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Implementation of reuse models at events

Marino Cavallo, Alessandro
Andreano, Alice Menegatti

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Rethinking reduction of waste in event organization

Events organizers that want to address sustainability typically focus around waste collection and separation and avoiding the use of plastic.

- Insufficient attention to organizational strategies aimed at **reducing waste at its source**.
- Overlooking solutions that **minimize raw material and energy consumption**, leading to higher environmental impacts.



"The best kind of waste is the one that has never been produced."

Good practice description

ANCI Emilia-Romagna

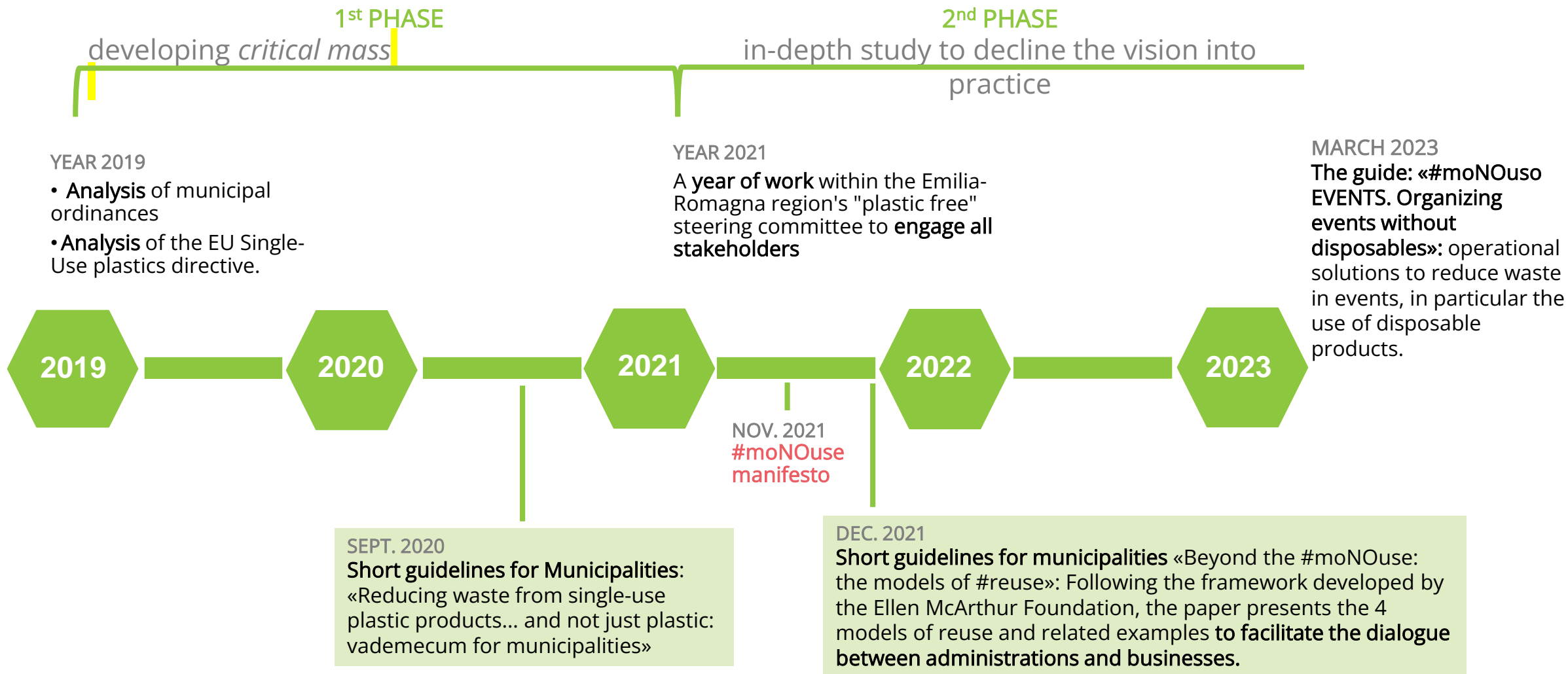
ANCI-ER is actively working to overcome the “plastic-free” narrative, by **promoting broader sustainability principles focused on reuse**, through:

- **Manifesto #moNOuso**, that contains general principles about reducing disposable materials, prioritizing prevention and focusing on reuse models.
- **Guidelines #moNOuse EVENTS**, that offers practical solutions to minimize waste for event organizers.
- Supporting municipalities through the promotion of the **ATERSIR call for proposals**, that allocates more than 2 million euros to reduce waste produced during events.



Implementation of the good practice

Timescale



Manifesto #moNOuso

The #moNOuso Manifesto serves as a **communication and awareness-raising tool**, encouraging municipalities, associations, companies, and institutional actors in signing up to its 5 general principles.

1) THE PROBLEM IS NOT PLASTIC, BUT SINGLE-USE ITEMS: the focus should be on **eliminating single-use products**, not just substituting them with alternative materials to plastic, to truly reduce resource consumption.

2) SEPARATE WASTE COLLECTION IS NOT ENOUGH: recycling and the improvement of waste management alone won't solve the environmental crisis; more **holistic action is needed**.

3) STRENGTHENING PREVENTION: It is necessary to **prevent waste generation**, requiring systemic support for sustainable practices and behaviors.

4) FOSTERING REUSE: reuse should be encouraged and normalized wherever possible, with safeguards for hygiene and safety.

5) WITNESSING THE CHANGE: public institutions should demonstrate a **commitment to moving away from disposable culture**, adopting sustainable practices to **inspire and drive collective action**.

ATERSIR Call for proposals

Supporting municipalities for waste prevention

ANCI-ER is committed to concretely support municipalities in addressing the production of waste during events, by actively promoting the **ATERSIR fund**.

- The fund is a significant initiative aimed at providing municipalities with **economic resources** to implement waste prevention measures during the organization of events.
- In **2024** call for proposals, **over 2 million euros** have been allocated.
- The cost coverage depends on the type of project (up to 100%).

The fund has the objective to encourage municipalities to adopt **reuse models in event organization**, moving towards sustainable practices and reducing waste generation.



ATERSIR Call for proposals

Types of funded projects

- 1) **Enabling projects:** focused on preventing waste from single-use plastic products (for example: local initiatives to reduce plastic use and promote alternatives).
- 2) **Standard Projects:** Any project aimed at achieving an **effective** and **measurable reduction in waste** (packaging, WEEE, food waste, green waste, textiles, bulky waste, etc.).
- 3) **Experimental Projects:** Experimental initiatives in collaboration with local economic stakeholders, such as testing new approaches to reduce single-use products in retail or food sectors within the context of events.
→ e.g. *Digital reuse systems for the provision of beverages and/or food for 'to-go' consumption*



ATERSIR Call for proposals

Examples of Projects that can be submitted

Standard Projects: Mobile Dishwasher -
Legambiente (2022)



Experimental Projects: reusable cup system designed as an alternative to single-use waste, especially during music and sporting events, with a *deposit system* at venues to promote the return of reusable cups and containers.



Lessons learnt

Potential for learning and transfer



Gaps identified:

- **Limited awareness** among **municipalities** about waste prevention and reuse models, highlighted through MINEV project
- A strong **reliance on disposable culture** persists, particularly among **event organizers**



Key lessons:

- Transitioning from disposable to reuse models is both achievable and effective when **supported by tailored solutions**
- The success of the ATERSIR call for proposals shows that combining a sustainability vision with **concrete resources** can lead to significant impacts.
- Event organizers range from institutions to small associations, each requiring **customized support** to address their unique challenges.



- **Feedback from European partners** has enhanced the implementation of reuse models, ensuring their relevance across different contexts.
- **Sharing of knowledge, experiences and resources** among municipalities and organizations across Europe to tackle waste minimization during events.

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Thank you!

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