

# *Waste prevention is not a matter of waste*

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# **Waste prevention: what are we talking about?**



# A waste governance priority

- **Waste Framework Directive (2008/98/EG)**
- **National waste prevention plans programs**



# Waste Framework Directive

Article 3-12 says that ‘prevention’ means measures taken before a substance, material or product has become waste, that reduce:

- (a) the **quantity** of waste, including through the re-use of products or the extension of the life span of products;
- (b) the **adverse impacts** of the generated waste on the environment and human health; or
- (c) the content of **harmful substances** in materials and products



**But in practice,  
what are we really talking  
about?**



# 52 Swedish ”best”-cases

- **Focus on quantity, not dangerousness**
- **Three main types of action**
  - **Communicate on prevention**
  - **Make processes more efficient**
  - **Promote sustainable consumption**
- **Few initiatives about**
  - **design-production-distribution**
  - **Waste management**



# Lock-ins

- **Locked-in conventional business rationale**
- **Locked-in habits and ways of thinking**
- **Locked-in institutional structures**
- **Locked-in infrastructures**



# Soft governance:

## Swedish program for waste prevention 2014–2017

- “Ta fram förslag...”
- “Genom samverkan med andra...”
- “Ta fram bättre statistik...”
- “... bör verka för att underlätta...”
- “Ge råd...”
- “Identifiera områden...”
- “Kartlägga...”
- “... behov av nya styrmedel...”





# What are we *not* talking about?



# Throughput society

**Production intensive**

**+**

**Consumption intensive**

**=>**

**Waste intensive**



# Permanent consumption



# Newness as product





# Hypermobility



# Material carelessness





# **Waste prevention: In search for the perfectly effective society ?**

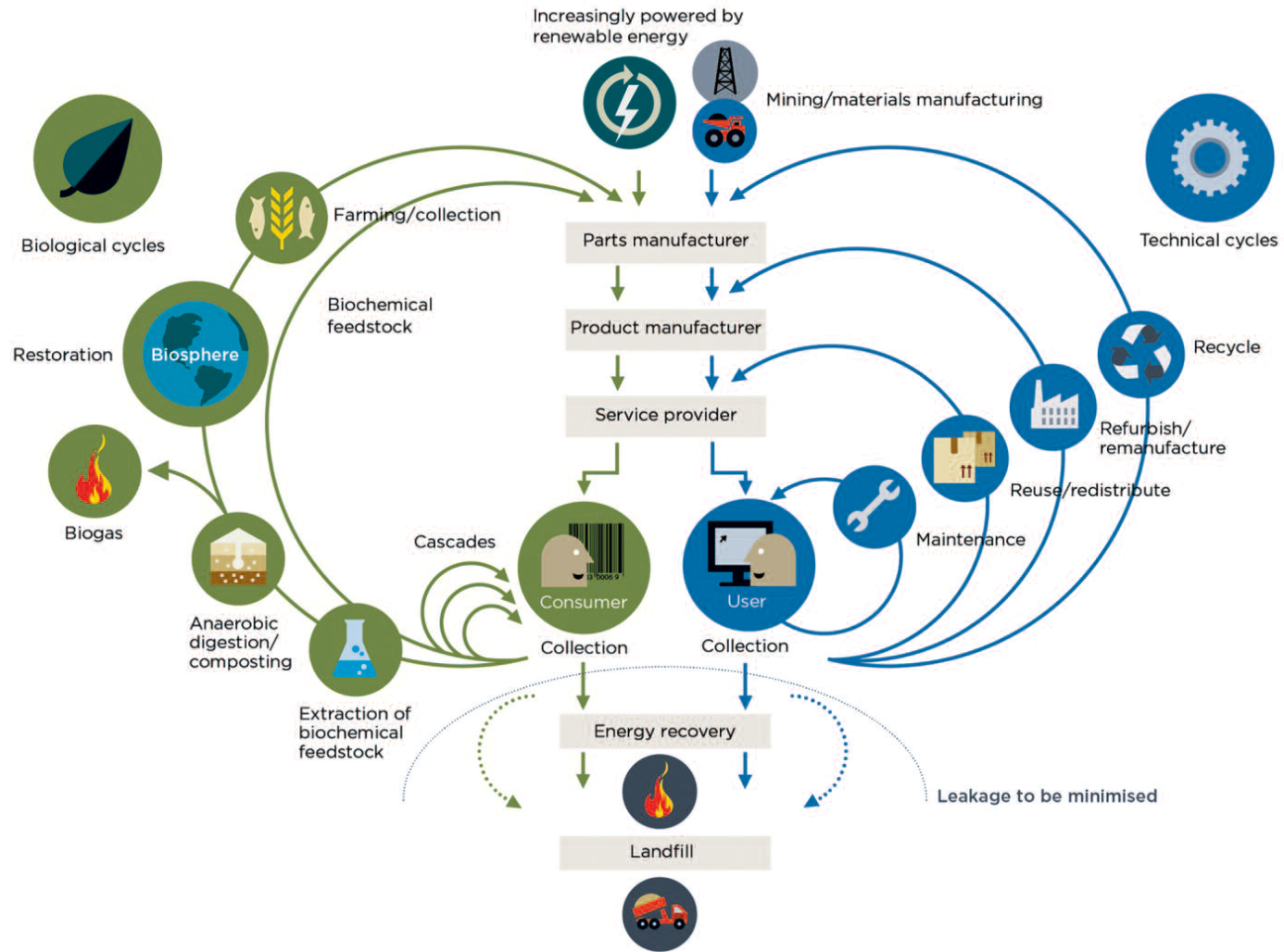


# Zero waste myopia





# Circular economy: perpetuum mobile



# Instead: Engaging with waste



# Waste as scats



# Faeces 2 faeces

- **Political engagements**
- **Moral engagement**
- **Spatial engagement**





# How is future waste produced?



# Material responsibility





# Wastespaces



# New waste policy

- **Broaden the understanding of waste**
- **Bind waste to consumption**
- **Make waste a moral issue**
  - **Societal responsibility for materials**
  - **Environmental justice**





**We are our  
waste !  
J. Hultman**

**Installation by  
Tim Noble  
and  
Sue Webster**



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*From waste management to waste prevention*  
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**More about the project at: [www.ism.lu.se/mtp](http://www.ism.lu.se/mtp)**

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