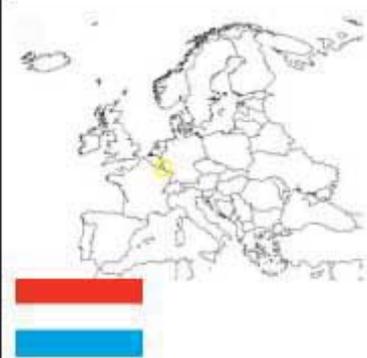


## SuperDrecksKëscht®

	<b>Country</b>	Luxembourg
	<b>Type of prevention measure</b>	Holistic system based on re-consumption
	<b>Geographical level of implementation</b>	Luxembourg
	<b>Target</b>	Consumers, administrations, commerce and enterprises
	<b>Date of implementation</b>	1985
	<b>Type of waste</b>	Residual and packaging waste, MSW

### Context

In 1985 the Luxembourg Ministry for the Environment launched the SDK or SuperDrecksKëscht® and they have been working in cooperation with the Chamber of Crafts since 1991. The SDK is a holistic system aimed at citizens, companies, commerce and administrative bodies with close consumer involvement.

### Aim

The SDK provides advice to citizens and businesses. It stresses that waste prevention is of top priority to us and to subsequent generations. It also promotes the environmentally sound recycling of waste and re-use by second-hand shops. Themes consciously chosen in relation to consumption are waste prevention and product life cycle. Reconsumption is at the end: collecting residual waste and recycling as much of it as possible.

### Methods

- Marketing for consumers and brand emphasis improve recognition.
- Ongoing general provision of information and advice: in schools, the media, training courses. This has a positive influence on waste prevention.
- Direct advice to businesses on waste prevention and setting up an efficient in-house waste system.
- Better presentation of the potential of prevention and recycling.
- The SDK has developed a label for businesses ("Clever Akafen" or "Clever Shopping") to encourage shopping that is environmentally

friendly, avoids waste and saves resources.

- Businesses and products are certified in accordance with ISO14024 if they comply with these guidelines.
- Clear, motivating separation and collection of landfill waste and recyclable materials.

### Results

- SuperDrecksKëscht® is now the third best-known brand in Luxembourg.
- Participating businesses employ more than half of Luxembourg's workforce.
- All commercial chains and many other businesses participate in "Clever Shopping".
- Businesses advised by the SDK recycle 70 % of all the waste they produce.
- The SuperDrecksKëscht® model has also been applied successfully in other countries (e.g. Switzerland).
- New commercial model based on the consumption-reconsumption philosophy.



### Further information

- SuperDrecksKëscht®: [www.sdk.lu](http://www.sdk.lu)
- Ministry for Sustainable Development and Infrastructure: [www.emwelt.lu](http://www.emwelt.lu)
- Luxembourg Chamber of Crafts: [www.cdm.lu](http://www.cdm.lu)