

No waste is good waste!

Paradigm shift in waste management

Recommendations on the strategy of waste prevention of Hungary

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I. Common Responsibility

In the two previous publications of the No waste is good waste! program it is clear that there is a need for a paradigm shift in waste management, since all important documents point out in vain that waste prevention takes priority in the economy. In reality the observable phenomena and processes are not about waste prevention. The present attitude towards waste suggests that we can consume as much as we want and produce no matter how much waste, as everything will be disposed off or perhaps processed by well-organized enterprises. This is a fundamentally wrong approach.

The wasting of raw materials and energy resources cannot continue with the present method. It is an illusion to think that the structure and the quantity of our present consumption are sustainable. Both the consumption of luxurious goods and goods of inferior quality contribute to the growth of the waste problem, therefore have a negative impact on the environment

Our present publication is a recommendation to the national strategy on waste prevention in which we write down what – in our opinion – certain social groups should do in order to produce less waste. We visited the seven regions with the draft of the publication and invited remarks from the actors in waste management.

Our aim is to have a decisive number of the suggestions included in the national and regional plans, regulations and tender programs in the period after 2007.

Our conviction is that every social group has to do a lot in order for the priority of PREVENTION to be more than just a slogan. It should be filled with a real content and we should change the present disposal-centered waste management into a prevention-centered one, given that current practice does not serve the interests of either the environment or consumers.

Our recommendations extend to the tasks of each social group, including the state bodies, the economic sector, the civil sector and the consumers. Our slogan is: Common Responsibility. It is not enough to wait for the regulations and measures taken by the state (then trying to evade them...), but everyone must do something voluntarily for the environment. And there is a lot to do. Some of our suggestions reoccur several times throughout the publication as simply, according to our judgment, more social groups have to work on it.

Let us take an example: with the accurate usage of comparative life-cycle analyses we could win many battles in the war on waste production. To achieve that, scientific workshops should be constantly refining the methodology, the state should prescribe and regulate their use, the producers should provide data, the analyses should be carried out by independent workshops, the media should make the results public and easy to understand, educational institutions should include these into their curriculum, and as the most important: the state should take into consideration the results when modifying for example the degree of the eco taxes. The civil sector could assist, encourage, and check these processes.

This is what we call taking common responsibility and social cooperation. Likewise we have much work to do in establishing a system of waste fees that encourage people to protect the environment, in propagating a healthy and environment protecting consumption and lifestyle, and in generalizing an ethical and a less polluting “waste management culture,” etc.

Since the beginning HuMuSz (Waste Prevention Alliance) has regarded the growth of waste as a problem rooted in consumption and consumption- generating advertisements. We could not forget this principle in this publication either. If we want less waste, we must consume less, more ethically. We firmly believe that we would have a healthier, a more competitive (!) and a more socially just society with less waste. Over the following years we aim to prove this in a myriad of ways!

08/08/2005

László Szilágyi
President
Waste Prevention Alliance, Hungary

II. SYSTEM OF GOALS

General Goals

- Minimizing the environmental impact
- Reducing raw materials and energy consumption
- A sustainable management of natural resources
- Increasing the ratio of consumption of secondary raw materials
- Reducing consumption and changing consumption patterns
- De-coupling economic development and the environmental impact
- A long-term planning respecting environmental aspects
- Harmonizing the aims of the social, the economic, and the healthcare sectors with environmental aspects
- The representation of social interests in the planning processes

Aims of Waste Management

- Changing the disposal-centered waste management into a prevention-centered management
- Reducing the per capita waste production (municipal, industrial)
- Reducing waste production in relation to consumption and GDP
- Reducing the quantity of packaging waste as related to the amount of total waste
- Reducing the damaging and external impacts of waste management
- Recycling as much waste as possible, minimizing the quantity of waste meant for disposal
- Reducing the quantity of hazardous materials in waste

III. The Responsibility of the State

Legislation and Law enforcement Raising awareness and setting a good example

■ REGULATION

Legislation

1) Well-founded analysis of the situation and the publication of results

- Real database must be compiled and analyzed.
- Studies to reveal facts and to analyze causes must be made.
- The main trends must be observed and analyzed.

2) Proper professional preparation of draft legislation

Impact assessments must be made by independent expert groups.

3) Public debate on laws

Governmental decisions must be made through consultations with the business sector, consumer protection organizations, environmental organizations and other groups. Reasonable deadlines must be given to stakeholders and their opinions must be taken into account.

4) Review of laws

Laws must be checked regularly in view of their form of regulation or the choice of their content. The efficiency of legislation must be examined.

Taxes

5) Reduction on income tax and social security contributions

Significant reductions are needed on the employer side. This would increase employment and the competitiveness of producer organizations, which would favor labor-intensive waste prevention and recycling technologies.

A differentiated system of income tax is more socially just – it is not just because of waste prevention that the income gap needs reduced.

6) Reduction on Value Added Tax (VAT)

The uniform VAT does not serve environmental aims.

- The VAT on products made of secondary raw materials must be reduced.
- It should be possible for the final consumer to reclaim VAT after purchasing goods/technologies advantageous for the environment (e.g. after building houses with recycled building materials, heat insulators, etc.)
- Deposit fees must be taken out of the system of VAT, deposit fees should not be “costs”, but “deposits” (return guarantee).

7) Excise tax (consumption tax)

Excise duty should be imposed on luxury goods (e.g. luxury jeeps, air-conditioning equipment, private swimming pools, etc.).

8) Disposable product tax

We suggest increasing the tax burden on one-use products (e.g. cameras, cutlery in fast food restaurants). Over the long term, if the tax on one-use products proves insufficient, an administrative ban could be considered.

Fees, contributions

9) Product fees

- Product fees must be differentiated based upon the results of life cycle analyses.
- Re-usable products and packaging must be given a reduction in fees payable.
- The opportunities for avoiding paying the product fees must be reduced.

10) Deposit fees

- After introducing a supplementary product fee related to reuse and based on the number of items (this fee is related to drink containers), the government regulation on deposit fees was accepted, but it does not satisfactorily fulfill environmental aims. The amount of deposit fees must be regulated. Our recommendation: deposit fees should cover a minimum 10% of the wholesale price to avoid the deposit being set to low and provide a real incentive for return: it is conceivable that a one HUF deposit fee be set, which obviously does not encourage consumers to return packaging. The other possible solution is to initiate such fixed deposit fees that efficiently encourage consumers to return packaging.
- Over time the deposit-return system of drink containers can be extended to foods in glass containers, for example pickles, jam, honey, mustard, tomato puree, and other products of the preserves industry. In the long term, this system could be utilized in the case of dairy products, as well.
- The deposit-return system should be further extended to refrigerators and air-conditioning equipment, batteries, acid batteries (the list of products with product fee to be widened), rubber tyres and, after a satisfactory preparation, to other electrical household and office appliances, computer equipment, too.
- We recommend the constant increase of re-use percentages.

11) Regulating license fees

At present the state does not deal with the degree of the license fees that are used instead of product fees.

- In the co-coordinating bodies the group of proprietors and the group of licensees should be separate.
- The minimum license fees should be determined in a minimum 80% of the prevailing product fees.
- Domestic recyclers are at a disadvantage owing to recycling being carried out through export. That is why this export must be controlled.

12) Discharge fees (fee on environmental impact)

These should be determined progressively according to the amount and type of emission.

13) Garbage collection charge (waste fee)

- Waste collection companies or municipal services must be obliged to introduce “pay as you throw” system.
- The population must be provided with appropriate alternatives regarding the frequency of emptying and the volume of containers.
- Businesses and economic actors must be obliged to employ the fee in the case of waste that is suitable to be processed with municipal waste.
- Use of public utilities must be made mandatory in the case of street sales and also for public events where consumer goods are sold or distributed free of charge.

14) Disposal fee

The capacity of landfills is public property!

Ear-marking fees would definitely serve recycling and prevention. The fee would be paid by the service company. It is worth imposing it progressively, according to the per capita production of waste. The fee should also be paid in the case of the disposal or incineration of non-separated waste.

15) Increase in water usage and mining charges and funds set for recultivation.

These protect the environment by deterring the production of raw material-intensive packaging and products. They must be raised to the level of the European average.

The discontinuation of environmentally-unfriendly subsidies

One of the most important obstacles to spreading sustainable production processes and consumption habits are non-environmentally-friendly subsidies and pricing systems that encourage excessive use of energy and raw materials.

16) The discontinuation of subsidies for oversized regional landfills

At the moment primarily these landfills are supported by the state. Complex waste management programs must be aimed for in which small regional systems and waste minimization investments are given priority and investments in disposal are only for processing the remaining waste. The state ought to have the Cohesion Fund support waste prevention and minimization.

17) Avoiding Greenfield investments

The low price of arable and green areas encourages Greenfield investments, in effect constituting a kind of hidden subsidy. Brownfield sites should be used in waste management, thus the development of waste management infrastructure could be combined with rehabilitation.

18) The discontinuation of subsidies for luxury tourist investments.

(E.g. aqua parks)

Subsidies

19) The subvention of environmentally-friendly products

In most cases the production costs of 'eco-products' are higher than those of conventionally produced items. A growing number of consumers are willing to pay a higher price, interpreting this extra cost as the producers' contribution to environmental protection. Yet the majority of producers cannot cover the marketing expenses to popularize these products and to this end they expect further support from the state.

Price supplement, reduction on product fee and VAT: domestic trade in products made of recycled waste materials is minimal (e.g. the production of exercise books, envelopes, paper for office use or for copying, all made from recycled paper, has been stopped; the production of sanitary paper/toilet paper, paper towels, and tissues has shifted rapidly towards only cellulose-based products). This can be explained by the relatively low prices of primary resources. The re-gathering, separating, purifying, and recycling of waste materials requires much more work than the production process that uses primary raw materials. The consumer does not want to pay the resulting price difference, which, moreover, is often accompanied by a lower value of use. Therefore, in some cases, when the expansion of capacity and the survival of the industrial recycling justify it, it might be reasonable to consider the introduction of a consumption price supplement, which would be partly covered by the income collected from product fees.

20) Incentives granted to investments related to waste prevention

(E.g. the "own contribution" in tenders might be reduced in these cases.)

Enforcement

21) Improvement in personal and financial conditions of authorities

Training and expansion of capacity are necessary.

22) The enforcement of the mandatory supply of detailed data

23) Official monitoring...

- ...for spot checks
- ...for environmental review

24) Petty offences and criminal procedures, consistent enforcement of sanctions...

- ...in the case of illegal dumping
- ...in the case of neglecting to pay the product fee
- ...in the case of failing to supply data

25) Rethinking the fines imposed for non-appropriate processing of hazardous waste

The current culture of prosecution and enforcement of legislation does not make these fines effective, therefore in long term, instead of these fines, 'intelligent' earmarked fees should be introduced (similar to the fees for environmental impact).

■ PRODUCTION

26) Life cycle analyses

***Life cycle analyses must be mandatory and
the results must be taken into account in legislation!***

When evaluating the products to see if they are environmentally-friendly, the evaluation must be extended to every phase of their life-cycle – the production of necessary raw materials, the production process, the transport and storage process, conditions of use, phase of waste - as only in this way can well-based standards be ensured.

27) Altering the rules of public accountancy

- For example, producers and shopkeepers should indicate the price of packaging with deposit fees, not as a “financial result”, but as an ‘obligation’.
- Products with deposit should be categorized as “tangible assets”, not as “stock” in the accounting.

28) Requirement for and inspection of material statements in production processes

29) The mandatory indication of products’ component parts, the definition of related minimum standards...

This would allow us to compete with products of inferior quality. This could be regulated with the system of durability regulations covering durable consumer goods and tools of production. Besides the minimal useful operation time and the obligatory prescription of durability, the satisfactory extension of spare parts supply must be guaranteed. Besides durable goods, it is effective to regularize and to provide economic incentives (e.g. development tax reductions, investment support) for service providers that mend, renovate, redistribute durable consumer goods (e.g. shoemakers, tailors, workshops for fixing electrical equipment, second-hand shops selling items on a commission basis, bartering markets, units of social and relief agencies that distribute goods, etc.)

30) Standardization in the case of packaging

- A reduction of product fee should be given to those who use standardized packaging.
- The use of secondary and tertiary packaging must be constrained.
- The marking of plastic parts must be mandatory.

31) The prohibition of products containing hazardous materials

The application of additional materials and final products that are hazardous to the environment must be forbidden.

32) Development of eco-labeling

The primary aim of eco-labels is to supply consumers with information and to strengthen their environmental awareness. The green labels not only improve the producers’ environmental performance but are also an excellent means of popularizing environmentally conscious consumption. An overall reform of the current Hungarian standards system is needed.

33) The adaptation of Best Available Technology for the waste sector

■ COMMERCE, SERVICES

34) Enforcing the mandatory deposit-return system

With the spread of returnable packaging the quantity of municipal waste in rubbish bins will decrease – this could mean some saving in costs, furthermore it would mean less packaging waste for landfills. Sale based on the deposit-return system is an excellent instrument for

- diverting hazardous waste from municipal landfills for separate processing (e.g. refundable penlight batteries can be easily returned and processed separately)
- encouraging producers (due to the high quantity of returns expected from the mandatory system)

- to give preference to the sale of refillable packaging instead collecting back one-use packaging
- helping recycling, as more than 90% of refundable packaging can be taken back, so return systems can be operated more efficiently than separated waste collection systems – this way helping to fulfill the obligations imposed by the European Union

35) Prohibiting single-use goods and packaging

- Drinks machines must be prohibited in schools and public buildings.
- Fast food restaurants and street stalls must be forced to stop selling products with disposable packaging. The regulation on product fee must be modified in a way that one-use packaging, which is currently almost all non-recyclable, will not cause such a level of pollution.

36) Restricting cheap mass-produced goods

Non- trade distorting tools: see 29. Defining the minimum standards of component parts in products.

37) Encouraging a regional production-distribution chain

The regional market for enterprises dealing with organic production must be supported.

■ ADVERTISING, MARKETING

38) A complete prohibition of advertisements targeting children

Children regard advertisements as primetime programs; they can not distinguish between programs and the adverts' messages. They are much more exposed to the manipulative techniques of adverts. They absorb lifestyle models and habits during their childhood that later cannot be altered by parents or school education. Children can heavily influence their parents to purchase and consume, this is called 'badgering' by experts.

39) Prohibiting advertisements in schools

According to the National Curriculum, educational institutions execute a health and environmental educational program that cannot be fulfilled due to their defenselessness against snack-bars and drinks machines in schools (see soft drinks, sweets, cakes, pastries, crisps, instant soups – and all these in one-use packaging). The execution of the overall health educational programs at schools must be assisted.

40) The revision of the code of advertising ethics and recommendations on alterations

- Harmful lifestyle models should be excluded from adverts.
- Adverts that encourage over-consumption must not be given opportunities.
- Misleading 'green' advertising must be sanctioned.

41) Restricting 'non-wanted' advertisements

- Direct mails and advertising handouts, brochures and leaflets must be restricted.

42) Re-regulating and financing Public Interest Advertising (PIA)

At present the media decides arbitrarily whether PIAs are acceptable and if so, on what conditions (the 10-90% of the price must be paid). By modifying the law on media the proportion of PIA/commercial advertising and the maximum price of PIAs should be regulated. There are numerous foreign precedents showing that a campaign financed by the state can be efficient in awareness raising of society, proving that consumers' behavior can be influenced and managed.

■ AWARENESS-RAISING, EDUCATION

Education

43) Consumer's education

Consumer's education should become part of the basic curriculum, if possible within the framework of already existing subjects:

- potential harm of products
- attributes and prices of packaging

- product labeling
- related legislation
- environmentalism; efficient use of materials, energy, and water
- health, nutrition, prevention of diseases caused by food

44) Consumer protection

- A high level of ethical behavior in those participating in production and distribution must be encouraged...
- Efforts to curb those businesses whose practices violate the interests of consumers must be assisted (both at national and international level)
- The development of independent consumer groups should be aided.
- The development of market conditions that provide a wider range of goods and lower prices to consumers must be encouraged.

45) Environmental education for judges and prosecuting attorneys

46) Providing further education on environmentalism and waste management for public employees

Presently, qualified staff are not satisfactorily educated in the field of environmentalism and their views are biased. It would be important that even those employees who work in positions not related to environmentalism have a certain basic knowledge of environmental protection, and environmentalism should be present horizontally between sectors.

47) Special training on environmentalism in higher education

At present experts on environmentalism and waste management are trained at several places but at most places the curriculum covers only the education of end-of-pipe technologies. The introductory environmental training of economists is particularly important.

48) Introductory courses and further training opportunities in environmentalism for educators

International practice clearly proves that increasing the environmental awareness of the population (consumers) is mainly achieved through those who have participated in organized environmental education-training and act as multipliers. Hence, environmental education plays a significant role in influencing consumer decisions.

49) Vocational training, adult education

A training system should be set up for the instructors, the experts in mass-media and consumer advisors, thus helping them to organize adequate educational programs.

Providing examples

50) Applying green public procurement

Government bodies must take responsibility and fulfill an exemplary leading role, giving preference to environmentally-friendly products when obtaining goods, starting from the process of inviting tenders. If the majority of authorities preferred 'green' products, they would have a significant effect on the market of environmentally-friendly products since they would encourage producers to produce more environmentally-friendly products.

51) Preventing and separating waste in state institutions

- Institutional snack-bars and kitchens should be checked from the aspect of waste prevention. Drinks machines should be excluded from public institutions.
- Electronic filing and internal communication would reduce the amount of paper used and the production of paper waste.

52) Honoring (with awards and prizes) enterprises that excel in waste prevention

Advisory, education

53) The development and normative support of the Network of Environmental Advisory Offices

Environmental information centers are needed to be established, and the number of already existing centers should be increased.

54) Forwarding information and guiding principles to the industry's actors

The advantages of environmental accountancy must be introduced to the parties concerned. It could be accomplished to some extent by organizing conferences and training.

■ WASTE MANAGEMENT

From disposal- centered waste management to prevention-centered waste management

Decentralization

55) Complex programs in small regions instead of big regional waste management works

The “proximity principle” has to be implemented in practice, as well.

56) Programs aiming at processing and reducing the amount of organic waste in small regions

Composting both individually and in apartment houses should be facilitated.

57) Separating, recycling

- Collecting systems extending to households have to be supported
- The extra costs of separating and processing have to be compensated
- The separate treatment and processing of inert waste has to be facilitated with financial subsidies
- Extension of recycling capacity has to be sponsored.
- The products made of secondary raw material presently need market subsidies

Hazardous waste

58) Sponsorship for reducing the hazard rate of industrial waste

59) Introducing mandatory liability insurance in the case of companies dealing with hazardous waste

When licensing the work that do waste treatment and use the environment...etc. should be required to pay collateral for the foreseeable environmental protection obligations. The financing of the elimination of the environmental damages that might occur during its activities, but are not foreseeable, could be solved by taking out environmental protection insurance.

60) Reducing the hazardous material content of communal waste

IV. The responsibility of economic actors

Cleaner production

61) Rethinking consumer needs

The responsibility of the producers and traders in facilitating sustainable consumption in the areas of planning, producing and transporting services is significant.

62) Applying the life cycle approach

The environmental impacts should not only be taken into consideration in one phase – for example during production or consumption – but from the beginning ('cradle') till the end, moreover, from the beginning till the beginning, that is, in all life phases of the products and services. This is of significant importance, because it provides data for applying other tools, like eco-design, environmental product-declarations or eco-labels.

63) Environmentally conscious product design (eco-design)

The designers do not only take into consideration the classic production and usage life cycles, but the product's (or service's) lifecycle after the raw materials necessary for its manufacturing had been produced, processed, and transported to the location of the manufacturing, and the product usage life phase, that is, the lifecycle after its useful life-span is over. During the process of environmentally conscious product design the reduction or the termination of the environmental impacts coming about during these life cycle phases is in the focus of attention.

64) Applying BAT

65) Increasing eco-effectiveness

Eco-effectiveness means constantly applying preventive environment protection strategies that can be used for processes, products, and services, as well. In case of processes cleaner production means the more effective usage of raw materials, replacing hazardous and poisonous materials and reducing emissions at their origin. In case of products and services, reducing the environmental impact during the complete life cycle - starting from raw material yield until the final disposal - is in the centre of attention.

66) Process control that reduces environmental impact

- Hazardous raw materials have to be replaced with not (or less) hazardous ones.
- Materials that possess a great risk as waste should not be used, their substitution should be solved.

67) Applying environmental management systems

They cover all environmental protection activities of companies, and unify them in one system. Their primary goal is to provide for the transparency of the companies' environmental protection activities. EMAS, providing for stricter conditions, should be given preference.

68) Environmental accounting (Eco-controlling)

Calculating and analyzing the financial aspects of environmental protection. Interpreting and calculating the return indexes on the investments having environmental protection effects. Collecting, analyzing, and interpreting the data, communicating the results.

One of the most important advantages of eco-controlling is that by assessing the environmental expenditures and profits it provides the decision-makers with a full picture about the company's environmental performance and its effect on the company's financial situation.

Product responsibility

69) Voluntary inclusion of the principles of Extended Producer Responsibility

EPR extends the previously defined environmental responsibility (e.g. the security, contamination prevention and handling responsibility and the financial and legal responsibility for the appropriate managing of production waste) of producers, distributors, or importers to the complete life cycle of the product.

It is the responsibility of the producers or the importers to take back or recycle their products, or even pay for the costs of the collecting and recycling of the products.

Its primary function is to shift the management costs and/or responsibility of waste from local municipalities and in general from taxpayers to producers. The management and allocation costs can afterwards be included in the price of the product. This enables the involvement of a market where prices effectively reflect the environmental impacts of the product and where the consumers can make their decisions based on this.

The following also belong under the same topic:

- Producing durable products.
- Mandatory guarantee provision.
- Providing information and data on the security of the products and services: informing the traders and waste processors about the parts and basic materials to be found in the produced devices, and the hazardous and harmful materials that are in them.

Public relations

70) Environmental product declarations

By providing information the declarations make possible the comparison of the products and services from an environmental point of view. Therefore, the final goal of the environmental product declarations is to facilitate- by providing the appropriate environmental information - the demand and offer of products and services that mean less burden for the environment, and by this, to induce a market led, constant environmental development.

71) Voluntary agreements with residential groups

In case of voluntary agreements – depending on the type of the agreement – even the possibility of a legal sanction comes up. “Good Neighbor Agreements” and public emissions databases are needed.

■ **ADVERTISING, MARKETING**

72) Avoiding the deceiving of consumers

“Greenwash” has to be avoided by all companies!

73) Self-restraint in terms of the styles and methods used in advertisements

- Advertising companies should develop their own ethical advertising code!
- Due to ethical reasons no advertisements targeting at children should be made.
- Leaflets, direct mails, and other types of “non-wanted” advertisements should be avoided!

■ **COMMERCE AND SERVICES**

74) Choosing the appropriate choice

The trader can demonstrate that s/he is dedicated to spreading environmentally-conscious consumption and approach primarily through the compiling of the product choice, and through producing appropriate handouts for consumers that go together with the products.

- Environment-friendly, long-lasting, and repairable products should be sold.

75) Making returns easier

Traders should make the returning of products and packaging easier.

76) Extending service networks

77) Alternative services

Alternative, environmentally-friendly services should be operated (e.g. bio stores, reuse centers, eating-houses, community restaurants, common laundries, etc).

■ **WASTE MANAGEMENT**

78) Recycling and separating the waste of companies

79) Introducing environmentally sensitive waste management technologies

- By gradually replacing coal power plants the amount of industrial waste could decrease by 6 million tons a year (nearly one-third).
- Sewage sludge, arable farming and forestry waste have to be composted.

80) Pre-treatment of hazardous waste

A significant part of “red mud”, power station and incinerator waste, industrial sludge and metallurgy waste – with proper pre-treatment - can and should be turned into non-hazardous waste

V. The responsibility of the key players

Interest in waste reduction!

■ PUBLIC SERVICES

81) Agreement with the households on public services

We recommend a separate, written agreement, because this increases awareness and responsibility. In many places the waste collection charge is still collected in the form of municipal tax, which is questionable in terms of its constitutionality. It has to be achieved that the service provider is in legal relation with the user of the service.

82) Applying differentiated waste collection charge that facilitates waste minimization

- When less waste is being produced, a less fee should be paid as well! ('Pay as you throw!')
- The fee for receiving secondary raw materials needs to be reduced, while the price of receiving and treating remaining waste should be increased.
- The spread of household composting has to be facilitated.
- The separate treatment and processing of inert waste has to be solved.

83) Separated collection

- Separated collection has to be organized in all necessary places.
- The collected waste can only be given to "real" recyclers.

84) Reducing the hazardous material content of municipal waste

The separated collection of dry batteries, paint rest, and fluorescent lamps should be enhanced.

■ WASTE MANAGEMENT COMPANIES

85) Extensive and easily accessible collecting network

86) Accepting the waste collected by residents

87) Information system

A system has to be operated on waste types, the methodology of collecting, the methods and results of processing.

88) Decentralized processing systems

89) Waste export should be forced into the background

90) Promotion of recycled products

■ *COORDINATING BODIES*

91) Voluntary increase of recycling rates

92) Preference of recycling over incineration with energy recovery

93) Acceptance of ever greater amounts of separated household waste

94) Publicity

- The publication of the data of collecting and salvaging has to be ensured.
- The contracting conditions have to be made public.
- Control by the state and by society has to be facilitated.

95) Participation in communication and awareness raising

■ *THE DEPOSIT FEE COORDINATING ORGANIZATION*

(if it comes into existence...)

- It is recommended to pile up an own stock of empties
- Returning and transportation should also be organized.
- The support of the small filling plants has to be solved within the system.

VI. The responsibility of NGOs

*Alternative future schemes, providing examples,
voluntary contribution, voluntary work*

■ **LEGISLATION AND ENFORCEMENT**

96) Lobby activities in favor of the “green budget reform”

97) Applying the aspects of prevention in the planning processes

98) Proposals for changing the necessary laws

99) Control

- The control of data publicity is also the responsibility of the civil sector.
- There is also a need to control governmental institutions.
- It is also a civil task to inform the authorities and police.
- If needed, civil and criminal cases have to be initiated.

■ **PRODUCTION**

100) Watchdog role

- Their participation in tracking new investments and the monitoring of existing operations is needed
- Lobbying at companies for voluntary agreements and social contracts is also necessary.

101) Advisory services for companies and municipalities

Passing information and guidelines to the representatives of industry.

■ **ADVERTISING, MARKETING**

102) Advertisement watch

- Advertisement ethics/consumer protection/competition law processes have to be initiated if necessary.

103) Establishing critical approach to advertisements

- Analyses have to be made on the effects of advertisements.
- It has to be shown how advertisements work.
- Anti-advertisements are needed to draw the attention to the tricks of commercials.

104) Initiating advertisements that serve the common good

■ **AWARENESS-RAISING**

105) Initiating a public debate among stakeholders

Consumer and environmental protection organizations should support the participation in the public debate in connection with sustainable consumption with both informing the consumers and forming cooperation with the governments and the business sector.

106) Showing consumer alternatives

- The demand for material goods should be decreased.
- New conduct styles should be presented – primarily through setting a good example.
- Participation in the informing and educating of the consumers is necessary.
- In case it is necessary campaigns and boycotts and boycotts have to be organized.

107) Expanding knowledge on waste

- The knowledge on waste should be expanded with booklets, CD-ROMs, short movies, accredited teaching materials, and exhibitions on waste.
- Special classes can be held in schools.
- “Study tours” can be organized for introducing waste management plants

■ **COMMERCE, SERVICES**

108) Product monitoring

- The monitoring of the products’ component and quality of the products
- Monitoring product information
- Monitoring the price-value rate

109) Alternative services

- Introducing the services
- Publishing address lists of alternative services’ providers
- Launching reuse centers, eating-houses, community restaurants, common laundries, etc.

■ **WASTE MANAGEMENT**

110) Initiating small regional, local waste prevention programs

111) Separating and composting

- Initiating collection programs in office buildings.
- Initiating separated collection in schools
- Helping composting in schools.
- Launching and help programs propagating individual composting.

VII. The responsibility of consumers

Less and long-lasting!

■ **ENSURING YOUR RIGHTS**

112) Law-abiding behavior

113) Citizens' initiation of public services reform

114) Individual and the public actions in case of grievances

There is a possibility for handing in individual petitions; in case of grievances court processes can be initiated.

The enforcement of legal control is a common citizen's task. This can be attained more effectively as a member of an environmental or consumer protection organization.

■ **IN THE FIELD OF PRODUCTION**

115) Citizen's monitoring of the emissions of local plants

It helps the work of the authorities (and the protection of our environment) if citizens participate in the controlling, monitoring of the emissions of local plants, as well.

116) A critical approach to products and packaging: signs towards the producers and the traders

An environmentally-conscious consumer is not afraid to indicate the producer or the traders if he/she thinks a certain product or its packaging contaminates the environment. Moreover, he/she sees it as his/her obligation to indicate that he/she has a demand for environmentally-friendly products.

117) Suggestions about waste prevention possibilities at the workplace

Everybody has to initiate a change where he/she has the possibility to do so. Also the employers can take the role of the initiator in reducing the waste at workplaces.

■ **ADVERTISEMENT, MARKETING**

118) Approaching advertisements critically; immunity

As parents, educators and in any other role we should defend children and society against the tricks of advertising. A significant part of consumption is for the sake of leisure-time and hobby activities. Our consumption culture should - wherever it is possible - support considerate, long-lasting usage, repair and further usage instead of disposable" mentality.

119) Resisting manipulative advertisement messages

Individual initiatives against harmful advertisements: it also depends on our attitude "what the advertisers can allow themselves".

■ LIFESTYLE

Getting back on track

120) Buying at markets and smaller stores instead of supermarkets

121) Disposable packaging: as less as possible!

Whenever we have the opportunity we should use returnable packaging and packaging with a deposit fee!

122) Reuse

If we acquire the necessary books, CDs, videos at second-hand bookshops, in libraries, or in CD and video rentals, or if we keep different types of instruments and tools common with others, we support reuse mentality.

Self-sufficiency, communities

123) Traditional household

We should strive for keeping a traditional household, e.g.:

- We should cook at home and prepare preserved fruit for ourselves!
- Deep-frozen and canned products should be avoided!
- We should grow vegetables, fruits and breed animals for ourselves! (hobby garden, breeding domestic animals)
- We should keep a household diary! (it is worth to note and time to time analyze the purchases and costs of the household)
- We should make a shopping list! (with planned shopping we can avoid so-called 'impulse shopping')

124) Local production, local market, consumer communities

If possible we should acquire milk, honey, eggs, meat, vegetables, and fruits from local producers! We should participate in establishing and operating local trading, 'favor' or swapping systems!

Fight against hedonism!

125) Our everyday choices

Three aspects have to be taken into consideration when choosing a product or packaging:

- Economic aspects: Products and services should provide a greater usage value both in price and incidental expenses, while the usage of the product should not violate health and security aspects.
- Ecological aspects: the ecological advantages of the products and services have to be obvious in comparison with other products that have a similar value in use (less raw materials are needed in the production and usage phase, avoiding emission, etc.).
- Social aspects: The products and services should obviously be more advantageous socially in comparison with other products (e.g. they should not be produced under "usual" third world conditions but under "fair" working and essential conditions)

126) Self-restraint

With proper behavior, practical shopping (consuming) everybody has got a chance to add to sustainable development, to support the environmental and social advancement of third world countries by purchasing products that are based on fair trade. Everybody is "constrained" to choose between buying energy saving devices/renting objects/swapping and buying new products. In some cases we can completely renounce buying (using) certain products without having our standard of living decrease...this way for example:

- Buying soft drinks, snacks, other consumer goods are often just "substitutes".
- Fast food restaurants and shopping malls have several alternatives.
- If we think over what they serve we can resist the constant temptation of new goods.

127) Creative relaxing

- Luxury holidays can be replaced with eco- and cultural tourism. We can also find joy in organizing family and other social (school, civil group, colleagues, neighbors) events.
- There are several traditional ways of spending free time: traditional cultural activities (books,

cinema, theater, exhibitions); study circles; courses, people's college, and other forms of self-education; sports, tourism, visiting festivals, handicraft, tailoring-sewing.

128) Alternative celebrations

With re-thinking the customs of giving presents (e.g. giving fewer presents with less packaging, adventures instead of objects) we can produce less waste. At Christmas we can replace pine trees that are chopped down with symbols that resemble them.

129) Using long-lasting products

We should try to use long-lasting products! E.g.:

- We should use washable diapers, handkerchiefs!
- We should use electric and electronic devices as long as possible! We should not accept the consumption enhancing tricks such as "moral obsolescence"!
- Instead of devices, electronic toys that are operated with batteries – if such devices have to be bought at all – we should choose those that operate with rechargeable batteries!

130) Re-use and social-based redistribution

- We should organize or participate in events where we swap goods. At such events goods that are in good condition and are still useful but are already unwanted by their owners, can get to a new owner.
- We should support reuse centers! These centers could make basic tools for personal use accessible for people in need, as well.

■ WASTE MANAGEMENT

131) Waste management at home

- It is our personal responsibility that we separate the waste in our own household (if there is a waste separating system in our neighborhood, or if we are able to hand over the waste collected this way to an appropriate recipient).
- Composting is not a complicated and costly method; even in a small backyard it can easily be implemented.
- We should handle hazardous waste and building rubble separately, if possible.

VIII. Tasks of Educational Institutions

Awareness raising, setting good examples

The primary aim is to create an environmentally ethical attitude and to spread the idea of the sustainable society. This should include in the first place the environmentally-friendly and material/energy saving technologies, the appropriate production forms of the conditions of sustainability, the propagation of long-lasting goods, and the economical and austere lifestyle.

■ *LEGISLATION AND ENFORCEMENT*

132) Educating about consumer protection rights

(E.g. educating about the consumer protection inspectorates, the possibilities and forms of reporting, etc)

133) Educating about civil rights and obligations

Both juveniles and adults must be introduced to rights and obligations related to consumer protection, waste management, and an environmentally conscious lifestyle.

134) Educating about the tasks of environmental and conservation authorities

■ *PRODUCTION*

135) Educating natural resources' management

136) Educating the methods how citizens can check the emission of local plants

137) Educating the possible environmental impacts of production

The basic knowledge of these impacts is necessary for people to see what impacts has the production of a consumed product on the environment. In certain cases the population's decision must be taken into account when allowing the establishment of factories and plants. The fundamental condition of their correct decision is that they understand the analyses of the environment impact assessment and the presentations of experts invited for public debates.

138) Educating the results of life cycle analyses

In education and in informing consumers practice-oriented examples have an important role when we demonstrate the aim and the procedure of life cycle analysis on an everyday product (nappy, tissue, etc.). With the demonstration we can show how a consumer's individual decision, made at the moment of purchasing, contributes to the conversation and the reduction of environmental impact.

■ *EDUCATING ABOUT THE RELATION BETWEEN ADVERTISING ⇒ CONSUMPTION ⇒ WASTE*

139) Media "consumption"

Each age-group should learn to be critical towards the media and to use it primarily as a device for gaining knowledge, not for entertainment.

140) Educating about how advertisements influence people

- Education of advertising ethics is definitely needed (to introduce those parts of the law on advertising that are related to children and schools).
- “Greenwashing” of advertisements must be uncovered – we have to learn to notice ‘fakes’!
- The direct polluting impacts of adverts must be shown.
- People must know the basics of advertising psychology.

141) Introducing how commerce operates

142) Educating about price/value ratio

It would be very instructive to compare a purchased product’s real “value” and the “price” we pay for it. To learn the process how the price of a product is calculated would be also very useful.

143) Explaining the connection between advertising, consumption, and waste

Preparing for a critical consumption of goods. Consumer education in adulthood and the teaching of civic knowledge must be widened (e.g. regional/rural and municipal development plans; due to justifying the establishment of industrial constructions, checking their quality), and the efficiency of quality control authorities (e.g. consumer protection inspectorates) must be improved. Measures taken by the authorities to protect quality (e.g. the modernization of construction regulations, observance of ISO standards) need to be modernized. It would be important to prepare national qualifying, raising awareness, and educational auxiliary materials that are related to labeling-processes.

144) Educating about the concept of ecological footprint

In our days there are more websites where we can calculate our own ecological footprint. These demonstrative devices could be important in understanding the fundamental importance of the environmentally conscious behavior.

145) The connection between environment and health

Let us make public the relations between health/environment relationship. Let us help the inquiry in the world of media products and advertisements, since health should be taken into consideration as a fundamental, guiding value when making decisions or choices.

146) Educating about environmentally conscious lifestyles

The introduction and education of personal conduct, values and lifestyle practices that are necessary for sustainable development and resource management and for the realization of sustainable consumption are indispensable.

147) Educating about waste management

The National Program of Nursery Schools, the National Curriculum, and the Frame Curriculum must include the waste subject. Accredited teachers’ trainings related to waste problems must be expanded. In the introductory training of higher education (in the fields of technical education, economics, law, arts, etc.) ecological attitudes and the idea of the sustainable development, based on social criticism, must be presented.

Knowledge related to consumption and waste must appear horizontally.

■ SETTING A GOOD EXAMPLE: LIFE IN THE SCHOOL AND WASTE MANAGEMENT

148) Postgraduate courses on environmentalism for teachers and instructors

In teachers’ training ecology, environmentalism, conservation, environmental management should be given a greater emphasis; and more attention should be given to the sociological, psychological, social, and sanitary questions of environmentalism, the methodology of environmental education, and awareness raising. Every person receiving a university degree should participate in environmental education.

Every graduating teacher (independently from majors) should obtain the most important knowledge, attitudes, approaches, and abilities for acting, needed to form an environmentally responsible conduct, during their years in higher education.

Educators should get insights of the motivation and emergence of social and economic global problems. In teachers’ training the initiating and support of teaching concrete methods that improve the environmentally conscious culture and behavior are necessary, specially in the fields of assets- and

environmental culture, consumer education, technology, and the protection of cultural heritage.

149) Environmentally-friendly schools

Age groups at schools could be significant multipliers in the direction of adult groups and municipalities in spreading guiding methods of waste management.

A tool of creating a demand for the environmental culture is the complex culture of furnishing and objects in the buildings of schools. The maintainers, teachers, and operators should endeavor, beside a school's practicability, to form a healthy surrounding, 'familiarity,' aesthetic quality, the appearance of natural surrounding at a satisfactory range; furthermore students should get involved in creating and looking after the school's surrounding. These would increase their sense of responsibility. 'Eco schools' serve as good examples of this. The institution's own environmental culture, the constant integration of environmental and civic educational processes, the participation of the municipality and local communities could set a precedent for the other educational institutions.

150) Waste in schools

- It is worth organizing selective collection in schools (only for waste produced in schools).
- Schools with a backyard can start composting – for example within the frames of biology lesson or environmental study circle.

151) Refusing school advertising

Allowing or refusing advertising in schools is the responsibility of school directories.

152) Exposing the environmental problems of the surrounding, making suggestions to solve these problems

153) Long-lasting textbooks, textbook swapping

Certain textbooks can be used by consecutive generations; this has both social and waste importance.

154) Alternative school commerce

Schools have several practical opportunities to form an environmentally conscious operation. For example:

- Bio snack-bars
- Prohibiting drink machines in schools
- Organizing swapping markets
- Sale of recycled exercise books and environmentally-friendly office supplies

IX. Tasks of the media

Less advertising, more awareness-raising

Ecological programs in the media should be put into a more frequently watched/listened time-period, time should always be provided to these programs, and the financing of these programs should be guaranteed.

■ **LEGISLATION AND ENFORCEMENT**

155) The publication, explanation of contents of laws, observation of laws

It would be a great help in awareness raising if the public got everyday information before a law comes into force (see for example law on waste). These topics could be brought closer to people with clear explanations, with debates between experts and non-professional people. This process, named “capacity building” would be necessary in every democracy and would help sustainability.

156) Popularizing law-abiding behavior

157) Documenting the work of authorities, the prosecution, and the court

■ **PRODUCTION, SERVICES**

158) Presenting the results of eco-design

159) Presenting the results of comparative life cycle analyses

The presentation of comparative life analyses would help the environmentally-conscious consumers in making everyday choices. This would also encourage producers to make more environmentally-friendly products.

160) Facts revealing work about contamination

There is a great obstacle in the spreading of environmentally-friendly awareness: at present people do not know about the environmental impacts caused by contaminating products and services purchased by them.

- Contaminating or harmful products and their impacts must be presented.

■ **ADVERTISING, RAISING AWARENESS**

161) Forming and utilizing principles of advertising ethics

- The promotions of products and technologies harmful to the environment should be refused on the basis of ethical considerations.
- Patterns of hedonist lifestyles should not be propagated.

162) Presenting positive norms and way of living

- It is also the responsibility of the media to popularize positive conduct patterns.
- Broadcasting Advertisements for Social Purpose should be important for the media, as well.

163) Boycott of adverts targeting children

Children do not possess sufficient information and experience to decide whether the qualities of certain goods will equal the information given in the advertisement. Children are not always able to separate visual reality from the real world. From the advertisements it is not easy to be informed about the real qualities of certain goods because the information is deliberately biased, selected, diminished or enlarged. This kind of behavior on its own constitutes the 'dishonest marketing conduct'. In this process both the customer and the media are responsible.

■ **COMMERCE**

164) Presenting real information on products

- The introduction of comparative product tests is needed.

165) Presenting positive examples

Individual initiatives and positive examples must be shown to set a precedent for other people:

- Introducing services
- Introducing returnable systems
- Introducing bio shops
- Swapping market for re-usable things; individual initiatives and already existing markets must be shown to serve as patterns for others.

■ **WASTE MANAGEMENT**

166) Presenting and criticizing current systems of waste management

167) Presenting innovative processes

- The operation and results of systems of differentiated waste fee must be presented.
- The significance of separated collection and recycling systems must be presented.
- Knowledge related to individual composting must be made known.

X. Tasks of scientific bodies

Analysis of the prevailing situation, trends, future prospects

■ **LEGISLATION**

168) Suggestions on regulation

169) Making environmental impact assessments

170) Suggestions on harmonization of laws, advice on deregulation

■ **PRODUCTION**

171) Indicators

Indicators and methods must be developed or adapted with which there would be an opportunity to measure the progress towards the sustainable consumer patterns. This information must be made public.

172) Detecting harmful externalities, their quantitative analysis

- Related to the production process
- Related to packaging
- Related to logistic methods
- Related to waste management
- Related to waste collection and recycling

173) Methodology

- The adoption and domestic application of the methodology of an environmentally-conscious product design must be facilitated.
- The aspects of Extended Producer Responsibility (EPR) must be elaborated.

174) Making independent life cycle analyses

175) Developing cleaner production processes

176) Setting up alternative product test-centers

- Comparative tests
- Provide information and data about the safety of goods and services

177) Applied research

- Researches (in greater number) should be initiated which directs to solve concrete, practical problems (e.g. about how to use up flue-ash, metallurgical slag, construction and demolition waste, etc).

■ **ADVERTISING AND CONSUMPTION**

178) Consumer models

- Surveys on environmental attitudes, consumer demands and preferences must be carried out. (The producers and traders spend a lot of money on these surveys, but they do not announce the results. Carrying out independent and well-founded surveys is necessary and the results must be made public.)
- Plans should be made about the factors of 'sustainable consumption index.' These plans should be public and easily accessible. A detailed explanation must be given to the consumer about how s/he contributes to the process of sustainability with purchasing certain goods; furthermore about his/her scope for action to enforce the dimensions of sustainability in a certain consumer field.

179) Psychological analyses related to advertising, carrying out and publishing research on advertising efficiency

- Research on consumer behavior should be carried out, which would observe the environmental impacts of consumer habits, thus creating a possibility to make consumer habits more sustainable.

■ **RAISING AWARENESS**

180) Analyzing and publishing trends

181) Developing alternatives for the future

■ **WASTE MANAGEMENT**

182) Optimization of the size of investments and operating expenses

183) Defining the optimal range of recycling

184) Conducting research on new recycling and disposal processes