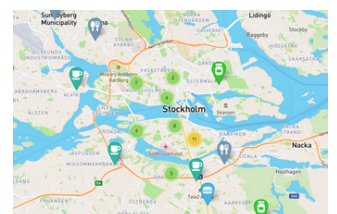
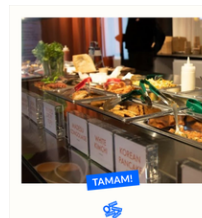
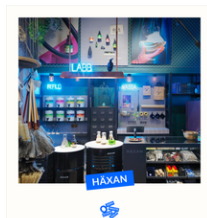
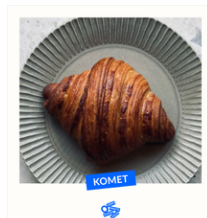
BRING YOUR OWN

Bring your own initiative continues to grow & evolve with regulation: restaurants needs as from 2024 propose a returnable option for takeaways



51

partner shops



5

SOCIAL MEDIA

Our social media platforms are a great way to get zero waste inspiration and tips, learn about upcoming events, what projects you can join, and more.

C

Website : <http://www.zerowastestockholm.org/>

Facebook page: <https://www.facebook.com/zerowastestockholm/>

Instagram page: <https://www.instagram.com/0wastestockholm/>

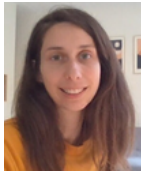


200+
visitors/month

CONTACT US

Get in contact with us:

- Via a form in our website : <https://zerowastestockholm.org/contact>
- Via email: communication@zerowastestockholm.org
- Beatrice (our president) or Jeanne (our secretary) will go back to you!



**What can you
learn from us?**

**Insights on waste
management latest laws**

**Knowledge on Zero
Waste philosophy**

**Insights on waste reduction
situation in Stockholm:
initiatives ongoing**

**Comparative insights with
other countries (EU, US) as
regards to waste reduction**

**Zero Waste tips for
daily life**