

The EU Waste Hierarchy -from a communication perspective

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The Waste Framework Directive (DC 2008/98/EC)



The "Waste hierarchy"

„/The following waste hierarchy shall apply as a priority order in waste prevention and management legislation and policy.

- a) Prevention
- b) Preparing for Re-use
- c) Recycling
- d) Recovery
- e) Disposal

When applying the waste hierarchy, Member States should take measures to encourage the options that deliver the best overall environmental outcome./”

/.../

Key words in the waste hierarchy

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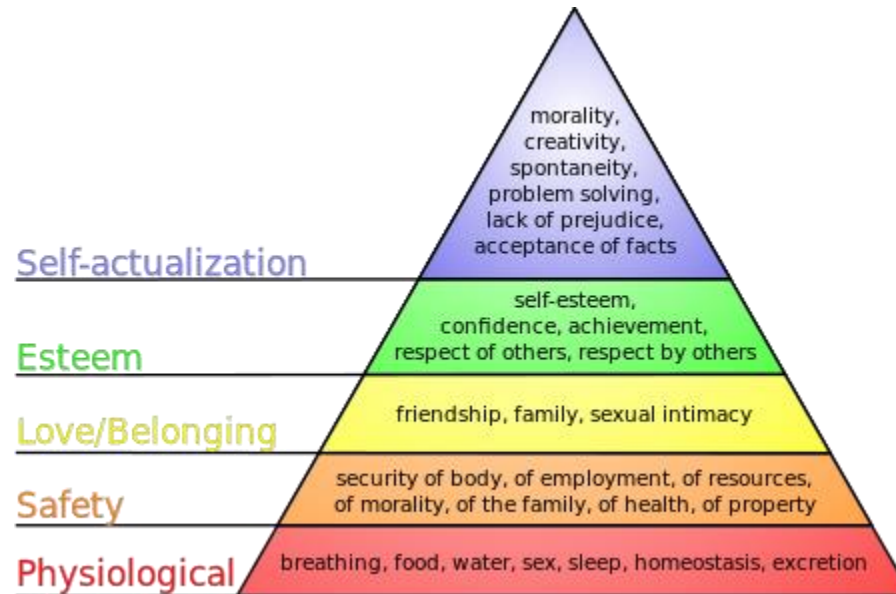
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What does the word hierarchy mean?

- . “an arrangement of items (objects, names, values, categories, etc.) in which the items are represented as being "above," "below," or "at the same level as" one another.”

Source: Wikipedia

Visualization of a hierarchy



Visualization of the Waste hierarchy

DC 2009/98



Visualization of the Waste hierarchy in European countries

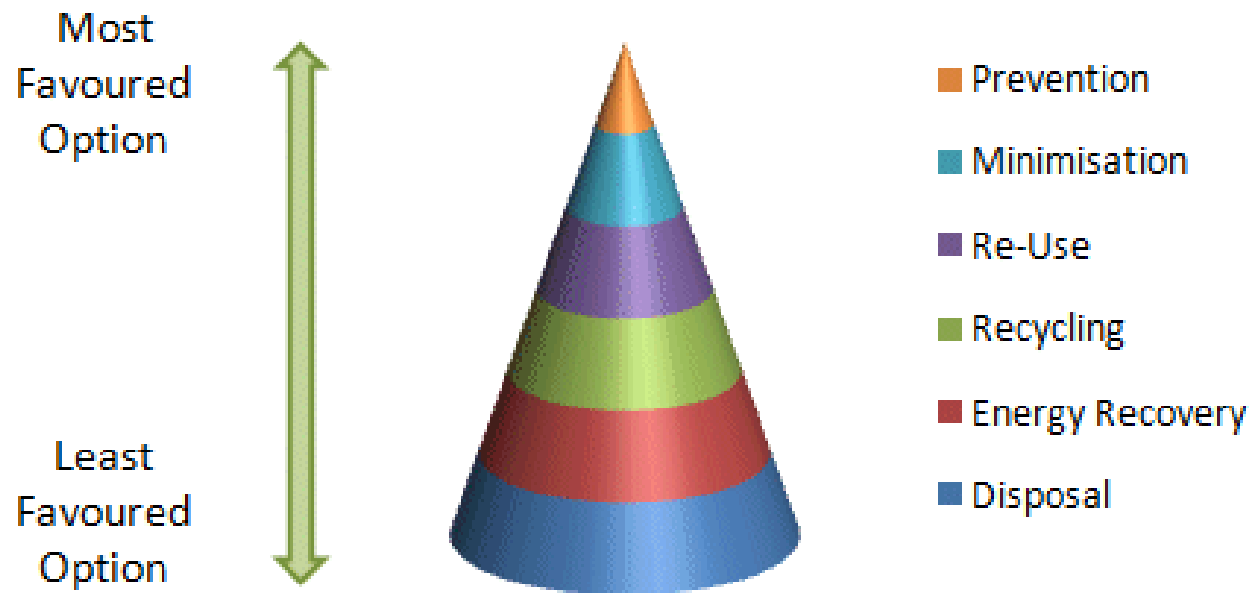
What happened -from a communication perspective!

- Context
- Culture
- Language
- Experience
- Education and Knowledge
- Existing systems
- Opinions



The Waste Hierarchy









How can the 8 'R's impact your choices as consumers, designers, scientists & global citizens?



Waste Hierarchy Extended, diagram taken from the *Short Circuit Report*. Produced by the *Gaia Foundation* and *Friends of the Earth's Make It Better* campaign. Link: <http://www.gaiafoundation.org/news/launch-of-the-short-circuit-report>



The Waste Hierarchy

REDUCE

Use less stuff

1

REUSE

Use stuff again

2

RECYCLE

Make old stuff
into new stuff

3





LADDER VAN LANSINK 2.0

A Reduce

B Re-use

C Recycling

D Energy

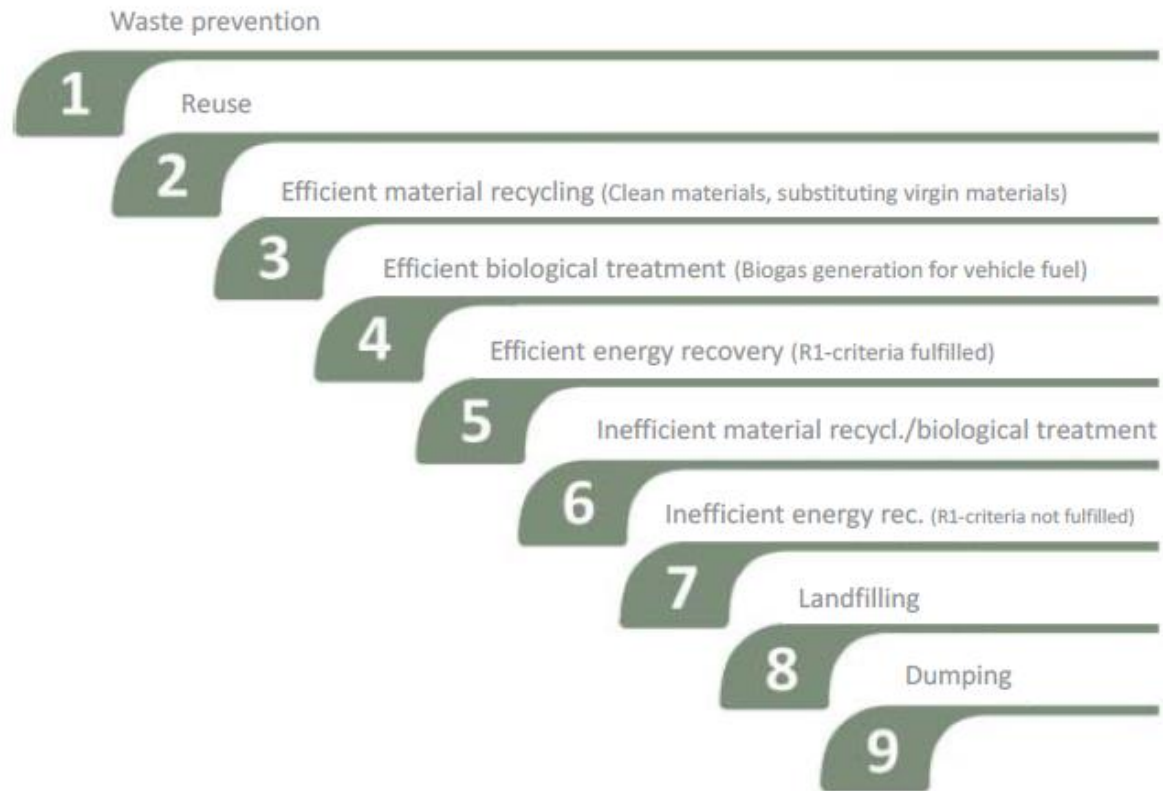
E Incineration

F Landfill

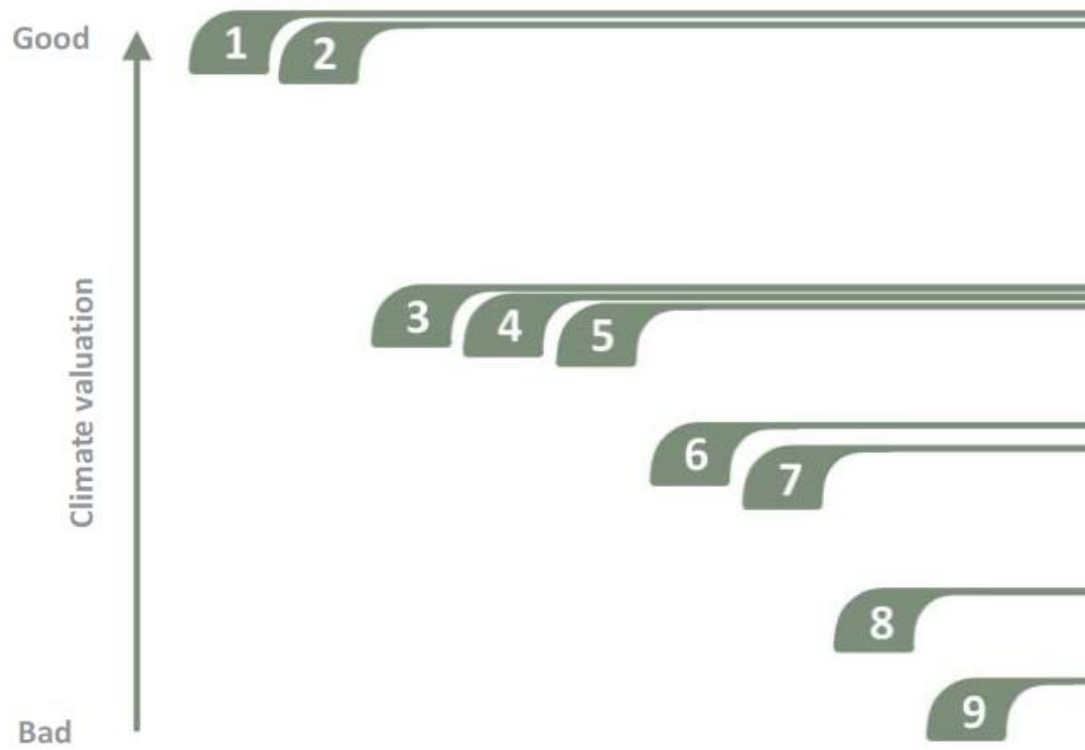




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The waste hierarchy based on environmental systems analysis research during the last years.



Rough estimation of the climate effect from the steps of the waste hierarchy.



Conclusions

The hierarchy were supposed to be used for waste management purposes,

- not to explain how consumers should behave
- not to create discussions about what treatment methods are good or bad
- not to exclude levels or create new ones

- Most important – if you want to communicate effectively – make it simple and positive.
- And remember - Legislation is more effective than interpretations if you want changes!

Thank you very much for listening!

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