

# ZERO WASTE STOCKHOLM

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ANNUAL REPORT  
FOR 2022



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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:

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.

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.



## 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A city where the concept of trash is obsolete.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**

ZWS becomes a partner in Minimeringsmästerna

**2022**

ZWS expands its collaboration with Stockholm city

# A LETTER FROM OUR PRESIDENT



Dear Friends,

2022 was a year we were looking forward as regards Zero Waste questions. Indeed, since the 1st of January, several plastic single use items have been banned in Sweden! And of course, Covid restrictions were lifted so volunteers could meet "IRL". In addition, reusable items started to be accepted again in shops and restaurants which helped to promote a Zero Waste lifestyle. Naturally, our main focus in 2022 was to strengthen our community, both within the core of the association, our volunteers, as well as sharing the Zero Waste philosophy outside of the association.



We strive to inspire Stockholmers to live a more sustainable lifestyle where waste should be avoided or reduced to be mindful of the precious and limited resources of our planet. This mission continues to drive us and has led to many great achievements this year that further strengthen our activity and its impact:

- **A continued partnership with the city of Stockholm for the project Minimeringsmästerna.**
- **Our first one day festival: the Slow fashion festival organized with Czech center of Stockholm.**
- **Two social media campaigns, the first aimed to reduce food waste and the second inspired how to live a Zero Waste lifestyle as a family.**
- **Partnership with Stockholm City through Klimatpakten.**
- **Part of a stakeholder group about the upcoming law regarding reusable items for take away use.**



And many more achievements that you can read further about in this report.

Yours sincerely,  
Béatrice 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 2022

From top left:  
Béatrice Agrell, Victoria Vassen,  
Jeremy Meteyer, Caroline Cathrin,  
Alice Bourguignat, 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

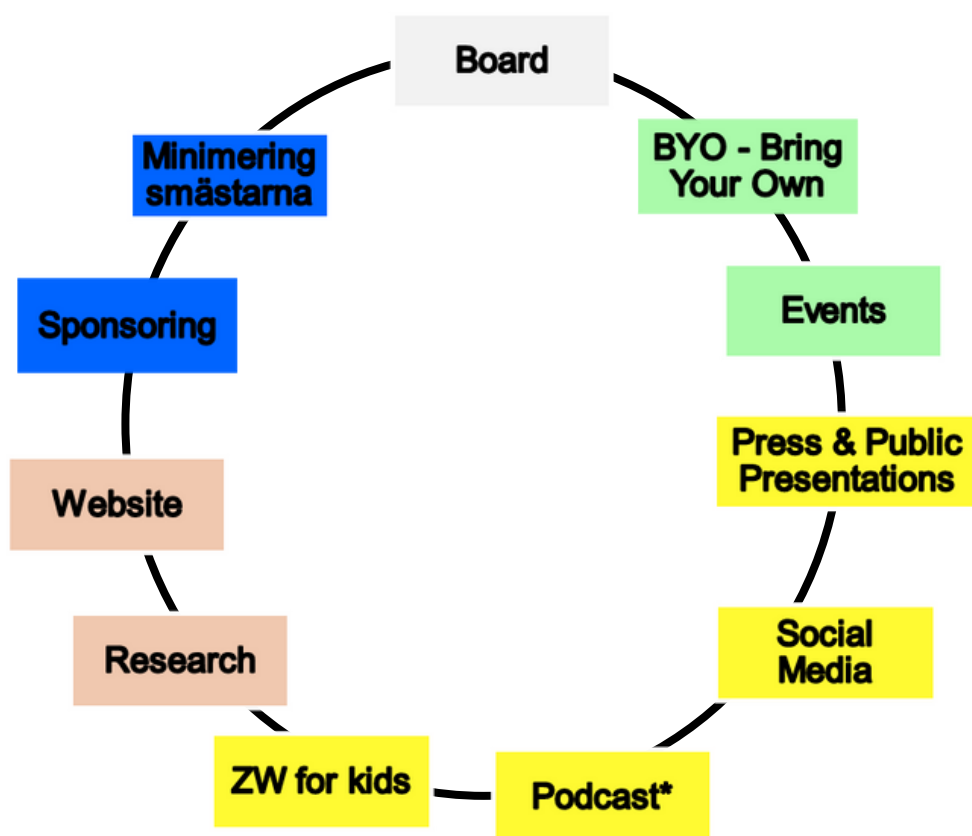
At the end of 2020 we opened up for membership to help grow the ZW movement in Stockholm and gain support for the expansion and development of the association.



# 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.

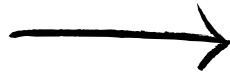
## ZWS Organizational Chart



\* Podcast group paused at the moment

# EVENTS & COMMUNITY

## SLOW FASHION FESTIVAL



4

activities lead  
by ZWS

Sustainable fashion festival at Blivande organized with Czech center of Stockholm

1. Mending workshop (sewing, patching, knitting or crocheting).
2. Staining workshop (natural dyes).
3. Clothing swap.
4. Inspirational talk by Michelle Vernier (@materialism.se)



6

events hosted

## EVENTS

*'Fostering a ZW community through events that project the ZW spirit'*

**Themes such as:**

- AWs with Eanna and Lekobox
- Virtual afterworks focused on environmental impact of tech (cryptocurrencies, internet energy consumption)
- ZW Swap and ZW fika



6

# CITY PARTNERSHIP

## MINIMERINGSMÄSTERNA →

Stockholm city official partner

**10**  
families  
supported

On average each family reduced their waste by 42% with the winning family reducing by 72%!

### 4 digital workshops:

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



- Stockholms stad's **Miljö- och Klimatpakten**
- Stakeholder group applying to the **plastic ban law** (with Naturvårdsverket)
- **100 Climate Neutral and Smart cities** application (with Stockholm stad)

## NETWORKS

We have built on our connections with Minimeringsmästarna to strengthen our collaboration with Stockholm City and being a credible partner



## CITY EVENTS

ZWS participated in two events with the city of Stockholm:

Stockholm+50 UN General assembly

2030 workshop on Stockholm's environmental climate goals






**2**  
city events

# WORKING GROUPS ACHIEVEMENTS

## SOCIAL MEDIA

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

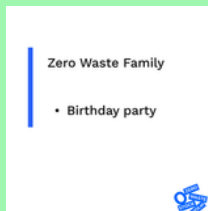
**71**  
posts

 1,594 followers (+25%)  
 2,645 followers (+15%)  
 Google media add



**2**

campaigns



## BRING YOUR OWN

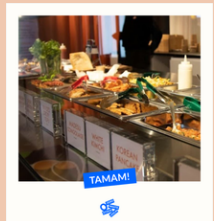
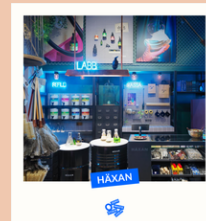
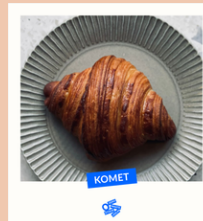


Bring your own initiative continues to grow

**51** partners

new partners **5**

**1** ambassador event



## PARTNERSHIP

**2**  
new sponsors

Supporting Zero Waste Entrepreneur to develop their business by communication, sponsorship and consulting



# FINANCIAL REPORT

## 2022

The financial status of the association is detailed below. The fiscal year of Zero Waste Stockholm is from January 1st to December 31st. 2022 was a strong year in terms of revenue as a result of income from Minimeringsmästerna and the city of Stockholm. This revenue helps to secure our operational costs for the coming years.

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

# FINANCIAL REPORT

## 2022

The financial status of the association is detailed below. The fiscal year of Zero Waste Stockholm is from January 1st to December 31st.

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

# OUR VISION FOR 2023

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Our board has set out goals for 2023 to grow the association and support our mission and vision for Stockholm.

- Reach a broader audience in Stockholm and Sweden by creating campaigns with partners and by holding workshops at companies.
- Gain momentum by supporting the preparatory work for the upcoming law regarding single-use plastics in 2024.
- Increase access to bulk-products and reusables through partnerships with local "zero-waste" entrepreneurs.
- Ease up the transition to a low-waste lifestyle through public meet-ups and workshops.
- Normalize BYO through campaigns inspiring people to choose reusables.

## AND BEYOND!

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- Employ someone part time to hold workshops at companies.
- Adapt our projects to grants supporting waste reduction.
- Create a ZW festival where Stockholm can meet all actors of waste reduction and listen to inspirational speakers.

# 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

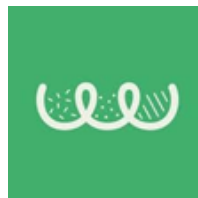
to our sponsors and partners who help promote the foundations and ethos of Zero Waste in all they do!



[lifelong.eco](http://lifelong.eco)



[hushallettstockholm.se](http://hushallettstockholm.se)



[unwrapped.se](http://unwrapped.se)



[Stockholmsstad](http://Stockholmsstad)



[eanna.se](http://eanna.se)



[owaster.se](http://owaster.se)



ZERO WASTE BUTIK

[Vågen](http://Vågen)



[Lekobox](http://Lekobox)