The initiative

The initiative was set up in order to improve the management of municipal waste. Its main objectives were to add value to organic waste, inform and engage citizens in minimising the amount of waste they produce and improve its processing. The initiative is transnational and aims to raise awareness about efficient waste management amongst all municipalities in the Czech and Slovak Republics and in Hungary. The initiative is implemented by a private business which employs consultants who work together with representatives of municipalities on their waste management planning. The consultants carry out waste analyses and suggest specific measures for the municipality to improve their waste management. Moreover, they offer solutions for households, restaurants and industrial composting plants.

The core idea of this initiative is to use a private business for delivering an environmental service. The initiative is implemented in three countries already (Czech Republic, Slovak Republic and Hungary), and employs local consultants who have local knowledge and who are able to address the local needs. While working together with various customers on tailor-made solutions to their waste management and prevention, knowledge is transferred and then retained at the customer’s side. The strategy that most inspired the initiative was the UN’s Sustainable development goals. The initiative has also sent its representative to the UN’s premises to deliver a speech at the High Level Political Forum in New York in 2017.

✓ The initiative is supporting municipalities, households and businesses to minimise the waste they generate.
✓ It offers advice on efficient waste management, on creating products with added value out of waste, especially food waste and other biodegradable material.
✓ 20 individuals are directly employed in/by the initiative