

# ZERO WASTE STOCKHOLM

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ANNUAL REPORT  
FOR 2019 & 2020



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# 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A city where the concept of trash is obsolete.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 to support expansion and a stable foundation

# WASTE IN STOCKHOLM



Stockholm Vatten och Avfall, 2017

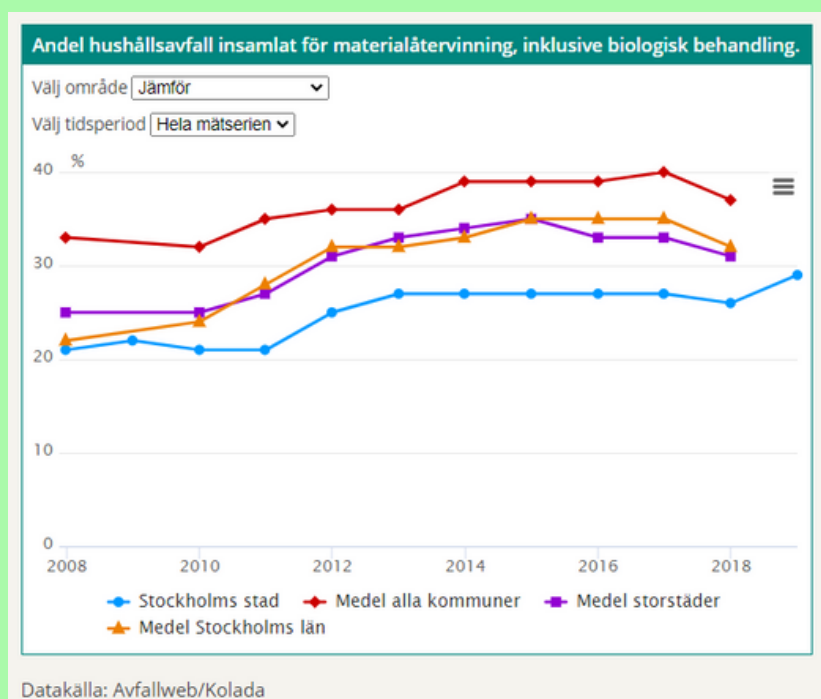
As Stockholm continues to grow in size and density the need for better waste management and a push towards a zero waste society is necessary. Recycling is not the final answer, the transition to a circular economy has been supported by recent government policy, but changing behaviors at the individual, community, and industrial level takes time.

**Recycling in Sweden:**  
can mean  
a) processed and made  
into new products or  
b) incineration

While Sweden is perceived as a model for recycling around the world, the actual statistics are misleading. A wrong assumption has been built, that better waste management can lead us to a circular economy. Plastic recycling rates for households in Sweden are actually overestimated by a factor of four hiding the actual gap between the current situation and a circular flow.

[\(More info can be read on our article here\)](#)

The rates of actual recycling in Stockholm region compared to the rest of Sweden show the need for major improvements, especially within Stockholm city.



# A LETTER FROM OUR PRESIDENT

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Adeline Riblet Olofsson

Dear Friends,

If you are reading this text the probability is great that like us at Zero Waste Stockholm, you believe in a society where trash and new production should be the exceptions while circularity of goods, reusables, DIY, repair and remake should become the norm.

This is how Zero Waste Stockholm came about two years ago. From the idea to create, in Stockholm, a community for everyone interested in taking the first steps towards a more “lagom” lifestyle and towards reducing their waste. But also, with the ambition to raise awareness on the impact of waste and consumption in a country like Sweden where recycling and incineration are wrongly perceived as miraculous solutions. (1)

In two years, a lot has happened, and we have grown to become an online community of over 2,000 followers and an association with over 50 active volunteers. 2019 was a busy year getting in touch and presenting the association through multiples events, workshops and official presentations (e.g. at Håll Sverige Rent conference). An important milestone was the launch of the Bring Your Own project to label, reference and promote all restaurants and cafés in Stockholm willing to serve customers in their own containers. Today 31 restaurants have committed to be referenced under the BYO label.

We had a pipeline of events lined up for 2020 but the current pandemic slightly changed our plans. 2020 has been challenging in many ways but has allowed us also to cover the basics we need to stand strong for our future undertakings. In 2020, we have notably achieved our goal to stabilize our finances by opening up to community support through memberships and by building partnerships with “zero-waste” entrepreneurs. We have also further developed our online capabilities by launching a new website and by offering online workshops and meetups.

2021 should be a decisive year as we seem to be getting closer to accomplishing our vision to have a first employee dedicated to developing further the great initiatives we have ongoing. You can read more about these in the following report.

### Some of the goals we will be pursuing in 2021:

- Increase access to bulk-products and reusables through partnerships with local “zero-waste” entrepreneurs
- Ease up the transition to a low-waste lifestyle through workshops and personalized coaching
- Normalize BYO through community activation on our social media channels and further increase the number of zero-waste friendly businesses referenced under the BYO label
- Grow significantly the association’s member base and strengthen our power of action especially with our Swedish audience.

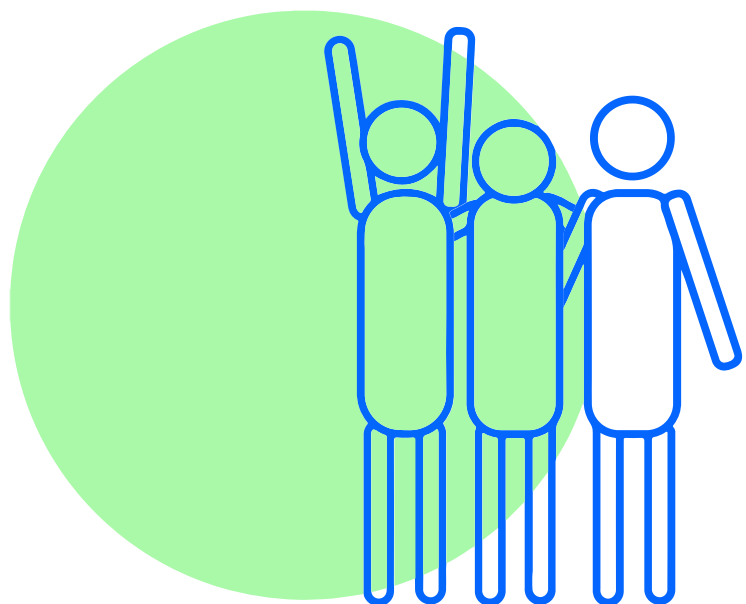
Our work is as important as ever with the increased use of plastic the pandemic has brought and the time-pressing challenge of climate change. We hope this report will awaken your interest in joining us and getting started one small step at a time on your journey towards a low-waste lifestyle.

Yours sincerely,



Adeline and the team at Zero Waste Stockholm

1. <https://zerowastestockholm.org/en/articles/why-will-sweden-s-plastic-recycling-rate-be-divided-by-two-for-2020-and-by-four-for-2021/>



# OUR TEAM

## THE BOARD

Ten 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 2020

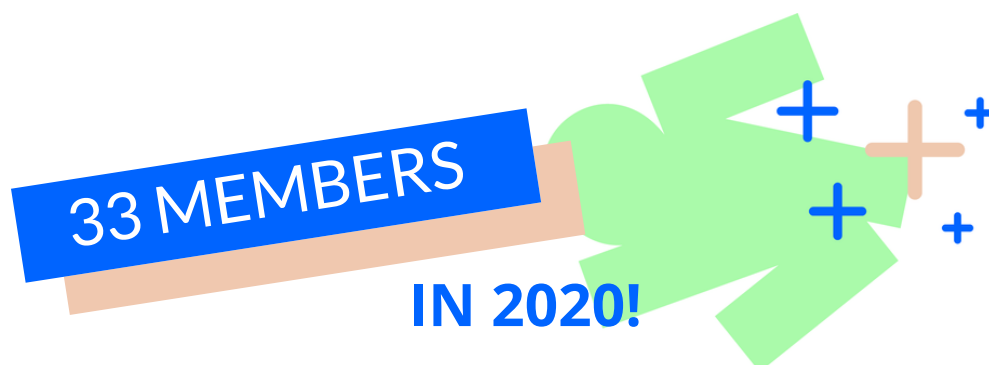
From top left: Adeline Riblet Olofsson, Jeremy Meteyer, Lucie Vánová, Vincent Lecoanet, Elodie Barraud, Béatrice Agrell, Giovanna Eccher Dall'Eco, Elías Azzi, Linnea Petsonk and Laran Matta

## VOLUNTEERS

From the beginning of 2019 we grew from less than a dozen individuals to a team of 50 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.



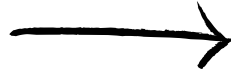
# OUR WORKING GROUPS

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.



# COMMUNITY WORKING GROUPS

2019



2020

16

shops became partners

## BRING YOUR OWN



*'Raise awareness about the BYO behavior among shop managers and their customer base'*

15

new shops added

[A map of all our BYO partners](#)

**7** workshops, participation in 'Circular Monday' & a collaboration with Symbios at Stockholm University

## WORKSHOPS

*'Teaching waste reduction and DIY skills'*

**Themes such as:**

ZW for Beginners, Mending, DIY, create your own toiletries

**10-15**

participants/workshop

**4** workshops, while transitioning to an online platform due to Covid-19 participation increased to **20-30 participants /workshop!**

8

Meetups hosted

## MEETUPS

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

**Themes such as:**

Clothing swaps, secondhand tours, tips for sustainability

**10-20**

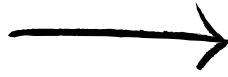
participants/event

6

Meetups hosted

# ADVOCACY WORKING GROUPS

2019



2020

## IVL PROJECT

ZWS participated as a reference group for a research project testing a return system for take away packaging at restaurants in collaboration with IVL (Swedish Environmental Research Institute)



## ADVOCACY

Our president participated in the consultation workshop for the single-use plastic ban law with Natursvårdsverket



## IVL PROJECT

We designed the scope of the case study. The survey was then launched in August 2020 in partnership with Bisnode and sent to 300 restaurants and our BYO partners. With a final report provided to IVL.

For more info  
click [HERE](#)

## FESTIVALS

Covid-19 created an unprecedented time in which most festivals were cancelled. Our goal is to continue next year on a guide for waste prevention for both festivals and private events!

## RESEARCH

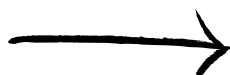
Held a public event on 'ZW and sustainability, waste management/recycling statistics' with over **35 participants**. Held a 'Climate Collage' and started work on producing articles for our webpage to increase technical knowledge. Our first 2 articles have been accessed **over 300 times!**

## ADVOCACY

Board members met with city of Stockholm to discuss future projects and advocate for a waste-free city!

# COMMUNICATION WORKING GROUPS

2019



2020

## PUBLIC PRESENTATIONS

Our President presented at the Håll Sverige Rent Conference



## ZW FOR TEENS/KIDS

Volunteers supported students in their Zero Waste Challenge at Vasa International School, helping students to understand how to minimize their waste!

## PRESS

An article was written by ZWS to support circular Monday an antidote to the craziness of Black Friday

For more info  
click [HERE](#)

## PUBLIC PRESENTATIONS

As could be expected, our participation in large events and presentations was halted this year but we look forward to getting back out in the arena in 2021!

## ZW FOR TEENS/KIDS

ZWS was prepared to support the Anna Whitlocks gymnasium in presenting the impacts of plastic as a workshop for 100 students but was postponed due to COVID-measures.

## PRESS

Our secretary held an interview with French media for a kids segment 'Mon Quotidien', which explored the question: "Is it true that Swedes recycle 90% of what they consume?"

## WEBSITE

A dedicated group of volunteers spent countless hours on creating our newly launched website. This allows ZWS to have more functionality for future events and the work of all our workgroups.

# FINANCIAL REPORT

## 2019 & 2020

The financial status of the association is detailed below. 2019 did not see any expenses. In 2020 we decided to make updates to our website, and find a bank that could support our needs as we grow as an association. We also started the membership and sponsorship programs in 2020 and hope that will continue to keep our association sustainable in the future.

From Jan 1st 2019 until  
Dec 31st 2020

|                       | 2019<br>SEK | 2020<br>SEK     |
|-----------------------|-------------|-----------------|
| <b>Revenue</b>        |             |                 |
| Sales of products     | 370         | 140             |
| Sales of services     | 1160        | 7530            |
| Membership fees       | 0           | 6850            |
| Donations             | 0           | 2946.56         |
| <b>Total Revenue</b>  | <b>1530</b> | <b>17466.56</b> |
| <b>Expenses</b>       |             |                 |
| Rent                  | 0           | 640             |
| Material for projects | 0           | 4374            |
| IT Services           | 0           | 2481            |
| Bank fees             | 0           | 2189.5          |
| Other costs           | 0           | 60              |
| <b>Total Expenses</b> | <b>0</b>    | <b>9744.5</b>   |
| <b>Surplus</b>        | <b>1530</b> | <b>7722.06</b>  |

# OUR VISION FOR 2021

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Our board has set out goals for 2021 to grow the association and support our mission and vision for Stockholm.

- Reach a broader audience in Stockholm and Sweden and gain momentum with the law around single-use plastic to be voted this year;
- Increase access to bulk-products and reusables through partnerships with local “zero-waste” entrepreneurs;
- Ease up the transition to a low-waste lifestyle through workshops and personalized coaching;
- Normalize BYO through community activation and further increase the number of BYO-friendly businesses referenced.

## AND BEYOND!

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- Create a physical space dedicated to waste reduction in Stockholm. To support projects, advocacy and the mission of ZWS.
- Create a ZW festival where Stockholmers can meet all actors of waste reduction and listen to inspirational speakers.

# THANK YOU

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A warm thanks to the over 50 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 who have not only helped us become financially sustainable in 2020 but as businesses help promote the foundations and ethos of Zero Waste in all they do!

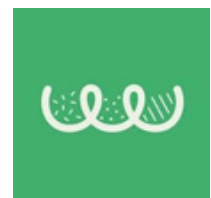


[lifelong.eco](https://lifelong.eco)



HUSHÅLLET

[hushalletstockholm.se](https://hushalletstockholm.se)



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