


It's Smart with Less Waste (Helsinki, Finland)

	Country	Finland
	Type of prevention measure	Basket of measures
	Geographical level of implementation	Local
	Target	Consumers and Businesses
	Date of implementation	2002
	Type of waste	All wastes

Helsinki Metropolitan Area Council uses a range of measures to reduce waste from businesses, local authorities and households. Measures focus on waste prevention education and awareness-raising, as well as low-cost incentives.

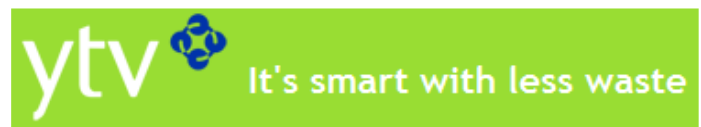
Context

Finland's National Waste Management Plan 2008-2016 principally addresses recycling, though the plan's first aim is to improve the materials efficiency of production and consumption. The overall goal is to stabilise waste generation in Finland at 2000 levels by 2016. Helsinki has a city-wide strategy for implementing waste prevention measures.

- **Waste benchmarking for businesses:** A free online waste benchmarking tool (Petra) is provided to help businesses accurately assess their waste generation. Companies with exemplary waste reduction records are awarded the 'Saver of Natural Resources' title, which can be displayed on company products.

Objective

The Helsinki Metropolitan Area Council (YTV) Waste Prevention Strategy 2007 aims to increase public awareness of the need for waste prevention, to reduce the volume of consumer waste and to make businesses aware of opportunities in better resource management. The strategy aims to reduce waste produced per household and per workplace in 2007 to 2000 levels.



Means

The Helsinki Waste Prevention Strategy 2007 describes a number of tools to help businesses and the public reduce waste generation:

- **Best Practice dissemination:** Smart Ways of Action (SMAC) identifies and communicates best practices in waste prevention in different sectors. Guidelines are published online.
- **Information campaigns:** Waste prevention information is provided for school and vocational training programmes. The strategy includes an informational campaign specifically targeting households.

Results

Approximately 500 enterprises utilise the Petra waste benchmarking tool, helping to reduce business waste and mixed waste in particular. Surveys show that the household information campaign has helped to change attitudes towards waste and increased behaviours valuing waste prevention. The online waste prevention guidelines produced thus far cover retail outlets, offices, education institutions, private residences, day care centres and self-build housing.

Further Information

Petra: www.ytv.fi/ENG/waste/petra

Waste portal: www.ytv.fi/eng/fiksu

SMAC: www.ytv.fi/ENG/fiksu/at_work

From January 2010, all information on Petra, SMAC and information campaigns will be available at: www.hsy.fi/en/fiksu