

WASTE WISE CITIES CAMPAIGN

The global scale of urbanization and economic growth are creating a potential “time-bomb” regarding waste we generate in the world’s cities. If not addressed now, the significant negative impact on human health and the environment will be felt by nations at all levels.



Solid Waste Management is now a global issue that everyone should care about: poor solid waste collection and uncontrolled disposal are polluting air, soil and water, threatening our health; the growing amount of waste generated in cities daily is accounting for a large portion of local governments' budgets; unmanaged waste from our society is creating marine litter pollution menacing our oceans' ecosystems.

However, if properly managed, our waste is a great opportunity. Resource recovery from the waste stream reduces consumption of natural resources, which are already depleting. New circular economy business models create jobs and enhance income for the urban poor. An improved urban environment and quality of life create investment opportunities for sustainable urban development.

UN-Habitat encourages all cities in the world to be **WASTE WISE**; that means to be a city that uses our precious resources wisely through rethinking, refusing, reducing, reusing and recycling its materials and waste before as well as after consumption. All cities regardless of their size and financial capacity can improve upon the current state of their solid waste management. **WASTE WISE CITIES CAMPAIGN** aims to support cities and local governments in achieving waste management related Sustainable Development Goals, as well as implement the New Urban Agenda.



- ☉ Let us support cities to gather waste data and monitor their waste flows!
- ☉ Let us back cities up in working with the informal sector and boost recycling!
- ☉ Let us channel funding for adequate waste management facilities for inevitable waste!
- ☉ Let us curve the current trend of waste and turn it into useful resources for everyone!



Waste SDGs

- 11.6 By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management
- 12.3 By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses
- 12.4 By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment
- 12.5 By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse
- 14.1 By 2025, prevent and significantly reduce marine pollution of all kinds, in particular from land based activities, including marine debris and nutrient pollution



KEY PRINCIPLES OF WASTE WISE CITIES CAMPAIGN

UN-Habitat invites cities to join the Waste Wise Cities Campaign. To join, cities are requested to confirm their commitment to the following Key Principles, which assist them on their way to becoming a Waste Wise City:



Assess quantity and type of waste generated



Improve collection and transportation of waste



Ensure environmentally safe disposal



Promote "Rethink, Refuse, Reduce, Reuse, Recycle"



Empower and work with different stakeholders



Establish better working conditions for waste workers,



Learn from others on innovative technologies



Make long-term strategic plans considering waste



Design financial and other incentives



Encourage "Rethinking on waste"



Regularly review progress



Strive towards achieving the SDGs and NUA

WHAT WASTE WISE CITIES CAMPAIGN OFFERS

Knowledge & Good Practices Sharing

To properly manage waste, it is essential to have the right expertise supported by case studies and experiences obtained from different parts of the world.

UN-Habitat will facilitate this through:

1. An interactive knowledge-hub
2. Online courses on:
 - a) Waste SDG indicators monitoring
 - b) Alternative and appropriate solutions to achieve Waste SDGs
 - c) Waste management governance system

Waste Data & Monitoring

It is absolutely necessary to have an understanding of a city's waste flow, starting with waste generation, then collection and ending with the controlled management of waste to plan and invest in adequate waste management infrastructure.

UN-Habitat supports member cities in this process through:

1. Regional training workshops
2. Face-to-face trainings in the field on request from member cities
3. Open waste SDG indicators database
4. Report 'Solid Waste Management in World Cities'

Advocacy & Education

Without responsible behavior and attitude towards your own waste, proper waste management cannot be achieved even if a state-of-the-art waste management infrastructure is provided.

UN-Habitat wants to raise global awareness for sustainable waste management through:

1. Advocacy and education campaigns to raise awareness on the 5R, food waste, municipal solid waste, hazardous waste, etc.
2. Awareness raising events on the 5R, food waste, municipal solid waste, hazardous waste, etc.

Project Finance & Bankability Support

For project ideas to be realized, its institutional, technical and financial feasibility should be duly checked according to the local context.

UN-Habitat will support cities in this process through:

1. Listing of potential waste management projects based on proposals from member cities
2. Trainings on financing solid waste management
3. Strengthened partnership between donors and member cities, as well as facilitate public-private partnerships

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CITIES**

