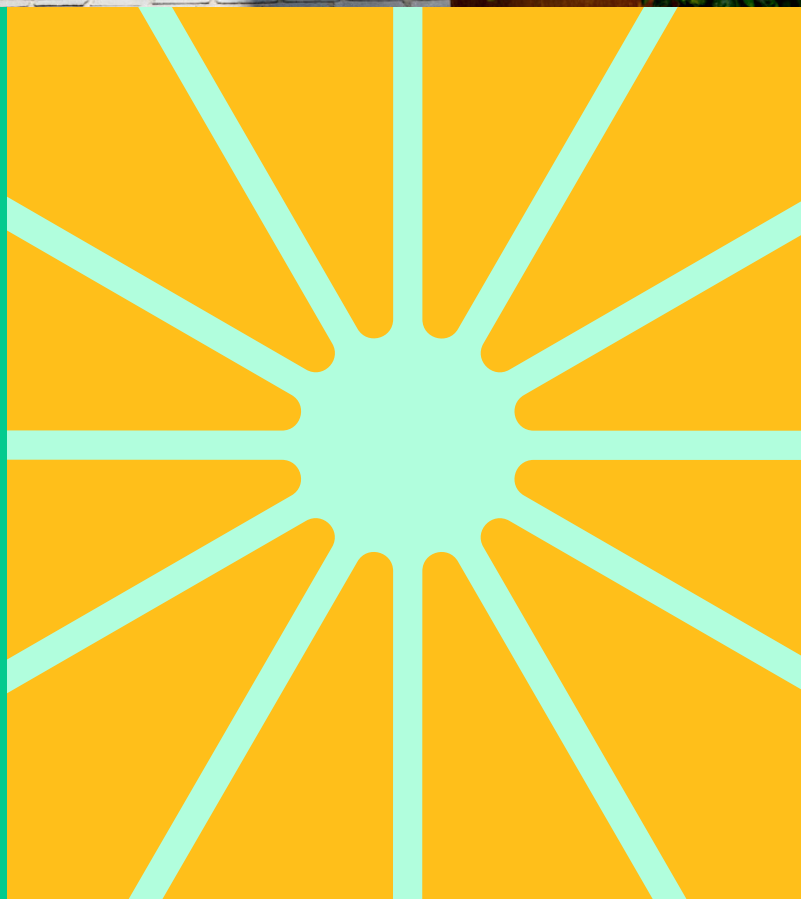




**Together,
let's make
the city
shine!**





SUMMARY

1. Foreword

2. Executive summary

Public bodies, users, and the private sector at the heart of urban cleanliness issues	9	14 key objectives clearly identified and assigned to the actor responsible for moving them forward	10
A shared vision of urban cleanliness	9	Emblematic measures in the urban cleanliness strategy	12

3. Introduction and background

History of strategic cleanliness planning in the Brussels-Capital Region	17	Overcrowded housing	18
Rationale for this urban cleanliness strategy	17	A high turnover of residents	18
Improving the living environment and attractiveness of the Brussels-Capital Region by reducing dirt and litter of the streets	17	High density linked to a growing population	18
Improving the environment and biodiversity by reducing dirt and litter	17	A varied typology of neighbourhoods	18
A strategy rooted in the reality of life in Brussels	17	The clean.brussels co-construction process	21
A cosmopolitan region	18	Citizen participation	21
		The 'clean.brussels' label for measures to give the strategy a strong identity	22
		Implementation methodology	22

4. Measures and goals

The responsibility of the authorities	25	Council bureau and secretariat	27
Create lasting and effective channels for consultation and cooperation between the Region and the municipalities on the subject of urban cleanliness	26	Forum and thematic meetings	28
Municipalities-Region Cooperation Council for Urban Cleanliness	27	Strengthen operational collaboration between institutional actors in charge of urban cleanliness	29

Reduce fly-tipping by promoting solutions for disposing of bulky items and other specific types of waste

Reduce the amount of litter such as food packaging on the ground in public spaces

Significantly reduce the number of cigarette butts discarded in public spaces

Improve the presentation of rubbish bags and reduce the impact of household and non-household waste collection on street cleanliness

Encourage the authorities and actors in charge of urban cleanliness to set a good example on the environment

Prepare for the city of the future by adopting practices with regard to urban planning, infrastructure and service provision that promote cleanliness

Create a sense of responsibility for urban cleanliness in users

Communication: diversify communication practices to fit with target publics in order to inform users, persuade them and encourage good cleanliness practices in public spaces.

5. Concrete initiatives

6. Appendixes

Appendix 1 :
Bibliographical references

Appendix 2 :
Details on the co-construction process of the Urban Cleanliness Strategy

Appendix 3 :
Participants' testimonies

Appendix 4 :
List of actors invited to participate in the co-construction process

Participation: encourage the participation and involvement of the public in order to improve urban cleanliness

Education: deploy specific educational actions in public spaces, schools and civil society on behaviours that promote urban cleanliness and respect for the environment

Enforcement: apply fines and other penalties more systematically, and communicate about them, in order to reduce anti-social behaviour in public spaces

Get companies to take responsibility as actors in urban cleanliness

Reduce waste generation and increase the effectiveness of extended producer responsibility mechanisms

Encourage the economic sector, including shops, street vendors and catering outlets, to prevent and combat littering in public spaces

Foreword

Minister for the Environment and Public Cleanliness



Keeping our city clean is a major issue for the Brussels-Capital Region. It is also an issue that, when dealt with properly, becomes invisible: a clean city is a city without dirt, without cigarette butts and chewing gum on the ground, without walls covered in graffiti, without overturned garbage cans, without dog fouling and so on. Despite this, keeping the city clean is an essential component in our living environment and our well-being. Many citizens also cite lack of cleanliness as a key factor in dissatisfaction with regard to quality of life, particularly in the Brussels-Capital Region. Lack of cleanliness generates negative feelings and harms the attractiveness of Brussels and the well-being of its inhabitants.

This is why I have decided to bring together all the actors involved in cleanliness in the Brussels region in order to develop the first Regional Urban Cleanliness Strategy: clean.brussels. Street cleaning is only the tip of the iceberg. Urban cleanliness also involves sorting and collecting waste, managing bulky waste items so that they are not dumped illegally, reducing waste upstream, developing and managing public spaces and infrastructure, choosing and maintaining street furniture, providing information, raising awareness, getting users to take responsibility, cracking down on anti-social behaviour, and more.

Efforts to achieve cleanliness cut across many different policy areas, and therefore cannot be limited to the public actors officially responsible for cleanliness if they are to be effective. They must bring together all actors in the Brussels-Capital Region who are involved in this issue in one way or another: residents, tourists, commuters, shopkeepers, companies, civil society organisations, law enforcement, municipalities, and of course, the regional institutions (Bruxelles-Propreté, Brussels Mobility, the Port of Brussels, STIB, etc.). Cleaning operatives work daily for everyone's benefit and play an important role in protecting our environment. Their work is vital and deserving of notice. It must be supported by collective action.

The new, collectively designed clean.brussels regional strategy therefore sees cleanliness as a common good. It sets out the course that must be followed, with objectives that are shared by all the actors involved, and brings structure to public action by forging lasting partnerships for an efficient approach to all aspects of cleanliness.

Together, we will make Brussels a clean region, for a better quality of life.

Alain Maron, *Minister for Climate Transition, the Environment, Energy, Public Cleanliness, Social Action and Health.*

Director of Bruxelles-Propreté



Bruxelles-Propreté, through its collection, cleaning and recovery of waste resources in the Brussels-Capital Region, plays a central role in improving the living environment of citizens and in responding to the health, environmental and socio-economic issues of the Brussels-Capital Region.

The population of the Brussels-Capital Region increases every year, as does the density of waste to be treated.

Bruxelles-Propreté must adapt, modernise and innovate in order to carry out its waste collection, cleaning and treatment missions properly. It must also connect and work with the other actors involved in keeping the city clean and achieve a common objective: that of improving the living environment of the inhabitants of the Brussels-Capital Region.

Public cleanliness has become a primary concern of citizens, because it defines their quality of life in the city. It is therefore essential to have ambitious

plans in this respect. The need to develop a Regional Urban Cleanliness Strategy, the implementation of which will extend beyond the current legislature, was already identified in UPI, the redeployment plan for Bruxelles-Propreté.

This vision and strategy are necessary to meet the challenge of achieving ongoing cleanliness. It is also essential in order to involve all the players concerned by this major challenge.

Ensuring a clean city is therefore everyone's business. From public bodies and private businesses to citizens.

The year 2022 marks the start of a new way of working together, with the launch of this vast, unifying and strategic project: a plan to improve the living environment of our citizens.

Frédéric Fontaine, *Director of Bruxelles-Propreté.*

Executive summary

Public bodies, users, and the private sector at the heart of urban cleanliness issues

This strategy aims to achieve improve in a problem area that is both complex and characterised by multiple factors: urban cleanliness in the Brussels-Capital Region. It includes a range of very diverse measures, to be taken by



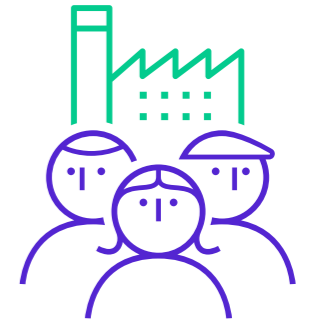
Public bodies

A new, coordinated approach is needed between the different actors, as well as new infrastructure and operational modifications with regard to both collection and cleaning, with a view to improving cleanliness.



Users

Provision of information, communication, citizen participation, awareness-raising and education need to be increased, but enforcement also needs to be increased, taking account of lessons learned from behavioural science.



Private sector

Corporate accountability needs to be increased through various mechanisms, both with regard to waste prevention and in terms of raising consumer awareness and financing the cleaning-up and processing of litter.

A shared vision of urban cleanliness

The Brussels-Capital Region wishes to mobilise all of these actors around a shared vision:

'In 2030, the Brussels-Capital Region will be an attractive and sustainable urban space which offers everyone a pleasant living environment that is conducive to community life. Public space will be regarded as a common good and urban cleanliness will have become a regional cause that has been taken up by all actors at their different levels: public bodies, the city's users (residents, workers, tourists, etc.) and the private sector. The actors will work together in an open system with a collaborative and flexible governance structure, enabling everyone to make effective and innovative contributions. Coordination at the regional level will make it possible to follow a common strategy, to ensure that the measures undertaken at all levels are coherent, to pool resources, to implement collective action and to evaluate the results obtained.'

14 key objectives clearly identified and assigned to the actor responsible for moving them forward

Corporate purpose

- * To improve the living environment and attractiveness of the Brussels-Capital Region
- * To improve the natural environment and biodiversity

Shared vision

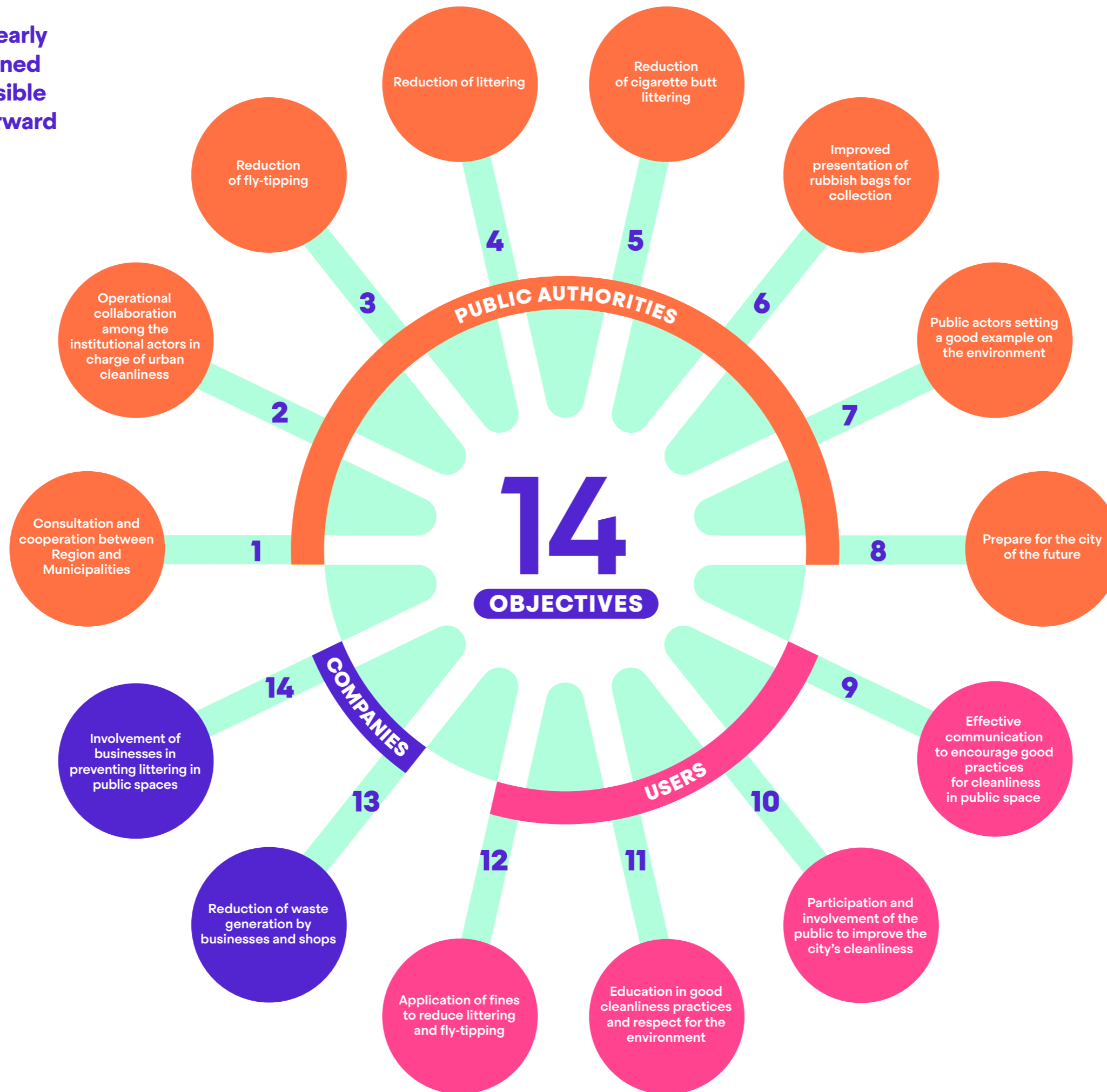
- * A common action plan
- * A new governance approach
- * A culture of assessment

RESULTS

- * Visible on the ground
- * Positive effects on community life
- * A healthier, more pleasant environment

Strategy

- * Co-constructed by all stakeholders
- * Rooted in the reality of Brussels
- * With input from research in behavioural psychology



2021

- * Launch of multi-actor working groups for the co-construction of the clean. brussels strategy
- * Evaluation of public cleanliness policies
- * Input from behavioural science in order to understand good and bad practices with regard to cleanliness

2022

- * Public consultation and participatory forums
- * Compilation of strategic plan
- * Calls for cleanliness projects to the municipalities
- * Adoption by the Brussels Government of the strategic plan

2023 → '25

- * Implementation of concrete actions
- * Annual monitoring of progress of strategic plan

2026 → '30

- * Ongoing evaluation of changing levels of urban cleanliness indicators
- * Updating of strategic plan while remaining focused on making Brussels a cleaner Region on a permanent basis

EMBLEMATIC MEASURES IN THE URBAN CLEANLINES STRATEGY



The participatory process described below highlighted a wide range of measures to be undertaken to improve the cleanliness of the Brussels-Capital Region. These have been arranged in order of priority as presented in this strategy, which will need to be transformed into an action plan and implemented. A start has already been made on a large number of measures, and some of these may be expanded.

The work of setting priorities resulted in 15 measures which were regarded as emblematic, as they meet one or more of the following characteristics: high-impact, innovative, highly empowering, involving better coordination between operational actors. They cover the various priority issues and are set out below.

- 1 Setting up a **Municipalities-Region Cooperation Council for Urban Cleanliness**, establishing a framework for dialogue and structural cooperation between actors.
- 2 **Supporting the municipalities** of Brussels by launching a new call for projects from 2022 so that the actions of the main public actors involved in cleanliness reinforce one another through their consistency.
- 3 Expanding the use of **objective urban cleanliness indicators** in order to record lack of cleanliness 'quantitatively', identify problematic sites, define reduction targets according to waste type and measure changes in the level of cleanliness over time.
- 4 Institutionalising the role of **Public Zone Manager** so as to implement actions for the management of emblematic zones which have been identified as problematic in terms of cleanliness: survey, coordination, identification of responsibilities, monitoring of the actions of the various actors (Bruxelles-Propreté, Brussels Mobility, STIB, municipalities, SNCB, Buildings Agency, etc.).
- 5 Optimise the maintenance and **implementation of public litter bins** and other street furniture relating to urban cleanliness, and defining the models to be recommended in the Brussels-Capital Region according to how public spaces are used. The possibility of using a regional purchasing centre for potentially interested municipalities will be studied.
- 6 Increasing the availability of **'mobile recycling centres'** and plans for donation points and 'Proxy Chimiks' at strategic positions in collaboration with the municipalities, in order to enable the people of Brussels to get rid of **bulky waste items** and chemical household waste close to where they live, especially for those who do not have a vehicle.
- 7 Providing for the development of a specific **action plan** for each major **new construction site** in the Brussels-Capital Region in order to ensure that household and non-household waste is managed and collected properly and the roads are kept clean during the work.
- 8 Improving the **handling of complaints and requests for intervention** received by Bruxelles-Propreté, involving key partners such as the Brussels municipalities, STIB, Brussels Environment and Brussels Mobility, with a view to optimising the response on the ground and communication with those who submit complaints or requests.

- 9 Expanding the regional strategy and programme for **environmental education** in primary and secondary schools on overall waste management (reduction, sorting, reuse and cleanliness).
- 10 Through mutual agreement, structuring and formalising **collaboration protocols and shared strategies** between Bruxelles-Propreté, the Brussels municipalities, the police zones and, where applicable, Brussels Prevention and Safety, in order to set up joint enforcement actions, established on the basis of a **control plan**.
- 11 Creating a **network of cleanliness ambassadors** in the Brussels-Capital Region, in collaboration with the Brussels municipalities, in order to support volunteer waste collection actions, mainly for the purpose of raising awareness among fellow-citizens.
- 12 Organising a **specific urban cleanliness time** in the Brussels-Capital Region, along the lines of the Spring Cleaning in Wallonia, at the instigation of Bruxelles-Propreté as a unifying actor, in collaboration with public and private bodies and civil society organisations in order to mobilise the population of Brussels.
- 13 Using the lessons learnt in the **behavioural psychology study** in all occupations of the actors working on the issue of cleanliness in order to improve the effectiveness of their actions in awareness-raising, communication, enforcement, choice of infrastructure and adoption of an attitude of responsibility for public space on the part of users.
- 14 Pursuing internal and external communication actions to **assert the value of the cleaning occupations**, in order to reinforce the positive perception of these occupations on the part of those who do this work of maintaining and enhancing the beauty of the living environment in our municipalities and our region, but also so as to regularly remind the people of Brussels of the importance of these occupations and the respect that their work deserves.
- 15 Introducing legislation via an Interregional Cooperation Agreement (ACI) so that **producers bear the costs** relating to the overall management of urban cleanliness, in particular actors in the packaging and the tobacco and cigarette industries, through the creation of extended responsibility for producers of single-use plastics (REP SUP).



Introduction and background

History of strategic cleanliness planning in the Brussels-Capital Region

At the municipal level, plans for cleanliness and for tackling anti-social behaviour have been drawn up on the initiative of those responsible for municipal cleaning. These plans do little to identify any collaboration between different municipal territories, since they are anchored in individual municipalities.

At the level of the Brussels-Capital Region, three five-year cleanliness plans have been drawn up over the past two decades¹. The actions of the last plan were not subjected to a systematic evaluation that could lead to strategic and operational recommendations for the next plan. For this reason, the 2012-2017 plan was not renewed.

Rationale for this urban cleanliness strategy

However, cleanliness is an essential element in the quality of life of Brussels residents and improving it is an important issue for the authorities in Brussels. It is essential to improve the living environment in order to develop a common vision, define shared strategic objectives with regard to urban cleanliness, implement a set of measures and evaluate their results.

It is true to say that everyone wishes to live in a pleasant, welcoming living environment, where the spaces are clean and treated with care. However, despite the daily efforts of the cleaning services in the Brussels-Capital Region and the municipalities, the situation is all too often difficult, and is felt to be unsatisfactory, or even extremely unsatisfactory by people on the ground.

Improving the living environment and attractiveness of the Brussels-Capital Region by reducing dirt and litter of the streets

The well-being and living environment of the Region's inhabitants

Lack of cleanliness in public spaces can have a negative effect on the well-being of citizens, especially if waste is a constant presence. More specifically, places that appear neglected have a

negative impact on the sense of community and on well-being, including mental health. Conversely, clean and attractive places tend to create positive feelings and encourage physical activity and social interaction.

The 2020 report on the survey carried out by the Brussels Prevention and Safety Observatory indicates that lack of cleanliness and anti-social behaviour are seen as serious problems by seven out of ten Brussels residents: 72% of residents regard lack of cleanliness and disrespectful or anti-social behaviour as a fairly serious or very serious problem in the Brussels-Capital Region.

Attractiveness of locations and shops

Lack of cleanliness in public spaces also has negative financial effects – with consequences for property prices and commercial activity – while increasing the frequency of offences and reducing tourism. More specifically, shops associated with a dirty area can expect to see a negative effect on their brand image, sales and revenue.

Improving the environment and biodiversity by reducing dirt and litter

The link between the various types of waste present in our oceans and the cleanliness of our urban environments is sometimes overlooked. According to various environmental organisations, 80% of aquatic waste comes from on land. Cigarette butts, for example, are a real scourge for the environment, because few concrete measures have been put in place globally for their collection and treatment.

A strategy rooted in the reality of life in Brussels

This strategy takes into account the specific parameters of cleanliness in the Brussels-Capital Region in order to achieve the expected outcomes as quickly as possible. The main source of the information below is the behavioural psychology study of cleanliness in public spaces in the Brussels-Capital Region (Égérie and Behaven – 2021). This is because behavioural science needs to be taken into account for all the measures taken in this field, in common with most fields in which behavioural changes are an issue.

¹ A first between 1999 and 2004, a second between 2005 and 2010 and a third between 2012 and 2017.

A cosmopolitan region

The Brussels-Capital Region is a nationally and internationally centre which welcomes commuters, tourists and residents, as well as occasional visitors (students, workers, undocumented migrants, etc.) who do not appear in the official residence statistics, but who are also users of the city whose visits also have an impact on urban cleanliness. Brussels therefore has to deal with a very mixed population with a great variety of habits, languages and cultural norms in terms of perception and use of public spaces. It is therefore necessary to step up the development of new communication channels to inform the population about issues of waste management and urban cleanliness.

Overcrowded housing

The Brussels housing market, which is characterised by old buildings, often in poor condition, is under pressure despite the development of ambitious public programmes. The trend towards housing being divided up and overcrowded sometimes means that homes are too cramped to easily store waste or bulky items, especially for the 20% of Brussels residents without access to any private outdoor space such as a terrace or garden².

A high turnover of residents

At the same time, part of the renovated housing stock has become attractive to investors and has led to significant residential mobility for some members of the expatriate population³. This leads to frequent house moves and an increased volume of bulky items, as well as making it necessary to continuously remind newcomers to neighbourhoods of the rules in terms of waste management and public cleanliness. The relatively low rate of owner-occupiers (and hence the high rate of tenants) also weakens the sense of belonging to the neighbourhood and of feeling responsible for local issues, including cleanliness.

High density linked to a growing population

With sustained demographic growth over the past 15 years, the Brussels-Capital Region is a dense, relatively young and cosmopolitan city, made up of active and mobile people. Patterns of behaviour and densities vary greatly depending on the neighbourhood. At the municipal level, Saint-Josse has 23,358 inhabitants/km² and Watermael-Boitsfort has 1,952 inhabitants/km². At the regional level, there are 7,501 inhabitants/km². On 1 January 2021 the population of Brussels was 1,219,970 inhabitants, in an area of 162 km².⁴

The Brussels-Capital region is therefore at the forefront of changes in lifestyle and consumption habits which have a profound impact on urban cleanliness:

- * Negative impacts associated, for example, with consumption on the move, the development of new waste-generating products, and hyperconsumption;
- * More positive impacts, such as the integration of environmental criteria into purchasing and consumption behaviour (purchasing of second-hand goods, repairing, throwing less away, better sorting, etc.) and collective approaches (group purchasing, citizen initiatives such as repair cafés or clean ups, etc.). By 2030, the Brussels-Capital Region will have 1.25 million inhabitants. And although

h this demographic growth is slowing down, projections still suggest an increase in the population living in the Brussels-Capital Region of 10% by 2070 (compared to 1 January 2020), and an increase the number of households and their average size⁵.

A varied typology of neighbourhoods

The Brussels-Capital Region is also characterised by a very varied typology of public spaces: from small narrow streets to main shopping streets, squares and crossroads, pedestrian routes and meeting areas and boulevards⁶. It has been objectively observed that dense and high-traffic

neighbourhoods grow dirty more quickly, mainly due to the numerous activities that take place in these places (such as shopping streets) and the use of public spaces (for example during markets).

Green spaces are also liable to grow dirty, which is why cleanliness in green spaces must also be included in the analysis. It should be noted that Brussels is a green city. Green spaces occupy nearly 8,000 hectares, or 50% of the regional

territory⁷. The parks, gardens and woods that are accessible to the public represent 2,779 hectares (about 18% of the Region's area). Responsibility for the development and management of these 2,779 hectares is divided between the regional public bodies (Brussels Environment, as well as Brussels Mobility for certain public gardens, road verges, certain trees, etc.), the municipal administrations (Brussels Park, Josaphat Park, Bois de la Cambre, etc.) and the Royal Trust (Boitsfort Pond, etc.)⁸.

PERFORMANCE OF A BEHAVIOURAL PSYCHOLOGY STUDY OF URBAN CLEANLINESS⁹

Rationale and objective

In order to gain a better understanding of the behaviour of users in public spaces with regard to urban cleanliness, a first major study in the Brussels-Capital Region, commissioned by Bruxelles-Propreté, was carried out and completed at the end of 2021.

The study aimed to answer the following three questions:

- 1 What are the factors influencing positive or negative behaviour with regard to cleanliness?
- 2 Are there situations that lead to more negative behaviour with regard to cleanliness?
- 3 What corrective actions should be introduced?

Approach

To answer these questions, the study used tools and techniques to arrive at a comprehensive understanding of the factors influencing positive or negative behaviour with regard to cleanliness and to define solutions that are both scientific and practical in order to encourage positive behaviour.

More specifically:

- * In order to attain a comprehensive understanding of the positive and negative factors, whether conscious or unconscious, the analysis relied on a review of the scientific literature on behaviour in this area, as well as a qualitative and ethnographic study involving users and experts in urban cleanliness. In order to then define the most relevant and robust solutions, the study identified the strategies regarded by scientists as the most effective, and various interventions were developed together with the stakeholders in order to come up with solutions that are also pragmatic.

2 Dedicated. (2020) Étude sur les opinions et les comportements des Bruxellois pour la résilience de leur ville dans le contexte de la crise sanitaire du Covid-19 (Study of the views and behaviours of Brussels residents relating to the resilience of their city in the context of the Covid-19 health crisis) https://cdn.bosa.belighted.com/bosa-cities/uploads/decidim/attachment/file/168/Bruxelles_%C3%A9siliente_post_Covid-19_-_Pr%C3%A9sentation_finale_-_02.09.20.pdf

3 BSI synopsis. Housing in Brussels: diagnosis and challenges, Brussels Studies, Number 99

4 IBSA at perspective.brussels (2021)

5 BFP, 2021, https://www.plan.be/uploaded/documents/202103310840190.FOR_POP2070_12389_F.pdf

6 PYBLIK, 2017, <http://www.publicspace.brussels/>

7 Brussels Environment, 2021, https://be.brussels/culture-tourism-leisure/parks-and-green-space?set_language=en.

8 <https://environnement.brussels/thematiques/espaces-verts-et-biodiversite/les-parcs-et-jardins/la-gestion-des-espaces-verts>

9 More information on the role of behavioural science in the fight against dirt and litter can be found in Appendix 5.

Parties involved

The stakeholders in public cleanliness in BCR, namely: Bruxelles-Propreté, Brussels Environment, the Brussels municipalities, the Association des Villes pour la Propreté Urbaine, Shopera, Wallonie Plus Propre - Be WaPP, STIB, the urban planning firm City Tools, IBSA, and a member of Minister Maron's office

Deliverables

This study led to the identification of around a hundred scientifically proven solutions, pre-evaluated by the stakeholders, which can be applied to the following combinations of places and waste types:

- * **Streets (shopping):** consumer waste, cigarette butts, cardboard, household waste
- * **Parks and public places:** consumer waste, cigarette butts
- * **Areas around schools:** consumer waste, cigarette butts
- * **Glass recycling containers:** glass and other
- * **Tram/bus stops:** cigarette butts
- * **Metro stations:** consumer waste

These elements will be used to carry out concrete actions in the field as part of the implementation of the clean.brussels plan.

It is essential to take into consideration the cross-cutting nature of urban cleanliness issues and the fact that actions relating to a theme, issue or type of waste can be broken down into actions to reduce waste at source, manage waste, clean streets, raise awareness among target groups, crack down on anti-social behaviour and provide appropriate infrastructure and street furniture.

The clean.brussels co-construction process

Most of the actors who will participate in this forum and these thematic meetings already know each other, as they participated in the process of co-constructing this strategy.

The launch of the process was approved by the Brussels Government in February 2021, on the basis of a SWOT diagnosis and of the identification of the priority projects conducted in 2020, in particular on the basis of input requested from the 19 Brussels municipalities.

To achieve this common ambition, it was essential to get all the actors concerned (see below and appendix for more details) to work together with shared objectives and excellent coordination.

In this spirit the manner of constructing the Urban Cleanliness Strategy sought to be collaborative, responding to the realities on the ground and trying to provide concrete answers in the short, medium and long term.

The list of more than 300 people invited to participate in the development process of clean.brussels underlines the number and diversity of actors which are involved in one way or another in the issue of cleanliness in the Brussels-Capital Region and could therefore potentially contribute solutions. Examples include the municipalities, Bruxelles-Propreté, Brussels Mobility, Brussels Environment, Brulocalis, the police zones, Brussels Prevention and Safety, Fost Plus, Wallonie Plus Propre, ERAP, BECI, SNCB, STIB, IBSA, Shopera, various neighbourhood committees, Recupel, Fevia, Denuo, the tobacco sector and the RESSOURCES Federation.

In practice, the issue of urban cleanliness – which, as we have seen, extends far beyond the scope of public cleaning activities – involves many other actors, public and private, in the Brussels-Capital Region. This sometimes makes management complex and requires a high degree of coordination between the operational actors present at various levels of power. Clarification between the stakeholders of roles and missions is therefore essential in order to ensure optimal maintenance of public spaces and exclude 'grey areas' and 'buck-passing' between actors.

Citizen participation

Citizen participation is at the heart of public actions and policies. The implementation of qualitative participatory processes upstream and at the key stages of projects is a guarantee of enhanced quality and greater social cohesion. The point of having citizen participation in the process of co-creating the clean.brussels strategy is that the inhabitants of the Brussels Region have collective lived expertise with regard to public cleanliness, resulting from their experience of life in the local communities. In this spirit, the clean.brussels strategy has benefited from the contributions and views of the Brussels population, through two participation mechanisms:

- * Initially, a survey was widely disseminated through social media between 16 March and 30 April 2022, with around 30 closed questions to measure the sensitivity of residents and users to public cleanliness. At the end of this questionnaire, respondents had the opportunity to share their suggestions for improving public cleanliness in the Brussels-Capital Region. Through the use of different communication channels, 3,658 people ended up responding to the online survey (including 2,913 people who completed the survey in full: 8% Dutch-speakers, 25% English-speakers, 67% French-speakers). The survey results can be found in Appendix 6.
- * In a second phase, the people who took part in the survey had the opportunity to register for a discussion forum to discuss the issues in greater depth. The forums took place over two mornings, on 7 and 21 May 2022, and were attended by around 30 people. The results of the forums can be found in Appendix 7.

As a result, in the text of the clean.brussels strategy, the measures supported most strongly by citizens are highlighted by means of the logo 'backed by the public'.



The 'clean.brussels' label for measures to give the strategy a strong identity

The Municipalities-Region Cooperation Council for Cleanliness will carry out the measures within the framework of a strategy which determines a common basis and sets a clear course for all the actors who will be involved in implementing it between now and 2025, with a vision extending to 2030.

This strategy has a strong and positive identity, which embodies and offers an ambition, unites and mobilises all the actors concerned, and motivates all parties to get behind it. In order to be immediately understandable and directly evocative, a clear and simple name has been chosen:



Implementation methodology

* Phasing of measures

A good initial strategy is essential. Indiscriminately launching all the measures at once is out of the question. On the contrary, an implementation strategy must be defined, which involves determining the best moment for launching the various measures. The objective is to implement

a plan that is realistic, balanced and phased over time. Actions requiring a long completion time (or which will take longer to have visible effects on the ground) will be launched in 2022, while other, faster actions will be launched in 2023 or even in 2024, depending on the availability of key resources.

* Project datasheets for each measure

Initially, project datasheets will be developed for each measure in the plan to be launched in 2022. These datasheets will present the information necessary for monitoring the measure: the public bodies running the project (leader and collaborators), the project manager, the timing, the budget, the measure's implementation stages and the monitoring and results indicators. These datasheets will be co-constructed with the project manager designated for each measure.

* Steering via a dashboard

The steering of the Strategy and the monitoring of the measures will be carried out by means of a dashboard of indicators. This dashboard will allow progress on each measure to be viewed but will also enable the Urban Cleanliness Strategy to be monitored more generally, with an assessment for each objective.

* Annual review of the plan

The annual review of the plan has two major objectives: first, to take stock of the past year, looking at all the measures implemented, their results, the effects on the ground, etc.; and second, through the Municipalities-Region Cooperation Council, to put forward a plan for the following year, continuing ongoing actions in progress and confirming new actions to be launched.

It is important to note that such a plan must be flexible. Evaluation of the results obtained makes it possible to analyse whether the actions that have been introduced are effective and to drop them if they are failing to produce the expected results. It is quite possible that after the first or second year, certain measures which were in the original plan may be revised to reflect changes in the context, the environment and the priorities.



Measures and goals

The clean.brussels urban cleanliness strategy involves three categories of actors. For each category – the authorities, users and the private sector – a set of objectives, 14 in total, has been laid out.

These have been broken down into concrete measures to be implemented between 2022 and 2025. We have selected **15 emblematic measures** from among the 65 measures. These can be found in boxes with green backgrounds, and are marked with an asterisk *.



Measure supported by the public



Measure illustrated by a concrete initiative

The responsibility of the authorities

Although cleanliness is everyone's concern, the federal, regional and local administrations have a duty, by virtue of their status as public authorities, to set an example on questions of public cleanliness and to lead the way with high-profile actions.

The various approaches available to public authorities are broken down into eight objectives in this chapter:



<p>1</p> <p>Create lasting and effective channels for consultation and cooperation between the Region and the municipalities on the subject of urban cleanliness</p>	<p>2</p> <p>Strengthen operational collaboration between institutional actors in charge of urban cleanliness</p>	<p>3</p> <p>Reduce fly-tipping by promoting solutions for disposing of bulky items and other specific types of waste</p>	<p>4</p> <p>Reduce the amount of litter such as food packaging on the ground in public spaces</p>
<p>5</p> <p>Significantly reduce the number of cigarette butts discarded in public spaces</p>	<p>6</p> <p>Improve the presentation of rubbish bags and reduce the impact of collection on street cleanliness</p>	<p>7</p> <p>Encourage the authorities and actors in charge of urban cleanliness to set a good example on the environment</p>	<p>8</p> <p>Prepare for the city of the future by adopting practices with regard to urban planning, infrastructure and service provision that promote cleanliness</p>

Each objective is detailed below and then broken down into measures that provide concrete solutions to the issues identified. Objective 1, which concerns the Municipalities-Region Cooperation Council, is highly detailed, while the other objectives and measures will be set out in detail later on, once this strategy has been formally approved.

OBJECTIVE 1

Create lasting and effective channels for consultation and cooperation between the Region and the municipalities on the subject of urban cleanliness

The aim of the present Urban Cleanliness Strategy is to provide a flexible and participatory governance framework that includes the range of institutional actors working on this issue, takes account of the behaviour of the users of public spaces, and emphasises the responsibility borne

by all actors – public and private – concerning the waste that ends up in public spaces. Cooperation between the municipalities and the Brussels-Capital Region must be institutionalised for greater effectiveness and improvements to our living environment.

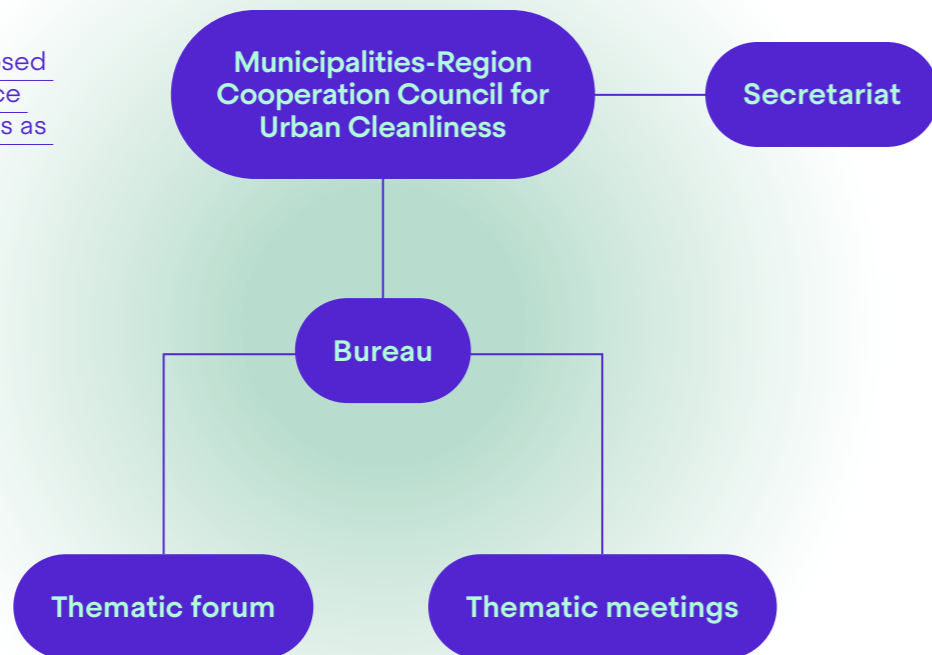
MEASURE 1

- * Setting up a **Municipalities-Region Cooperation Council for Urban Cleanliness**, establishing a framework for dialogue and structural cooperation between actors.

There are multiple reasons for institutionalising cooperation in this way: to enable consultation on regional cleanliness policy with the most relevant actors, to streamline communication, decision-making and collaboration between institutional actors, to coordinate the execution of the action plan arising from this strategy, to evaluate public cleanliness policies by using various tools to ensure continuous progress and develop a culture of responsibility and, finally, to draw inspiration from good practices in this area and identify them in order to replicate them on a larger scale.

The various actors share a regional territory. There is no hierarchy between the Region (cleanliness, collection, works, regional planning, prevention and safety, etc.) and the municipalities; rather, their complementary roles should be emphasised. There is a desperate need to improve their ability to work alongside one another. It therefore makes sense to establish a structured collaborative framework to increase the effectiveness of public services and thus improve the Brussels-Capital Region's living environment.

The proposed governance structure is as follows:



Municipalities-Region Cooperation Council for Urban Cleanliness

*** Role:** a body for cooperation on implementing the Urban Cleanliness Strategy's objectives once the Strategy has been approved by the Brussels-Capital Region's government. This is the level at which consultation on cleanliness-related regional policy will take place, and where cooperation decisions will be taken between the municipalities and the Brussels-Capital Region, within the institutional framework and the budgetary framework defined by the government. It is here too that any necessary talks will take place concerning new projects to be launched (or discontinued) and the mandates of project managers at the relevant organisations¹⁰. The Council will receive input on a quarterly basis from the strategic cleanliness dashboard (compiled by the secretariat – see below), enabling it to monitor the plan's progress and the achievement of the key objectives. A more complete assessment will be presented to the government every year, setting out the main achievements and including a set of indicators for the past period and recommendations for the next period, thus making it possible to set priorities for the following year. Should the Council fail to reach a consensus, it will turn to the government of the Brussels-Capital Region to make a decision.

*** Composition:** a staff member of the office of the Minister in charge of urban cleanliness and the main regional authorities concerned with urban cleanliness strategy, i.e. Bruxelles-Propreté, Brussels Environment and Brussels Mobility, as well as the Brussels municipalities, represented by the alderman for cleanliness as well as Brulocalis, and the coordinator of the Urban Cleanliness Strategy¹¹.

*** Presidency:** the Minister in charge of urban cleanliness or his or her representative.

*** Vice-presidency:** Brulocalis or a pair of aldermen, depending on the municipalities' preferences.

*** Meeting frequency:** quarterly for the first year, although this frequency can be adjusted over time.

*** Points to consider:**

- Given the large number of actors involved, one key point is to ensure the effectiveness of this structure and its operation. Thus, internal rules of procedure will be drawn up to formalise its operation and in particular the decision-making process, as well as the monitoring of commitments that have been made. The bureau,

described below, will also play a key role in preparing for the various meetings.

- The council must be able to produce concrete results on the ground. It is therefore essential to fully involve field experts and thematic working groups, to support the decisions taken by the Council and guide their implementation. This is one of the key roles of the operational component of the Council, the functioning of which is described below ('Forum and thematic meetings').
- The Council's existence must not obscure the possibility of resolving problems on the ground through constructive, everyday collaboration between the various services concerned with urban cleanliness. The need to review collaboration at the level of each municipality has also been specified. This collaboration at local level must also be coordinated with the collaboration at regional level through the Cooperation Council, as many of the topics addressed at regional level will be applied in varying forms at local level.

Council bureau and secretariat

To make the work of the Municipalities-Region Cooperation Council for Urban Cleanliness more effective, a bureau with limited staff will prepare the Council's meetings.

*** Bureau's role:** Body in charge of preparing Council meetings. It will prepare agenda items and propose key decisions to be taken by the Council. The bureau will discuss and thus takes a position on certain key points, which will then be submitted to the Council for a proposed decision.

*** Composition:** the bureau's composition will be confined to the minister in charge of urban cleanliness, the main regional bodies, Brulocalis, two or three municipality representatives (changing every six months) and the Urban Cleanliness Strategy coordinator.

*** Presidency:** same as the Council

*** Vice-presidency:** same as the Council

*** Meeting frequency:** in line with the timing of Council meetings (the Bureau will meet one or two weeks before the Council). More frequent meetings can be held by videoconference to deal with important and urgent matters.

¹⁰ The appropriate bodies within the organisations will confirm acceptance of the project manager's mandate within their institution.

¹¹ This role is taken on by the Cleanliness Strategist at Bruxelles-Propreté.

* **Secretariat's role:** its role will have several aspects and it will deal with all the bodies of the Municipalities-Region Cooperation Council for Urban Cleanliness. It will organise the various meetings of the Council, the bureau and the forum, make the various documents available to the participants, and draw up the reports. Its role will also be to centralise all requests from participants and project managers in order to pass them on to the bureau via the Urban Cleanliness Strategy coordinator.

* **Role undertaken by:** Bruxelles-Propreté.

* **Workload:** one person half-time

Forum and thematic meetings

Opportunities must be arranged for broader discussion about how to approach certain specific matters.

* **Role:** to serve as a space for discussion between all actors concerned with the various measures of the Strategy. The forum will bring together the various project managers in order to present information about **overall progress with the realisation of the strategy** and discuss the good practices of the various individual projects. The **thematic meetings** will bring together project managers concerned with the same **issue**. The objective in this case is to ensure that information is shared properly so that all projects contribute to the objectives defined for the issue.

* **Composition:** project managers from the various organisations concerned with cleanliness, regardless of their level of power, as well as experts invited at the request of any member.

* **Coordination:** the Urban Cleanliness Strategy coordinator

* **Meeting frequency:**

* **Forum:** Once a year

* **Thematic meetings:** quarterly or more often if synchronisation between different projects proves necessary on a more regular basis.



OBJECTIVE 2

Strengthen operational collaboration between institutional actors in charge of urban cleanliness

After the first emblematic measure consisting of the creation of the Municipalities-Region Cooperation Council, a second objective is increased collaboration and refined governance between the federal, regional and municipal actors. This is

necessary to clarify the roles and responsibilities of each actor in the management of urban cleanliness and to stimulate synergies between actors, from local to international level.

MEASURE 2

Establishing a **system of agreements between the public operators** involved in the cleaning and maintenance of roads and infrastructure in order to better clarify the roles and responsibilities of each and avoid grey areas. These agreements may relate to a variety of tasks, including cleaning in the broad sense of the term (cycle paths, green spaces, sites owned by STIB, etc.), the removal of graffiti, the maintenance of urban cleanliness infrastructure (litter bins, devices for collecting waste such as glass recycling containers, etc. or the management and cleaning of drains. The revision of these agreements will also be based on the work of the Public Zone Manager. The use of agreements includes the possibility for a municipality and Bruxelles-Propreté to entrust the cleaning of regional roads to the municipality.

MEASURE 3

* Institutionalising the role of **Public Zone Manager** so as to implement actions for the management of emblematic zones which have been identified as problematic in terms of cleanliness: survey, coordination, identification of responsibilities, monitoring of the actions of the various actors (Bruxelles-Propreté, Brussels Mobility, STIB, municipalities, SNCB, Buildings Agency, etc.).



MEASURE 4

* Improving the **handling of complaints and requests for intervention** received by Bruxelles-Propreté, involving key partners such as the Brussels municipalities, STIB, Brussels Environment and Brussels Mobility, with a view to optimising the response on the ground and communication with those who submit complaints or requests.

MEASURE 5

* **Supporting the municipalities** of Brussels by launching a new call for projects from 2022 so that the actions of the main public actors involved in cleanliness reinforce one another through their consistency.



MEASURE 6

* Expanding the use of **objective urban cleanliness indicators** in order to record lack of cleanliness 'quantitatively', identify problematic sites, define reduction targets according to waste type and measure changes in the level of cleanliness over time.



MEASURE 7

Analysing, listing and evaluating the public policies carried out in relation to urban cleanliness in terms of awareness-raising, cleaning activities, urban cleanliness infrastructure or sanctions for anti-social behaviour in public spaces. Looking into the possibility of identifying the statistical data that need to be produced, collected or extracted on the basis of a homogeneous model in order to ensure better use of statistics and organise the monitoring of evaluations better.

MEASURE 8

Drawing inspiration from **national and international practices** by participating in meetings organised by associations and networks that are working actively on urban cleanliness issues, such as the Association des Villes pour la Propreté Urbaine (<http://avpu.fr>), ACR+ (<https://acrplus.org>), BeWapp (<https://www.bewapp.be>), Mooimakers (<https://mooimakers.be>) or Clean Europe Network (<https://cleaneuropenetwork.eu>) and, when appropriate, applying these practices in the Brussels-Capital Region. Adopting best practices should ensure that the Brussels Region performs well in the international rankings and is able to apply for international labels. Obtaining recognition of this kind will help promote the projects implemented by urban cleanliness actors in the Brussels Region.

OBJECTIVE 3

Reduce fly-tipping by promoting solutions for disposing of bulky items and other specific types of waste

It has often been observed that waste tends to attract more waste. Removing bulky items and other specific forms of waste quickly and efficiently is therefore a crucial aspect of managing urban cleanliness and will help to avoid the snowball effect created by fly-tipping (illegal dumping of waste). This must be combined with a policy of more consistent enforcement, through investigations, inspections and sanctions in the fight against fly-tipping.

Effective operational management of the removal of bulky items and other specific waste must be sup-

ported by educating the public about the various disposal systems in place, depending on the flow of waste. Upstream, encouraging the reuse and repair of items will in any case reduce the volume of bulky items discarded.

The measures presented in this chapter aim to promote solutions in order, first, to provide a greater variety of services so that fewer items end up as bulky waste, and second, to manage the collection of bulky items better by optimising the service provided to the people of Brussels.

MEASURE 9

* Increasing the availability of **'mobile recycling centres'** and plans for donation points and 'Proxy Chimiks' at strategic positions in collaboration with the municipalities, in order to enable the people of Brussels to get rid of **bulky waste items** and chemical household waste close to where they live, especially for those who do not have a vehicle.



MEASURE 10

Promoting the establishment of **donation points** alongside the mobile recycling centres in order to promote reuse, and supporting **repair cafés** and other similar initiatives to make it easier to repair items, in keeping with the spirit of the circular economy.

MEASURE 11

Increasing the number of regional recycling centres to ten across the Region in the next few years and ainsi making them more accessible to the people of Brussels.



p.47

MEASURE 12

Optimising the **home collection of bulky items** on request for residents of Brussels and identifying possible ways of recovering value through the qualitative recycling of the bulky items collected, paying particular attention to certain groups such as people without vehicles, elderly people, people with reduced mobility, and people who are moving house.



p.48

OBJECTIVE 4

Reduce the amount of litter such as food packaging on the ground in public spaces

Food packaging littering roadside verges has a significant impact on citizens' perception of cleanliness. Various options are available to the authorities for dealing with this: communicating about the alternatives to single-use packaging, making sure that litter

bins are available, particularly for sorting waste, in public spaces and at weekly markets, and changing perceptions around food packaging so that it is no longer viewed as waste.

MEASURE 13

* Optimising the maintenance and **installation of public litter bins** and other street furniture relating to urban cleanliness, and defining the models to be recommended in the Brussels-Capital Region according to how public spaces are used. The possibility of using a regional purchasing centre for potentially interested municipalities will be studied.



MEASURE 14

From 2022 onwards, studying the feasibility conditions for introducing a deposit system for plastic bottles and drinks cans in Belgium, in collaboration with the Walloon and Flemish Regions and with reference to the General Policy Declaration of the Brussels-Capital Region, which states that 'the Government will take the initiative with a view to setting up a deposit system for drinks cans and plastic bottles'. It will be necessary to analyse the environmental (including urban cleanliness), economic, technical and even social impacts of implementing this in the Brussels-Capital Region and in Belgium.



MEASURE 15

Intensifying **communication about alternatives to single-use food packaging**, with a view to reducing litter, in particular by promoting reusable water flasks and containers, for example during events and weekly markets.

MEASURE 16

Dealing with the presence of **litter** – i.e. food and consumer packaging, cigarette butts and even bulky items – **in aquatic environments** (ponds, rivers, the Brussels canal, etc.), in the sewerage network and in wastewater treatment plants, by establishing and improving specific infrastructure, carrying out studies with a view to limiting floating waste, restoring vegetation in aquatic environments thanks in particular to floating islands, clean-up projects using cleaning boats, awareness-raising initiatives for target audiences on the importance of protecting water, particularly in urban areas, due to its role in supporting the environment (such as the 'The sea begins here' campaign).



p.49

OBJECTIVE 5

Significantly reduce the number of cigarette butts discarded in public spaces

In order to drastically reduce the number of cigarette butts discarded in public spaces, the Brussels-Capital Region is focusing on preventive actions aimed at smokers. Prevention will take place at various strategic locations where cigarette butts tend to be discarded on the ground, such as at public transport stops, in parks, and at events. This prevention initiative also involves spreading

information and drawing attention to the toxicity of cigarette butts for the environment and for biodiversity. Studies have shown that cigarette butts are the most widespread and widely discarded form of polluting litter in the world. To stop cigarette butts ending up on the ground, the Brussels-Capital Region will use a variety of methods that are outlined in the measures below.

MEASURE 17

Identifying strategic locations where **public ashtrays** should be installed to collect cigarette butts and stop them being discarded on the ground.



p.50

MEASURE 18

Considering the possibility of setting up **specific areas for smokers** close to high-traffic areas and near waiting points, such as public transport stops, green spaces and around schools. Considering a **smoking ban** in certain public places.

MEASURE 19

Widening the distribution of **pocket ashtrays** to smokers at large events and in strategic locations that are very busy or sensitive to litter or environmental risks



p.51

MEASURE 20

Providing more **information** about the **toxicity of cigarette butts** and their harmful effects on the environment, water, animals and plant growth when discarded. This can be achieved through various channels, including anti-smoking organisations such as the ASBL Fares. In this connection, providing reminders about the amounts of fines for dropping this non-biodegradable waste on the ground.



p.52

OBJECTIVE 6

Improve the presentation of rubbish bags and reduce the impact of household and non-household waste collection on street cleanliness

The actions in this section are aimed at citizens/users and waste collection personnel. The objectives are to avoid making roads dirty by reducing the impact of waste collection on street

cleanliness, and to improve the quality and efficiency of collection activities in collaboration with those concerned.

MEASURE 21

Using various communication techniques to encourage **compliance with the rules for putting out** household and non-household **waste** for collection by Bruxelles-Propreté, in order to keep pavements and cycle paths clear, avoid cluttering the bases of trees, avoid waste being scattered in the event of bad weather and make the work of the waste collection personnel easier. In the event of recurring non-compliance, affixing a **'STOP' sticker** to the rubbish bags and performing on-the-spot monitoring with a view to enforcement, for instance by searching bags.



p.53

MEASURE 22

Recommending or even requiring, where circumstances permit – in particular in the context of the requirement to sort organic waste from 15 May 2023 – the use of **rigid bins** for the collection of household waste, in order to prevent bags from being ripped open by wild animals, scattered in the event of bad weather, or subjected to acts of vandalism.



p.54

MEASURE 23

* Providing for the development of a specific **action plan** for each major **new construction site** in the Brussels-Capital Region in order to ensure that household and non-household waste is managed and collected properly and the roads are kept clean during the work.

MEASURE 24

Training waste collection personnel at Bruxelles-Propreté on the importance of **following instructions during household waste collection rounds** in order to avoid making public spaces dirty, with a view to improving public service quality and efficiency.

MEASURE 25

Increasing communication on environmental legislation and **stepping up inspection of contracts relating to waste** produced by shopkeepers in order to improve waste management and the cleanliness of shopping streets, in collaboration with the parties concerned.



p.55

OBJECTIVE 7

Encourage the authorities and actors in charge of urban cleanliness to set a good example on the environment

The authorities and actors in charge of urban cleanliness have a vital role to play by setting a good example with high-profile actions. These exemplary actions can take various forms, for instance eco-management of administrative buildings or environmental management of administrative

services (including noise and energy consumption) and in public spaces. Communication and relevant information about these initiatives will make the example set by administrative bodies even more visible.

MEASURE 26

Legislating to **ban single-use** food and drink **containers within the** regional and local **public administrations** of Brussels.



MEASURE 27

Deploying a strategy for **purchasing green goods transport vehicles and green equipment** in order to reduce CO₂ emissions and other forms of pollution, such as noise, generated by Bruxelles-Propreté and recommending this strategy to the municipalities in Brussels, in order to step up the use of cargo bikes, electric sweepers and low-noise blowers.

MEASURE 28

Developing the use of **wastewater for cleaning** public spaces and construction sites, to save natural resources in the Brussels-Capital Region's cleaning services.

MEASURE 29

Promoting vegetation and green spaces in the development of public spaces, ensuring their adoption by the general public and their maintenance, including the removal of waste by the competent public services in order to ensure greater respect for these places.



p.56

MEASURE 30

Through an approach based on consultation, providing **ergonomic, innovative** and effective **equipment** for performing urban cleanliness tasks, to limit the risk of injury to personnel and facilitate and improve the work carried out in this area.

OBJECTIVE 8

Prepare for the city of the future by adopting practices with regard to urban planning, infrastructure and service provision that promote cleanliness

Urban cleanliness is also affected by the design of the city, which is why it must be a constant presence in our contemplation of the city of the future. In this section, the actions proposed aim to improve infrastructure and street furniture relevant to

cleanliness issues and ultimately, the living environment and the attractiveness of the city. Care must be taken to ensure that squares and other parts of the city's layout are provided with surfacing that is compatible with cleanliness.

MEASURE 31

Highlighting and monitoring the initiatives for the development of **networks of public toilets and urinals** in the Region, and more specifically at municipal level, along the lines of the 'welcoming toilets' project of the City of Brussels.



p.57

MEASURE 32

The development of the Bruxelles-Propreté's **network of buried glass recycling containers** and the network of buried textile recycling containers by the members of the RESSOURCES Federation with a view to decluttering public spaces and reducing fly-tipping at these sites. The aim of having buried glass recycling containers is to declutter public spaces, reduce fly-tipping and exert a certain amount of social control. The initiative is still in progress and involves the creation of around fifty buried recycling containers every year. The containers are installed in coordination with Brussels Mobility.



MEASURE 33

Analysing and seeking to reconcile the environmental objectives of selective collection of household waste by means of rubbish bags and the advantages of opting to make more widespread the collection of household waste via **buried voluntary drop-off points** in the Brussels-Capital Region.



MEASURE 34

Introducing the issues associated with and technical characteristics of cleaning activities, upstream of the **design of public spaces** and of urban amenities in the broad sense of the term, in coordination with the stakeholders, in order to ensure optimal management of the cleanliness of areas downstream. These considerations are taking concrete form in the compilation of a guide listing good practices for the design of amenities. Bruxelles-Propreté appoints a SPOC, who can be invited to meetings with Brussels Mobility and who can in particular be involved in developing the Urban.brussels 'manual of public spaces' in order to take better account of these questions in preliminary studies.

MEASURE 35

Under the supervision of the public authorities, encouraging urban expression through the creation of **murals** or other artistic endeavours, in order to engender a sense of ownership of public spaces aimed at reducing graffiti.



p.58

Create a sense of responsibility for urban cleanliness in users

In order to create a sense of responsibility in users, it is important to recognise that they are not a homogeneous group. Differences exist within the public in terms of their concerns about cleanliness issues and the financial, cultural and material resources available to them for making consumption choices and easily and correctly sorting, storing and disposing of waste of different types. Hasty simplifications should be avoided in this area, but it is obvious that the Brussels-Capital Region has different populations living together within it between which there may be great inequalities in terms of information about sorting, availability of space in the home or even of decent housing, access to Recyparks, etc. Improving the understanding of the different populations in Brussels and the ability of public services to address each of them effectively is essential for an effective cleanliness policy.



It is also important to recognise that raising awareness among users may reinforce their knowledge and their pro-environmental values, but will not necessarily encourage them to adopt good practices with regard to cleanliness. This discrepancy is explained in particular by:

- * the fact that cleanliness-related behaviour largely depends on the immediate context in which it takes place. If the context is not favourable, good intentions are not enough to guide behaviour. Human motivation fluctuates and is determined by influences, irrespective of our intentions, including cognitive biases that can prevent us from perceiving cleanliness problems correctly and acting appropriately;
- * the automatic nature of habits: much of our cleanliness-related behaviour, whether positive or negative, has become habitual — we engage in it without thinking because our brain has driven it below the level of consciousness and made it automatic — and is therefore relatively impervious to awareness-raising.

Given these differences in concerns and the limitations of certain techniques, creating a sense of responsibility in users requires an approach that tackles the problem as a whole, combining traditional and innovative techniques. These techniques can be grouped under four types of objectives, namely:

<p>9</p> <p>Communication — diversify communication practices to fit with target publics in order to inform users, persuade them and encourage good cleanliness practices in public spaces.</p>	<p>10</p> <p>Participation – encourage the participation and involvement of the public in order to improve urban cleanliness.</p>	<p>11</p> <p>Education – deploy specific educational actions in public spaces, schools and civil society on behaviours that promote urban cleanliness and respect for the environment.</p>	<p>12</p> <p>Enforcement – apply fines and other penalties more systematically, and communicate about them, in order to reduce anti-social behaviour in public spaces.</p>
--	--	---	---

This approach is intended to be comprehensive, and the different groups of measures are not mutually exclusive. On the contrary, if used together they can reinforce one another so that the result is greater than the sum of the parts. For example, it may be more effective in the context of a campaign to apply enforcement efforts at the same time as communication efforts rather than implementing them one after the other.

Finally, violations of urban cleanliness are essentially opportunistic in nature. Categorising people

according to whether they are 'clean' or 'dirty' in their habits seems unhelpful – it is more a question of when and where negative behaviours occur, and to what extent. It therefore makes more sense to talk about opportunities for positive or negative behaviour. What works at a tram stop may not work in a park. The factors that encourage positive behaviour on a shopping street may be irrelevant in the context of a glass recycling container. This is why it is important to adopt a 'test and learn' approach in order to refine the measures put in place over time.

OBJECTIVE 9

Communication: diversify communication practices to fit with target publics in order to inform users, persuade them and encourage good cleanliness practices in public spaces.

Waste is not a subject that tends to arouse people's passions. It is important to continue to improve and modernise communication tools in order to persuade users and encourage good behaviour more effectively. This modernisation is taking place at various levels, notably under the impetus of behavioural science.

First of all, communication must about more than just the default solution of using mass media such as television, radio or even the press. Such media remain central for raising awareness, especially

when a new measure is announced. But when a campaign aims to encourage a specific behaviour in a tangible way, it is better to focus efforts on the immediate context in which this behaviour needs to occur.

In addition, the social dimension of communication must also be considered. Linking the behaviours we want to encourage with the fact that many users already exemplify these behaviours can tip the balance in the right direction by motivating the target public to do likewise.

MEASURE 36

Setting up **communication actions close to the time and place** where positive behaviour needs to take place when the main objective is to change behaviour and encourage good practices¹². Continuing to develop campaigns based on mass media (television, press, door-to-door leaflets, etc.) when the main objective is to make an announcement or remind people of the existence of a measure.



MEASURE 37

Using **multilingual** information and **awareness-raising** campaigns (not just French, Dutch and English), organising the use of extra languages at a very local level through local organisations or actions on the ground¹³. These campaigns will be adapted to different audiences (seniors, vulnerable people, illiterate people, etc.), different means of communication (social media, presence on the ground, etc.) and different languages, using symbols and pictograms where necessary.

¹² This means implementing communication campaigns according to the dirtiest waste found in the street (cigarette butts, food packaging waste, fly-tipped waste, etc.) and the type of place (shopping streets, high-density and high-traffic areas, the areas around schools or glass recycling containers, residential areas, etc.) and, at the same time, increasing the adoption of 'zero waste' practices within Brussels households and businesses.

¹³ Identifying, where appropriate, local cleanliness 'mediators' to increase the impact of these campaigns.

MEASURE 38

Increasing the use of digital **social media** in communication in order to attract the attention of different audiences (young people, newcomers, etc.) and show them good practices in terms of waste management and urban cleanliness, in particular through 'influencers' they identify with and respect.



MEASURE 39

Providing urban cleanliness actors in the Brussels-Capital Region with **'practical guides' in behavioural science**, in particular in the context of the new call for cleanliness-related projects aimed at the Brussels municipalities, in order to help them optimise their communication efforts and encourage good cleanliness practices in public spaces better.

MEASURE 40

* Pursuing internal and external communication actions to **assert the value of the cleaning occupations**, in order to reinforce the positive perception of these occupations on the part of those who maintain and enhance the beauty of the living environment in our municipalities and our region, but also so as to regularly remind the people of Brussels of the importance of these occupations and the respect that this work deserves.



OBJECTIVE 10

Participation: encourage the participation and involvement of the public in order to improve urban cleanliness

Initiatives such as citizen consultation, a time of year dedicated to cleanliness along the lines of Mobility Week, groups of cleanliness ambassadors, etc. are all actions that enable the public to express themselves, to share their ideas with public decision-making bodies and to take concrete action.

Active participation acts as social cement. Doing or experiencing something together can be a cohesive force within the community. The same is true of public cleanliness, given the link between a sense of community and behaviour that promotes cleanliness. This is why it is important to facilitate the integration of urban cleanliness issues into local civic action.

MEASURE 41

Developing **citizen consultation** through surveys, the organisation of forums and the use of digital platforms to improve understanding of the general public in Brussels and pass on citizens' ideas about cleanliness to public bodies. Sharing the results of these consultations among the actors of the Regional Council for Urban Cleanliness.



p.59

MEASURE 42

* Creating a **network of cleanliness ambassadors** in the Brussels-Capital Region, in collaboration with the Brussels municipalities, in order to support volunteer waste collection actions, mainly for the purpose of raising awareness among fellow-citizens.



MEASURE 43

* Organising a **specific urban cleanliness time** in the Brussels-Capital Region, along the lines of the Spring Cleaning in Wallonia, at the instigation of Brussels-Propreté as a unifying actor, in collaboration with public and private bodies and civil society organisations in order to mobilise the population of Brussels.



MEASURE 44

Promoting the use by the population of **communication channels for reporting cleanliness-related incidents in public spaces**, for example via the FixMyStreet mobile app or the free 0800 number for the Brussels-Capital Region cleanliness services.



p.60

MEASURE 45

Facilitating the integration of **urban cleanliness issues into local civic action** by, for example, sharing good practices, and maintaining the theme of 'urban cleanliness' in the 'Inspirons le Quartier' call for projects by Brussels Environment.



p.61

OBJECTIVE 11

Education: deploy specific educational actions in public spaces, schools and civil society on behaviours that promote urban cleanliness and respect for the environment

Educating and providing information is based on the notion that users lack knowledge of the rules they should follow, the services that are available and the behaviours that promote cleanliness. This type of initiative can take place at several levels, starting with primary and secondary education. This is because carrying out educational work from an early age has a twofold benefit. First, it improves the individual's understanding of problems and solutions at an earlier stage of development, and therefore creates the right habits earlier. Second, it hopefully also has an indirect impact on parents, as studies have shown that parents want to set their children a good example

in terms of cleanliness in public spaces. Another specific audience that can benefit from the right information at the right time is newcomers. When people arrive in a new neighbourhood this creates a 'window of opportunity': old habits are weakened and individuals are more open to adopting new ways of doing things.

Finally, it should be noted that education and awareness-raising actions are particularly effective with people who already feel a sense of responsibility and are motivated to adopt the right behaviour but lack information on how to do so.

MEASURE 46

* Expanding the regional strategy and programme for **environmental education** in primary and secondary schools on overall waste management (reduction, sorting, reuse and cleanliness).



MEASURE 47

* sing the lessons learnt in the **behavioural psychology study** in all occupations of the actors working on the issue of cleanliness in order to improve the effectiveness of their actions in awareness-raising, communication, enforcement, choice of infrastructure and adoption of an attitude of responsibility for public space on the part of users.



MEASURE 48

Facilitating the adoption of good waste management practices by **newcomers** within the municipalities by means of a support programme, as already implemented in certain Brussels municipalities.



MEASURE 49

Increasing the deployment of actions on the ground, particularly at markets or during major events, to educate and raise awareness of good waste management practices (prevention, waste sorting, cleanliness). Initiatives are underway and will be extended in the future.



p.62

OBJECTIVE 12

Enforcement: apply fines and other penalties more systematically, and communicate about them, in order to reduce anti-social behaviour in public spaces

Enforcement must be seen as a tool that complements those presented above. In order for it to be effective, a number of factors must be taken into account.

First of all, there is the need to take action especially in locations identified as 'black spots', which may include places where the architecture creates a sense of anonymity — of being out of sight — and which therefore tend to encourage anti-social behaviour.

The use of surveillance cameras is one way of creating the perception that places are being

monitored more closely and hence of combating undesirable behaviour. The word 'perception' is important, because making sure that the cameras are properly visible may be enough to reduce the number of offences observed.

In addition, when an administrative penalty needs to be imposed, it is best to do so immediately. An immediate penalty increases the feeling of 'loss', since handing over a sum of money on the spot is more painful than paying out the same amount later.

MEASURE 50

* Through mutual agreement, structuring and formalising **collaboration protocols and shared strategies** between Bruxelles-Propreté, the Brussels municipalities, the police zones and, where applicable, Brussels Prevention and Safety, in order to set up joint enforcement actions, established on the basis of a **control plan**.



MEASURE 51

Increasing the **use of cameras** as a means of combating anti-social behaviour, especially fly-tipping, in public spaces, in collaboration with the stakeholders, within an overall approach of sharing certain tools.



p.63

MEASURE 52

Introducing **immediate administrative action** for offences relating to urban cleanliness in order to emphasise the strict application of financial penalties and counter a sense of impunity on the part of the public. The relevant ordinance was adopted on its second reading on 28/04/2022 and is scheduled to enter into force in May 2023.

MEASURE 53

Studying and, where appropriate, implementing **alternative penalties** that raise awareness of public cleanliness issues, such as training in waste management rules or immersive experiences such as civic service through participation in a citizen waste collection event.



p.64

MEASURE 54

As a means of prevention, ensuring more **communication about the sanctions provided for and applied** when the rules of urban cleanliness in public spaces are broken. In places where problems are often experienced, using various means to display the amounts of the fines, in order to discourage anti-social behaviour. In addition, displaying the number of fines already handed out at a given location to reinforce the perception of real and frequent checks by the authorities.



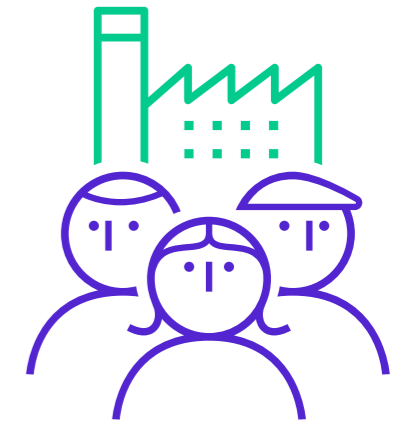
p.65



Get companies to take responsibility as actors in urban cleanliness

The authorities and consumers have a responsibility to prevent and manage waste. The same goes for companies and economic actors. In fact, they have a very significant responsibility in this area: not only to adhere to the obligations of extended producer responsibility, targeting waste streams that are particularly problematic in terms of their quantity and their impact on the environment, but also to consider how they could reuse or recycle materials (such as packaging or WEEE), by meeting their obligations in terms of good management and sorting, and by re-examining and changing their model.

Waste prevention must become a key principle for economic actors: they must preserve resources by transforming the linear model into a circular model.



OBJECTIVE 13

Reduce waste generation and increase the effectiveness of extended producer responsibility mechanisms

Reducing the generation of waste requires both prevention and recycling. Companies today have a duty to adopt a more 'virtuous' production model and to assume full responsibility for managing the waste generated by the goods they produce and sell. The durability of a product is based on a design that ensures a long lifespan, the possibility of repairing it to extend its life further, and the recovery of its materials through transformation or recycling. By adopting this approach, we will succeed in reducing both waste and the harmful effects of replacing products too quickly, and will reduce the congestion and pollution this waste causes in public spaces and the natural environment. EPR (extended producer responsibility) is an

essential tool for applying the 'polluter pays' principle: it consists of sets of measures taken to ensure that manufacturers of products bear (1) financial responsibility or (2) the financial and organisational responsibility for managing the 'waste' phase of a product's life cycle. One of the strategic objectives of the Resource and Waste Management Plan (RWMP) is to provide a structural framework for the resources and waste policy. A study on the evaluation and modernisation of EPR is in progress, and in order to meet the European collection and processing objectives (recycling, preparation for reuse, reuse, etc.), the EPR system needs to be reviewed.

MEASURE 55

With reference to the measure present in the RWMP and the General Policy Declaration, developing the new sustainable resource management economy, which aims to **transform the distribution sector and long-term services** to citizens and businesses towards a more circular approach in which less waste is produced.



MEASURE 56

Generally reducing packaging through the Interregional Cooperation Agreements (ACIs) and the Fost Plus and VALIPAC approval schemes.

MEASURE 57

Ensuring better use of **waste resources** in the Brussels-Capital Region by social and/or circular businesses through increased access to potentially reusable waste, for example through EPR and Bruxelles-Propreté.

MEASURE 58

* Introducing legislation via an Interregional Cooperation Agreement (ACI) so that **producers bear the costs** relating to the overall management of **urban cleanliness**, in particular actors in the packaging and the tobacco and cigarette industries, through the creation of extended responsibility for producers of single-use plastics (REP SUP).



MEASURE 59

Within the context of the Interregional Cooperation Agreements, the Waste Ordinance and Brudalex, fully implementing the reformed **Extended Producer Responsibility** framework and extending it to new flows.

OBJECTIVE 14

Encourage the economic sector, including shops, street vendors and catering outlets, to prevent and combat littering in public spaces

Large retail chains, supermarkets, street vendors and catering outlets have a significant impact on urban cleanliness and litter. Fast food packaging, free samples and sold products all represent litter that can potentially end up on the streets, mainly in the vicinity of these stores. The involvement of these actors in the fight against litter will improve urban cleanliness in the

Brussels-Capital Region and enhance their brand image. Retailer participation can take different forms: raising awareness, investing in infrastructure, making retailers responsible for cleaning surrounding areas, etc. The federations representing these chains will also have an important role to play.

MEASURE 60

Working to obtain, via the Belgian food packaging and retail federations (Comeos and Fevia), **firm and specific commitments** from large-scale retailers with regard to their management of their waste and their efforts to combat litter, and more generally within the framework of public policies on urban cleanliness in the Brussels-Capital Region.

MEASURE 61

Initiating and coordinating, through the Belgian food packaging and retail federations, **creative information and awareness campaigns** through a range of communication channels, addressing their consumers on the issue of litter and fly-tipping in order to contribute to the response to the challenges of urban cleanliness, in particular through waste collection actions organised by retail companies and groups.



MEASURE 62

Getting the federations to work with the authorities to define spaces where **fast food chains and supermarkets are responsible for maintaining urban cleanliness** in their catchment areas in order to improve their brand image and the living environment of the inhabitants.

MEASURE 63

Getting the retail chains, with the support of the federations, to invest in **sorting infrastructure** for waste arising from products consumed in the vicinity of their establishments, such as **in the car parks of supermarkets or weekly markets**, and **informing them about their obligation to keep their areas clean**.

MEASURE 64

Raising awareness and providing information, through the retail federations, **about the role that businesses can play** in combating litter, particularly in the context of events organised in public spaces and of weekly markets, and disseminating good practices. Retailers' associations will be invited to participate in the thematic meetings of the regional cooperation council.

MEASURE 65

Ensuring that the **distribution of samples of consumer products** or other types of products in public spaces is done in such a way as to comply with waste legislation.



Concrete initiatives

MEASURE 3 (P.29)

Institutionalising the role of Public Zone Manager so as to implement actions for the management of emblematic zones which have been identified as problematic in terms of cleanliness: survey, coordination, identification of responsibilities, monitoring of the actions of the various actors (Bruxelles-Propreté, Brussels Mobility, STIB, municipalities, SNCB, Buildings Agency, etc.).



Brussels is characterised by a multitude of parties involved in managing and maintaining its public spaces. The fragmentation between the different competencies and areas of expertise of each party, even though legitimate, tends to complicate the daily management of certain areas, with repercussions for their state of cleanliness.

The clean.brussels strategy provides for the institutionalisation of a single operator whose role is to enable more cross-functionality and better coordination of the parties acting in a set area. This new method of governance favours the creation of co-constructed solutions to meet problems in the field. The PZM (Public Zone Manager) pilot project, initiated by Bruxelles-Propreté in 2021, aims to

improve cleanliness in four areas* through better coordination of the parties involved and the subsequent monitoring of the implementation of their actions. The PZM's role includes diagnostic work in the field, identification of any concrete problems to be solved, clarification of the responsibilities of the parties involved and of any grey areas, the organisation of working groups, the drafting of an action plan and the implementation of concrete actions on the ground.

* Gare du Midi, Mont des Arts, Flagey and Place Liedts

On the initiative of Bruxelles-Propreté





MEASURE 6 (P.29)

Expanding the use of objective urban cleanliness indicators in order to record lack of cleanliness ‘quantitatively’, identify problematic sites, define reduction targets according to waste type and measure changes in the level of cleanliness over time.



Each month, ‘objective cleanliness indicators’ (OCIs) are measured at around 15 sites in the municipality of Etterbeek. The OCI table, developed by the Association des Villes pour la Propreté Urbaine (AVPU), records the ‘quantitative’ state of uncleanness at any given time. The person responsible counts, within a circumscribed area, a number of units (or concentrations) observed for each of the waste categories, qualified by their degree of severity.

The OCIs thus constitute a tool for analysis and internal monitoring that can be used to identify the most significant contamination, and the categories of sites most impacted. This methodology makes it possible to measure developments in the municipality’s level of cleanliness, to arrange the different sites analysed in order of priority, and to guide the actions to be taken to make the streets cleaner. An initiative of the [municipality of Etterbeek](#)



MEASURE 11 (P.30)

Increasing the number of regional recycling centres to ten across the Region in the next few years and making them more accessible to the people of Brussels.



The strategic objective of the Agency’s redeployment plan (Plan UP!) is ‘to increase the number of Recyparks in order to promote the reuse and recycling of objects and materials collected’ and states that, in this context, ‘Bruxelles-Propreté will offer [...] users and customers across the Brussels Region accessible Recyparks, distributed as evenly as possible given the availability of potential sites, consequently allowing users and Brussels citizens to easily deposit their waste resources close to their own homes.’ The Recypark project at Buda, located at Chaussée de Vilvorde, 202 in 1120 Brussels, is currently under construction, and the end of the work is scheduled for December 2023.

The Recypark project in Anderlecht, located at Quai F. Demets 22, is also under construction. The end of the work is scheduled for the end of August 2023. The extension of the Recypark in Auderghem is scheduled for 2023. Bruxelles-Propreté has acquired land in Jette on Rue Rosalie Uyttenhove with a view to developing a new Recypark. The project is in a preliminary phase. Finally, a study will be carried out over the course of 2023 in order to identify the location of two or three sites needed to achieve the objective of ten Recyparks.

An initiative of Bruxelles-Propreté, the [municipality of Anderlecht](#) and the [municipality of Auderghem](#)



MEASURE 12 (P.30)

Optimising the home collection of bulky items on request for residents of Brussels and identifying possible ways of recovering value through the qualitative recycling of the bulky items collected, paying particular attention to certain groups such as people without vehicles, elderly people, people with reduced mobility, and people who are moving house.



The municipality of Saint Gilles provides an on-demand bulky item collection service for local residents. Bookings can be made by telephone on the free number, by email, by IrisBox or on the municipality's website. Residents are entitled to four such collections per year, with a maximum of 5m³ per collection.

On the day of the collection, residents can leave their bulky items in front of their home, attaching a bulky item collection notice issued by the municipality to ensure that the items are not

regarded as fly-tipped. In 2021, 979 bulky items were collected in this way.

The municipality prioritises recycling in its collection of bulky items, and a specific collection for household electrical appliances is organised twice a week. The municipality has also signed collaboration agreements with Recyclerie Saint-Gilloise, Recupel and In Limbo to give the bulky items collected a new lease of life and thus transform waste into a resource.

An initiative of the [municipality of Saint-Gilles](#)



MEASURE 16 (P.31)

Dealing with the presence of litter – i.e. food and consumer packaging, cigarette butts and even bulky items – in aquatic environments (ponds, rivers, the Brussels canal, etc.), in the sewerage network and in wastewater treatment plants, by establishing and improving specific infrastructure, carrying out studies with a view to limiting floating waste, restoring vegetation in aquatic environments thanks in particular to floating islands, clean-up projects using cleaning boats, awareness-raising initiatives for target audiences on the importance of protecting water, particularly in urban areas, due to its role in supporting the environment (such as the 'The sea begins here' campaign).



Port of Brussels launches its third cleaning boat | Port of Brussels

The vessel, named the **Damona**, is the **first electric, zero-emission boat** to be acquired by the Port of Brussels. It joins the Castor (2006) and the Botia (2019), the two other cleaning boats that have been active in the port for several years.

It was launched on 2 June 2022, boosting the equipment used by the Port of Brussels to improve the cleanliness of the 80 hectares of water represented by 14 kilometres of canal in the

Brussels-Capital Region.

At present, the cleaning boats go out almost every day depending on personnel availability, unless weather conditions prevent them from doing so. **Between 200 and 250 m³ of waste are collected in this way every year.**

An initiative of the [Port of Brussels](#)



MEASURE 17 (P.32)

Identifying strategic locations where public ashtrays should be installed to collect cigarette butts and stop them being discarded on the ground.



Ballot Bins to collect cigarette butts from smokers on the streets

Stromae or Angèle? Liège waffles or speculoos biscuits? Smokers in Etterbeek have been able to vote with their cigarette butt since 2016. Rather than tossing it on the ground, they are invited to answer questions – some light-hearted, others more thought-provoking – at these ashtrays or ‘Ballot Bins’ throughout the municipality. This ‘nudge’ is inspired by cities such as London and

Madrid, and replaces an antisocial behaviour with something that’s fun to do. On the practical side of things, the Bins are emptied by municipal workers. The questions change, sometimes with suggestions from residents, and the ashtrays are moved several times a year to keep things interesting.

An initiative of the [municipality of Etterbeek](#)



MEASURE 19 (P.32)

Widening the distribution of pocket ashtrays to smokers at large events and in strategic locations that are very busy or sensitive to litter or environmental risks



Bruxelles-Propreté’s communication service runs awareness-raising initiatives on the subject of cigarette butts. During these initiatives, one team-member walks around with a giant representation of a cigarette butt, while another engages with smokers to make them aware of the problem of dropping cigarette butts on the ground. A pocket ashtray is given free of charge to the smokers who are encountered.

In the course of these initiatives, Bruxelles-Propreté distributed 35,750 pocket ashtrays between November 2019 and November 2022. A further 1,100 ashtrays were distributed during the Brussels Environment #WeArePark campaign. Initiatives to distribute pocket ashtrays also exist at the level of the Brussels municipalities.

An initiative of [Bruxelles-Propreté](#)



MEASURE 20 (P.32)

Providing more information about the toxicity of cigarette butts and their harmful effects on the environment, water, animals and plant growth when discarded. This can be achieved through various channels, including anti-smoking organisations such as the ASBL Fares. In this connection, providing reminders about the amounts of fines for dropping this non-biodegradable waste on the ground.



The non-profit organisation FARES raises smokers' awareness of the environmental and aquatic pollution caused by cigarette butts. Their message is:

A cigarette butt littered on the street or in natural areas will take several years to disappear completely. During this time, the toxic filter, filled with plastic particles and contaminating chemical compounds, will pollute up to 500 litres of water. The reality is that each cigarette butt carelessly discarded wastes ten showers' worth of water!

Meanwhile, the City of Brussels has launched its 'anti-cigarette-butts plan' to encourage responsible behaviour in smokers and educate the public. This plan includes awareness-raising initiatives and the installation of urban ashtrays, as well as increased fines and the establishment of a partnership to recycle the cigarette butts that are collected. On 17 October 2022, the City launched the first edition of the 'Week against discarded cigarette butts'. The week was filled with activities to spread information and raise public awareness of the problem of cigarette butts being littered in public spaces.

An initiative of the municipality of [FARES](#) and the [City of Brussels](#)

Find more information at <https://www.brussels.be/stop-throwing-butts-street>



MEASURE 21 (P.32)

Using various communication techniques to encourage compliance with the rules for putting out household and non-household waste for collection by Bruxelles-Propreté, in order to keep pavements and cycle paths clear, avoid cluttering the bases of trees, avoid waste being scattered in the event of bad weather and make the work of the waste collection personnel easier. In the event of recurring non-compliance, affixing a 'STOP' sticker to the rubbish bags and performing on-the-spot monitoring with a view to enforcement, for instance by searching bags.



Bruxelles-Propreté and Fost Plus launched a communication campaign in April 2022 with the aim of keeping the streets cleaner by improving the way residents put their rubbish bags out for collection. This campaign draws attention to the different rules, namely observing the timetables, leaving bags in the right location and closing up the bags correctly. It is important to follow these rules so that waste collection can be carried out properly by Bruxelles-Propreté. In addition, placing rubbish bags at the base of trees can be damaging to green spaces.

Some of the streets of Brussels now have markings on the ground showing exactly where to leave the different bags, to help residents manage their waste.

On the initiative of the [ASBL FARES](#) and the [city of Brussels](#)

Find more information at: <https://mespoubelles.brussels/>



MEASURE 22 (P.32)

Recommending or even requiring, where circumstances permit – in particular in the context of the requirement to sort organic waste from 1 May 2023 – the use of rigid bins for the collection of household waste, in order to prevent bags from being ripped open by wild animals, scattered in the event of bad weather, or subjected to acts of vandalism.



In some neighbourhoods, the white and/or orange bags are ripped open by pests (foxes, rats, crows, etc.). This causes public cleanliness issues of and creates difficulties for the collection teams.

The use of rigid bins or small waste containers can help to significantly mitigate this problem.

Some municipalities, particularly on the edge of the Sonian Forest, already distribute rigid bins for household waste. In the context of the requirement to sort food waste from 1 May 2023, Bruxelles-Propreté is distributing 100,000 orange waste containers throughout the Brussels Region.

From 15 May 2023, sorting food waste will become compulsory in Brussels, as everywhere

in Europe. This waste can be recycled by being turned into fertiliser and 100% renewable energy for cooking and heating. To support residents in this change, 100,000 orange waste containers have recently been distributed by the Brussels Region throughout the territory.

In addition, some municipalities (including Woluwe-Saint-Pierre, Watermael-Boitsfort) have made the use of rigid bins compulsory for the collection of white bags.

An initiative of [Bruxelles-Propreté](#), the [municipality of Woluwe-Saint-Pierre](#) and the [municipality of Watermael-Boitsfort](#)

MEASURE 25 (P.33)

Increasing communication on environmental legislation and stepping up inspection of contracts relating to waste produced by shopkeepers in order to improve waste management and the cleanliness of shopping streets, in collaboration with the parties concerned.



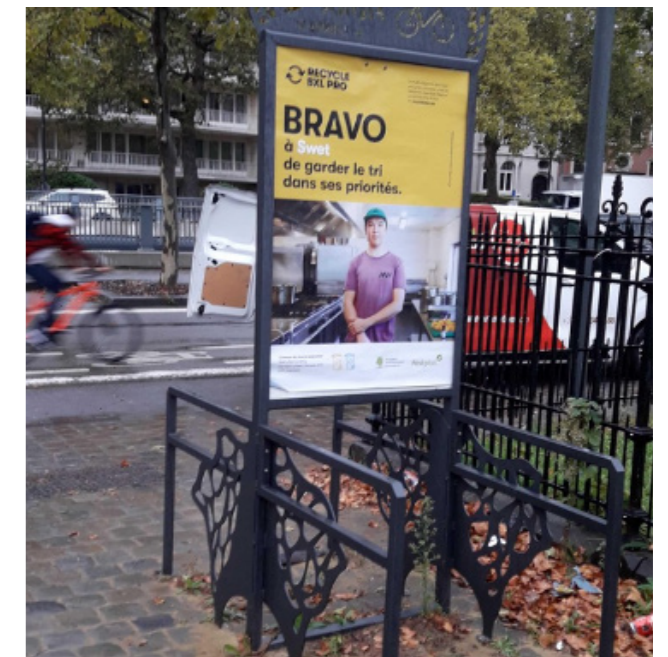
As part of ensuring compliance with environmental legislation relating to waste, campaigns to monitor the generation of non-hazardous waste other than household waste have been carried out in the Brussels-Capital Region for ten years by the Inspectorate of Brussels Environment (several hundred checks per year). All professional waste producers in Brussels are required to sort their waste according to the regulations in force. They must also be able to prove that their waste is being managed correctly, meaning that they must pay for the treatment of waste they produce, and that the traceability of their waste management chain must be proven. Since 2022, a team of 'waste management surveyors' has been supporting the work of Brussels Environment inspectors by carrying out visits to raise awareness of the need to comply with this legislation. The goal in terms of number of visits per year is estimated at several thousand. These complementary visits to producers of non-hazardous waste other than household waste are an opportunity to provide precise information to many of them, and for us to gather additional data to further optimise our inspections.

Brussels Environment, in partnership with FostPlus and Valipac, has set up the 'Recycle BXL Pro' project. This online portal aims to help businesses find all the information they need to sort and manage their waste in Brussels. Various information and awareness campaigns have been organised.

In parallel, Brussels Environment provides an aid and support service to producers of non-household

waste via the 'business waste facilitator', who carries out 'waste audits' during which he or she draws up a diagnosis of the current situation, including strengths and areas for improvement. The facilitator suggests concrete courses of action with personalised advice to optimise waste management and reduce the quantity of waste produced. A helpdesk is available and aims to answer questions from businesses and provide examples of good practices, good tools and relevant contacts.

An initiative of [Brussels Environment](#) and [FostPlus](#)



MEASURE 29 (P.33)

Promoting vegetation and green spaces in the development of public spaces, ensuring their adoption by the general public and their maintenance, including the removal of waste by the competent public services in order to ensure greater respect for these places.



During the winter of 2021 and 2022, in line with its policy of 'depaving' public spaces, Brussels Mobility planted nearly 1,550 new trees of 150 different species. Many greening projects have also been carried out to increase soil

permeability, such as the redevelopment of the green area at the end of Avenue Louise near the Legrand tram stop. This project involves 20 planted trees and a depaved area of 900m².

An initiative of [Brussels Mobility](#)



MEASURE 31 (P.34)

Highlighting and monitoring the initiatives for the development of networks of public toilets and urinals in the Region, and more specifically at municipal level, along the lines of the 'welcoming toilets' project of the City of Brussels.

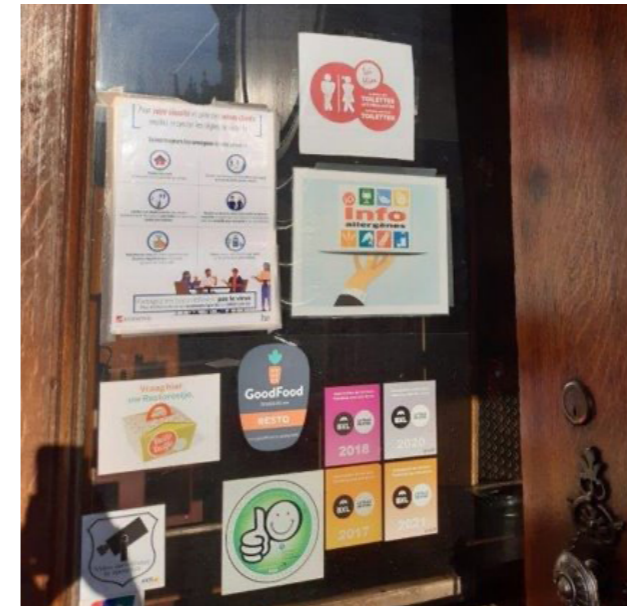


In April 2021, the City of Brussels launched a 'toilet plan' aimed at creating a network of toilets that are welcoming and open to the public.

The network of welcoming toilets is a partnership between the City of Brussels, hotels, restaurants and cafés and a number of cultural spaces. Within a relatively short time it has led to an increase in the number of accessible toilets. The network's

purpose is to encourage establishments to open their toilets to the general public free of charge and with no requirement to make a purchase, while the City of Brussels supports participating establishments by providing grants for the use and cleaning of their toilets.

An initiative of the [City of Brussels](#)



MEASURE 35 (P.34)

Under the supervision of the public authorities, encouraging urban expression through the creation of murals or other artistic endeavours, in order to engender a sense of ownership of public spaces aimed at reducing graffiti.



In May 2022, Brussels Mobility launched a call for projects to decorate an entrance to the Rogier metro station. The call was addressed to adult urban mural artists – painters, illustrators and so on – whether practising individually or within a collective. The project concerns the ceiling of the entrance to the station, which is currently a concrete slab painted black. Short-listed projects were put to a public vote to take account of the opinion of local residents and metro users.

At the end of 2020, Infrabel organised a local cross-disciplinary project with Belgian artists and two third year primary classes, who together created works of street art on the walls of underpasses replacing level crossings in Jette and Ganshoren. The highly colourful works relate to the themes of the environment, sustainable mobility and innovation.

An initiative of [Brussels Mobility](#) and [Infrabel](#)



MEASURE 41 (P.37)

Developing citizen consultation through surveys, the organisation of forums and the use of digital platforms to improve understanding of the general public in Brussels and pass on citizens' ideas about cleanliness to public bodies. Sharing the results of these consultations among the actors of the Regional Council for Urban Cleanliness.



The clean.brussels strategy has benefited from the contributions and views of the population of Brussels, through two participation mechanisms in the spring of 2022:

- Initially, a survey was widely disseminated through social media in order to measure the sensitivity of residents and users to public cleanliness. The online survey had 3,658 respondents.
- After the survey, those who took part had the opportunity to register for a discussion forum to discuss the issues in greater depth.

The consultation improved the quality of the strategy's contents thanks to the collective expertise of the citizens, and increased the social cohesion of the strategy.

An initiative of [Bruxelles-Propreté](#)



MEASURE 44 (P.38)

Promoting the use by the population of communication channels for reporting cleanliness-related incidents in public spaces, for example via the FixMyStreet mobile app or the free 0800 number for the Brussels-Capital Region cleanliness services.

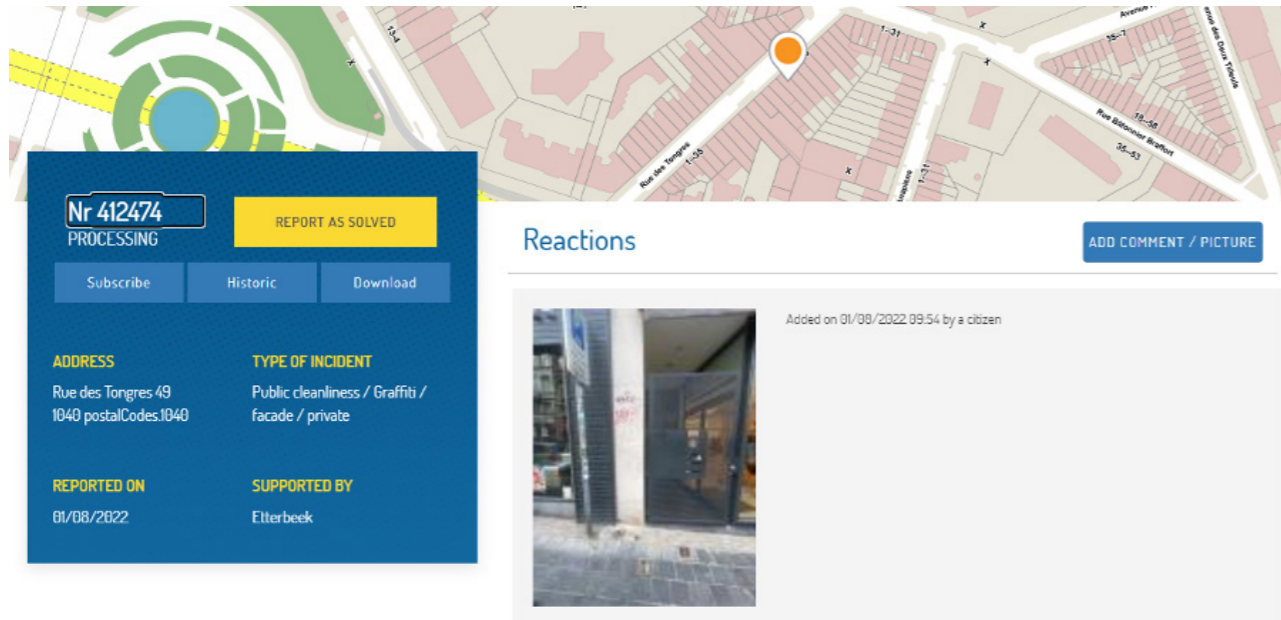


In an era of digitalisation and the desire for a more harmonious living environment, civic engagement must be encouraged through digital applications which are accessible on smartphones. When it comes to public cleanliness, FixMyStreet is the best known application. This mobile application meets several objectives, namely to mobilise citizens and respond more quickly to incidents in public spaces, particularly when it comes to cleanliness.

In 2021, of the 75,784 incidents reported on the application, 83.94% were resolved within the year.

Other communication channels exist, including the 0800 number of Bruxelles-Propreté and the municipal services. The promotion of these tools to the population of Brussels is essential as increasing their use will improve the cleanliness of the streets.

An initiative of [CIRB](#) and [Brussels Mobility](#)



MEASURE 45 (P.38)

Facilitating the integration of urban cleanliness issues into local civic action by, for example, sharing good practices, and maintaining the theme of 'urban cleanliness' in the 'Inspire le Quartier' call for projects by Brussels Environment.



Inspire the neighbourhood – Cleanliness theme

With Brussels Environment's 'Inspire le Quartier' ('Inspire the neighbourhood') call for projects, the Brussels Region wanted to focus on the link between the environment and urban cleanliness.

The urban cleanliness theme was therefore added to this call for projects in 2021.

In that year, support was given in particular to a project by the collective Les Compagnons du Logis Floréal. Since then, at 'Floréal garden city', the collective's objective has been to make the neighbourhood cleaner by making five new mobile waste bins. Clean-up operations with local residents are also organised from time to time. The bins were decorated in the shape of houses in reference to the striking architecture of the garden cities – a playful and creative touch that placing children at the centre of the project.

In 2021, a total of more than 80 projects were supported by 'Inspire the Neighbourhood'.

Five of these directly related to urban cleanliness:

- **Cureghem Propre:** Creating a mascot, raising awareness in the neighbourhood, plogging sessions, clean-up operations, Ballot Bins
- **Les Bal'Evere:** Local residents meetings, clean-up operations
- **Le Logis Floréal:** Installing mobile waste bins decorated by children
- **Collecteur collectif:** Focus on cigarette butts, organising events, clean-up operations, raising awareness
- **La Belle Chaussée:** Creating flower frescoes on shop fronts to prevent graffiti, clean-up operations, mobile educational workshop

An initiative of [Bruxelles-Propreté](#) and [Brussels Environment](#)

MEASURE 49 (P.39)

Increasing the deployment of actions on the ground, particularly at markets or during major events, to educate and raise awareness of good waste management practices (prevention, waste sorting, cleanliness). Initiatives are underway and will be extended in the future.



Bruxelles-Propreté implements numerous actions on the ground in order to educate and raise awareness about sorting waste and respecting public cleanliness.

Key examples of its awareness-raising work include participating in major events organised in the Brussels region, distributing pocket ashtrays and informing the public about the harm caused by cigarette butt littering, and supporting civic clean-up initiatives in local communities through the #WakeUpCleanUp programme.

Bruxelles-Propreté is currently providing guidance and support to the public in the run-up to introduction on 15 May 2023 of the obligation to sort food waste. Much of its work in the field is about raising awareness and supporting the public in preparing for this change, in particular through the mass distribution of containers at events, at markets and in supermarkets.

These actions will be stepped up in the first quarter of 2023.

An initiative of [Bruxelles-Propreté](#)



MEASURE 51 (P.39)

Increasing the use of cameras as a means of combating anti-social behaviour, especially fly-tipping, in public spaces, in collaboration with the stakeholders, within an overall approach of sharing certain tools.



Surveillance cameras make it possible to deter, identify and punish the perpetrators of environmental offences in areas identified as problematic. Many public actors therefore choose to use them to combat fly-tipping. In the Brussels-Capital Region, this is true of most municipalities, as well as regional actors such as Bruxelles-Propreté and Safe.brussels.

At present, Bruxelles-Propreté uses six working cameras and six dummy cameras. The functional cameras are used to book between 150 and 250 offences per year. Bruxelles-Propreté plans to increase the number of working cameras to ten in 2023. Although they cannot be used to identify and penalise offenders, the dummy cameras act as a deterrent. They are also far less expensive for the authorities, both to buy and to operate.

Safe.brussels has recently offered to make cameras available to all prevention and safety bodies in the Region. This temporary loan scheme and the pre-processing of alerts are intended to meet regional organisations' needs according to their different roles. The Safe.brussels service thus pools the fleet of cameras and optimises their use. Fifteen cameras are currently in use in the region; ultimately, 48 will be available.

In addition, in connection with the implementation of this measure, an inventory of cameras used and available will be drawn up with a view to pooling the efforts of the different actors.

An initiative of [Bruxelles-Propreté](#), the municipalities and [Safe.brussels](#)

MEASURE 53 (P.40)

Studying and, where appropriate, implementing alternative penalties that raise awareness of public cleanliness issues, such as training in waste management rules or immersive experiences such as civic service through participation in a citizen waste collection event.



The municipalities of Auderghem and Ixelles have both implemented alternatives to administrative fines for certain offences relating to cleanliness in the form of awareness-raising and training.

Auderghem offers mediation between a cleaning service manager and an offender. This procedure generally results in the offender performing remedial work for the municipal road or cleaning service, lasting around four hours, during which they accompany a street-sweeping worker on their daily round. Since the introduction of this project in 2019, 101 out of 291 offenders have responded favourably to the offer of mediation.

Ixelles offers an alternative in the form of an information session. Over the span of three hours and through various activities, participants are encouraged to discuss anti-social behaviour, reminded of the rules for sorting waste properly and made more aware of the importance of sorting and managing waste. Their attention is drawn to their obligations and they are informed of the services offered by the municipality and the Region. In 2019, 126 of the 192 offenders who were offered the opportunity took part in the information and awareness sessions.

An initiative of the [municipality of Auderghem](#) and the [municipality of Ixelles](#)



Photo of an information session given by the municipality of Ixelles.

MEASURE 54 (P.40)

As a means of prevention, ensuring more communication about the sanctions provided for and applied when the rules of urban cleanliness in public spaces are broken. In places where problems are often experienced, using various means to display the amounts of the fines, in order to discourage anti-social behaviour. In addition, displaying the number of fines already handed out at a given location to reinforce the perception of real and frequent checks by the authorities.



In 2021 the municipality of Schaerbeek launched an awareness campaign concerning fly-tipping.

The campaign had a twofold objective:

- To draw attention to waste so that it is perceived as an 'eyesore';
- To make people aware that fly-tipping in public spaces is an offence with serious consequences.

The communication campaign alluded visually to TV detective series, making fly-tipped waste clearly visible with paint on the ground and cordoning it off with tape so that it could no longer be ignored. A video was also produced showing images from surveillance cameras catching a van in the act of dumping waste. (<https://www.youtube.com/watch?v=ieQ-LFJzdII>)

An initiative of the [municipality of Schaerbeek](#)



Photos taken by the municipality of Schaerbeek as part of the awareness campaign.

Appendixes

APPENDIX 1 Bibliographical references

Websites

- * IBSA, 'Demographic context in the Brussels-Capital Region' (FR/NL only), <https://ibsa.brussels/themes/population>



- * Brussels Environment, 'Parks and green spaces', https://be.brussels/culture-tourism-leisure/parks-and-green-space?set_language=en.



- * PYBLIK, 'Typology of neighbourhoods' (FR/NL only), <http://www.publicspace.brussels/>



Reports

- * IBSA at perspective.brussels (2021), 'Evaluation of the impact on target groups of awareness-raising and sanctions with regard to cleanliness (litter bins, fly-tipping, ashtrays) in public spaces: methodological report, Note for internal use only, IBSA' (FR/NL only)

- * Bruxelles Sécurité et Prévention (2021) <https://bps-bpv.brussels/sites/default/files/2022-01/OBPS-opmaak%20FR-AS.pdf>



- * Redeployment plan for Bruxelles-Propreté (FR/NL only), https://www.arp-gan.be/images/upload/files/BruxellesProprete_PlanRedeploiement_FR.pdf



- * Annual report of Bruxelles-Propreté (FR/NL only), [https://www.arp-gan.be/images/upload/files/Rapport_annuel_2020_FR\(1\).pdf](https://www.arp-gan.be/images/upload/files/Rapport_annuel_2020_FR(1).pdf)



- * Dedicated (2020), Étude sur les opinions et les comportements des Bruxellois pour la résilience de leur ville dans le contexte de la crise sanitaire du Covid-19 (FR/NL only), https://cdn.bosa.belighted.com/bosa-cities/uploads/decidim/attachment/file/168/Bruxelles_r%C3%A9siliente_post_Covid-19_-_Pr%C3%A9sentation_finale_-_02.09.20.pdf



APPENDIX 2

Details on the co-construction process of the Urban Cleanliness Strategy

Nine working groups – the ‘Agoras’ – were organised during 2021. These agoras were of two types:



From September 2021, preliminary proposals were then offered to participants on the vision for urban cleanliness in the Brussels-Capital Region by the year 2030 and the issues of prevention, cleaning and enforcement. This methodology made it possible to converge towards the development of an urban strategy proposal in the second half of the year.

A multitude of parties participated on a voluntary basis in these meetings (from the public and private sectors and civil society, such as experts in urban cleanliness and the environment, bodies responsible for prevention, waste management and enforcement but also civil society organisations and citizens).

During the agoras, this community reflected, considered and built collective responses to the findings and to the issues of urban

cleanliness. This period was also an opportunity for those present to create connections and get to know each other, as well as to understand each other’s competencies better. Previously, no structured and formal framework had allowed these parties to interact with each other. In addition, it was generally considered important to speak of ‘urban’ cleanliness and not ‘public’ cleanliness: it is essential to reflect in a cross-cutting and global way on the tools, processes, resources and parties required to ensure that the Brussels-Capital Region, an urban environment, is perceived as a clean city. It is not just a matter of cleaning the public domain or emptying litter bins, which the notion of ‘public’ cleanliness suggests. The cleaning of spaces is certainly an important focal area of the public service, but it is necessary to develop a more cross-cutting and holistic vision.

APPENDIX 3

Participants’ testimonies

Below we give some testimonies from actors who were involved in the co-construction process, in order to underline the relevance of the approach used for the first Brussels strategy for urban cleanliness. This strategy will continue and develop to take account of progress on the ground and the constantly changing Brussels context.

Brussels Institute for Statistics and Analysis

‘The interactions and exchanges created a “bridge of knowledge” between actors, systems and existing approaches. This kind of approach allows contact between different actors which feeds into the research work of institutions like IBSA.’

Municipality of Koekelberg cleanliness service

‘We are never alone in the urban cleanliness problems we face, and intra-community work is an important tool for finding innovative solutions. We must continue to hold working groups involving the municipalities in the future since the exchanges promote co-learning, consistency and the pooling of ideas and solutions. The exchanges are the answer to a common problem: that of communication.’

Fost Plus

‘This process provided a place and a context where exchanges between public and private actors could take place, sharing thoughts through a process of collective intelligence. Urban cleanliness is a cross-cutting issue which needs citizen involvement. It is a significant element in the living environment which must be preserved.’

A citizen

‘Urban cleanliness should not be a societal concern of secondary importance, and it requires a systemic view of society. This process consisted of a series of crucial meetings that gave me a better understanding of how the different institutions work and made me realise that cooperation with political actors is possible and that the inhabitants’ voices are valued.’

WalloniePlusPropre

‘The co-construction process is a remarkable tool which brings together a diverse group of actors to take part in the process. Maintaining a participatory mindset over a long period is a challenge that is being met, and it is important to continue in future. In addition, having a range of tailor-made approaches to respond to the great variety of issues in Brussels is fundamental to moving forward coherently.’

APPENDIX 4

List of actors invited to participate in the co-construction process

More information particularly about the main public actors with cleanliness-related tasks in the Brussels Region is presented below in order to provide an overview of their roles in this area.

The **public regional actor for cleanliness** is **Bruxelles-Propreté** (ABP). It is responsible for the collection and general processing of household and similar waste (white, blue, yellow, orange and green bags), maintaining and emptying the glass recycling containers and collecting bulky items, as well as managing the five regional recycling centres and mobile mini-recycling centres in collaboration with the municipalities. A list of these actions can be found in one of the appendixes.

In terms of cleaning roads and removing fly-tipped waste, Bruxelles-Propreté is in charge of regional and supra-municipal roads, representing a total linear distance of 426 km. The cleaning service employs more than 600 workers and has significant logistical resources. Activities include sweeping streets, emptying litter bins (more than 5,000), and cleaning out drains (more than 15,000). The bins on the regional roads are emptied daily by Bruxelles-Propreté, as part of street-sweeping rounds or on specific rounds. In the busiest places, bins are emptied several times a day as needed. Bruxelles-Propreté is also responsible for repairing and replacing certain litter bins on regional roads when necessary.

Bruxelles-Propreté also operates a commercial service that is separate from its public service by offering, through a specific collection contract – a paying service for the collection of ‘commercial’ waste from businesses, shopkeepers, non-profits or schools that request it. Bruxelles-Propreté also charges for street-cleaning services carried out under contract where the management of this task is not the agency’s responsibility, in particular after certain markets or specific events. Bruxelles-Propreté **raises awareness, informs and educates** various target audiences on the rules of waste management and urban cleanliness, in particular through the Education and Communication unit, using various means, tools and communication channels.

Through its **Investigation and Reporting** service, which has around twenty employees, it can also hand out penalties for littering and related offences on the street and for environmental offences.

This Urban Cleanliness Strategy in the Brussels-Capital Region is part of the **redeployment plan for Bruxelles-Propreté**. The ‘UP!’ plan outlines the main concrete steps to be taken by 2023, the need for which has been highlighted by three audits and a number of internal analyses. By redoubling its efforts, Bruxelles-Propreté will be able to respond even better to the climatic, environmental and socio-economic challenges that our Region, along with the planet as a whole, is facing. This cross-cutting plan concerns Bruxelles-Propreté in all its dimensions, including operational aspects, interactions with the municipalities, and the image it conveys to the population, civil society and the media.

The cleanliness services run by the **19 Brussels municipalities** deal with street cleaning, emptying of bins, installation of bins and removal of fly-tipped waste from roads and municipal spaces, especially municipal parks. The municipalities are therefore responsible for the cleanliness of almost 80%² of the roads in the Brussels-Capital Region. Accordingly, every municipality has to organise street-sweeping and the installation and emptying of bins as well as the maintenance of its infrastructure (IBSA, 2021).

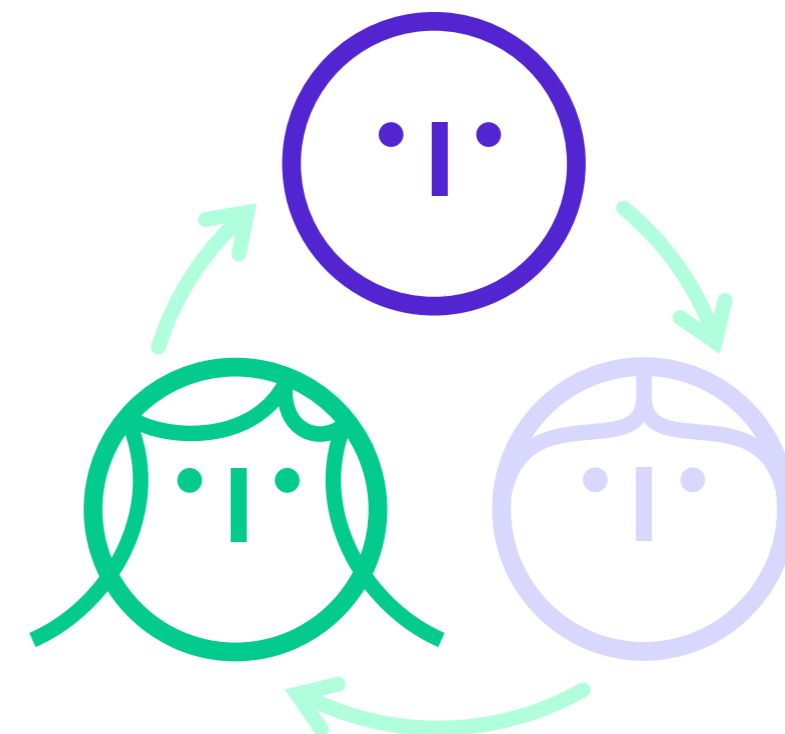
In order to counter fly-tipping, some municipalities provide their inhabitants with access to a recycling centre. Others arrange mobile recycling centres or provide home collection services for bulky items. Some municipalities set up fixed and mobile surveillance cameras to identify offenders, whom they have the power to sanction. The reporting officers who draw up official reports on offences operate at the level of the police zones as well as at the regional (Bruxelles-Propreté, Brussels Environment, etc.) and municipal (IBSA, 2021) levels. The municipalities run numerous information and awareness-raising actions for different target audiences (for newcomers, in schools, in public spaces, etc.).

Other public players are also involved with cleanliness issues, such as **Brussels Environment**, which maintains and cleans green spaces in the Region, inspects businesses active in the Region to check that they are fulfilling their obligation to have a compliant contract for sorting and managing waste (in accordance with environmental legislation)³, raises awareness of ‘zero waste’ practices and sorting of household waste, works on transposing European directives such as the Single-Use Plastics Directive and ensures proper implementation of the principle of extended producer responsibility (EPR).

Brussels Mobility is responsible for the maintenance of certain green spaces, of STIB’s sites, and of infrastructure on the regional roads (benches, rubbish bins, drains, etc.). More specifically, it is in charge of installing and repairing certain types of litter bins on regional roads. The CIRB manages the ‘FixMyStreet’ mobile app, which people can use to report cleanliness problems to, among others, the municipalities and

Bruxelles-Propreté. The choice of materials and the arrangement of infrastructure are the responsibility of the road management agency: Brussels Mobility for the regional roads and the municipalities for the municipal roads. Two other administrative bodies are also involved in the choice of infrastructure and street furniture: URBAN.Brussels which in particular issues planning permission, and Brussels Prevention and Safety, which is involved in the safety aspect of the design of public space and street furniture. In addition, this body is currently interested in increasing its collaboration with the municipalities and Bruxelles-Propreté in the context of combating fly-tipping, in particular by sharing certain tools such as surveillance cameras.

The actors which have a direct or indirect link with urban cleanliness in the Brussels-Capital Region are listed below. The list of actors will be updated when the ‘clean.brussels’ strategic plan is implemented, at the point where pilot actions are being identified.



¹ Bruxelles-Propreté is responsible for installing and maintaining Vigipirate-type litter bins on regional roads, as well as for repairing ‘A1’ type litter bins, except for securing them to the ground. Repairs or replacements of other types of litter bins are carried out by Brussels Mobility.

² In terms of absolute number of roads, the municipalities clean 84.2% of the roads in the Region. In terms of length of roads (km), this proportion is 77.4% of roads in the Region.

³ For more information on the obligations which apply to the management of this waste: <https://recyclebxlpro.be/fr/faq/>

European level

* Zéro Waste Europe

- <https://zerowasteurope.eu>

* AVPU

- <http://avpu.fr/>
- Association des villes pour la propreté urbaine

* ACR+

- <https://acrplus.org/fr/>

Federal level

* Buildings Agency

- Maintenance of buildings: removal of graffiti and dirt

* Beliris

- Construction, renovation and restoration projects: green spaces, neighbourhood regeneration, hard surfacing of squares, etc.

* SNCB

- Cleanliness of trains, stations and its own vehicles
- Public cleanliness awareness campaigns
- Sorting bins
- Administrative fines when the rules are broken

* INFRABEL

- Company incorporated under public law which manages the Belgian railway infrastructure
- Cleaning of certain spaces such as underpasses, car parks, etc.

* IBZ Safety and Prevention

- Improving citizen safety
- Surveillance cameras in public spaces
- Encouraging citizens to take measures to increase their safety

Regional level

* Bruxelles Mobilité

- Cleaning regional tunnels
- Checking that water is flowing properly in drains if Bruxelles-Propreté is unable to undertake this task
- Securing fixed equipment such as public litter bins to the ground, in collaboration with Bruxelles-Propreté
- Developing public garden squares and roads

* Sibelga

- Cleaning electrical installations

* Bruxelles Environnement

- Managing regional parks and green spaces
- Raising awareness of themes related to the environment, waste sorting, 'zero waste', etc.
- Environmental education
- 'Inspirons le Quartier' call for projects
- Inspection and reporting: waste inspection and regulations for commercial contracts

* Brussels Prevention and Safety

- Coordinating health and safety in BCR
- Helping the actors concerned to optimise the safety of Brussels residents and of all visitors to the Region

* Regional College of Public Administration (ERAP)

- Organising training for personnel from the local and regional public services and organisations with public utility roles within BCR
- Training police officers who draw up reports on anti-social behaviour

* Visit.Brussels

- Running awareness-raising campaigns (on cleanliness) for tourists
- Monuments and sites (**patrimoine.Brussels**)

* Bruxelles-Propreté

PREVENTION, RESPONSE AND ENFORCEMENT ROLE:

- Cleaning regional roads: removing fly-tipped waste, street-sweeping, emptying rubbish bins, cleaning drains
- House-to-house collection of household waste in bags or containers
- Recycling centres and mobile recycling centres for the population of Brussels
- Free removal of 3m³ of bulky items per household per year
- Raising awareness about sorting of rubbish, and encouraging respect for the work of personnel and for public cleanliness
- Investigation and Reporting service for cleanliness offences
- Logistical and material support for citizen litter-picking initiatives
- etc.

* RECY K – BXL COMPOST

* BXL ENERGIE, including Recyclis

* STIB -TEC – De Lijn - Flixbus

- Cleanliness of vehicles and of metro and pre-metro stations
- Cleanliness awareness campaigns
- Administrative fines when the rules are broken

* Port of Brussels

- Clearing waste from the surface of the canal using boats
- Awareness-raising campaigns on cleanliness issues

* Brussels Institute for Statistics and Analysis (IBSA-BISA) – PERSPECTIVE

- Mandated by the region in December 2019 to assess public cleanliness policies.
- Collects, processes, analyses and publishes Brussels public statistics
- Conducts socio-economic analyses and supports the Government with policy assessment

* Bodies concerned with homelessness and health

* HUB

* FINANCE. BRUSSELS

* INNOVIRIS

* PERSPECTIVE (IBSA)

* CITYDEF

* BRUSAFE

* BRAVVO

- City of Brussels health and safety service, in charge of combating social exclusion and feelings of insecurity

* VIVAQUA

- Production and distribution of drinking water, management of sewerage networks and flood prevention in the Brussels Region

* Urban Development Corporation

* Coordination Senne

* Bruxelles résilience

* Donuts Bruxelles

* BE WaPP

* Mooimakers

* Urban

* BPS

Municipal level

* 19 Brussels municipalities

PREVENTION, RESPONSE AND ENFORCEMENT ROLE:

- Cleaning municipal roads: removing fly-tipped waste, street-sweeping, emptying litter bins, public sanitation and hygiene.
- Mobile recycling centres in neighbourhoods in collaboration with Bruxelles-Propreté
- Purchasing and installing cleanliness-related street furniture
- Awareness-raising about sorting and public cleanliness
- Municipal administrative sanctions or municipal cleaning tax

* Gardiens de la Paix (community crime prevention officers)

- Use of the FixMyStreet app (for some ...)
- Distribution of pocket ashtrays and awareness-raising on the ground with regard to cleanliness behaviours

* Police zones

- Use of the FixMyStreet app (by some zones)
- Inspection and reporting of anti-social behaviour in collaboration with the municipalities and the Region

* Brulocalis

- Helping the 19 Brussels municipalities to serve the general public

* Citizens, civic initiatives, neighbourhood committees, retailers' associations

- These actors are involved through different tools in public cleanliness issues
- Raising awareness, organising clean-ups, etc.
- Material, human and logistical support from the municipalities and Bruxelles-Propreté

* Brussels Major Events

- Events unit which organises events in public spaces, mostly free of charge, for the City of Brussels and other public institutions.

* Municipal recycling centres

Civil society organisations

* RESSOURCES Federation (Oxfam, Petits Riens, etc.)

* Socio-cultural actors and organisations

- Information and awareness-raising within the community

* Civic initiatives to raise awareness about urban cleanliness issues

Private sector

* Shops and supermarkets

* FostPlus, Comeos & Fevia

* RECUPEL, BEBAT, etc.

* Denuo

* Suez

* UCM, BECI

* Cigarette manufacturers



APPENDIX 5

Behavioural science as an innovative tool in the fight for cleanliness

Faced with challenges such as the increase in the urban population and the current lack of ecological awareness, the Brussels-Capital Region can play an important role and optimise its operations by going beyond the use of traditional tools and adopting an innovative and impactful approach based in part on behavioural science. This is why scientific knowledge has been used to arrange the measures of this strategy in order of priority.

Behavioural science

Behavioural science makes it possible to analyse and influence the actions and decisions of individuals. It aims to understand how people actually behave, make decisions and react to programmes such as those put in place by the Brussels-Capital Region. Behavioural science diagnoses the obstacles to good cleanliness practices and identifies the necessary actions to help people behave better in public spaces.

Relevant to urban cleanliness

'Ah, if only people knew, then they would make the right choices.'

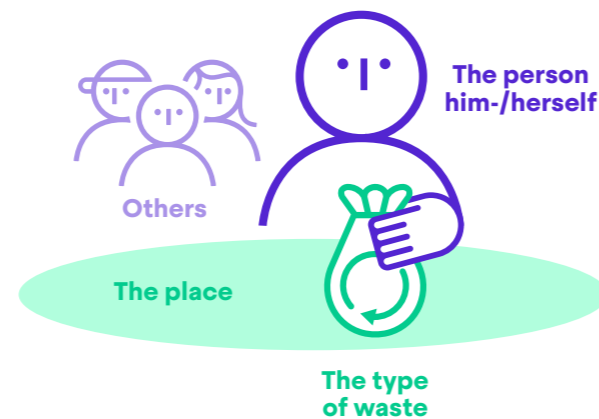
This approach has been questioned for several years now. Scientific studies continue to show that, despite positive attitudes and intentions, informing and raising awareness is not enough to change people's behaviour, whether they are interested in the subject or not.

Admittedly, traditional techniques such as awareness-raising and enforcement remain valid, but behavioural science shows their limits and provides complementary tools. It also allows us to better take into account all the factors that influence behaviours related to cleanliness and waste in public spaces, namely:

- * **Contextual factors:** behaviours are largely influenced by the immediate context in which they take place. For example, a well-meaning person might still resort to littering if there is no bin nearby.
- * **Social factors:** a person's behaviour is strongly influenced by the actions and watchful eye of others, even if it is not on a conscious level. For example, being surrounded by other people in the park acts as a form of social pressure that encourages people to dispose of their waste correctly.
- * **Personal factors:** from intentions to habits, many factors specific to each person will also guide their behaviour. For example, the belief that an

apple core, being biodegradable, makes it exempt from being litter will encourage people to drop it on the ground. Many smokers also drop their cigarette butts on the ground without even realising they do so.

This 'system' of influences should be considered as a whole and not as independent elements, especially when it comes to putting solutions in place. For example, the act of marking out a smoking area on the ground at a tram stop will also have the effect of increasing the social pressure on smokers to comply.



Encouraging good habits

Using behavioural science over time not only makes it possible to change behaviour but also to support users in establishing new habits. 44% of our daily behaviours are habitual, that is to say that they are unconscious and automatic. These behaviours include sorting and managing waste at home and also cleanliness in public spaces.

APPENDIX 6

Citizen survey results

* Online survey between 16 March and 30 April 2022.

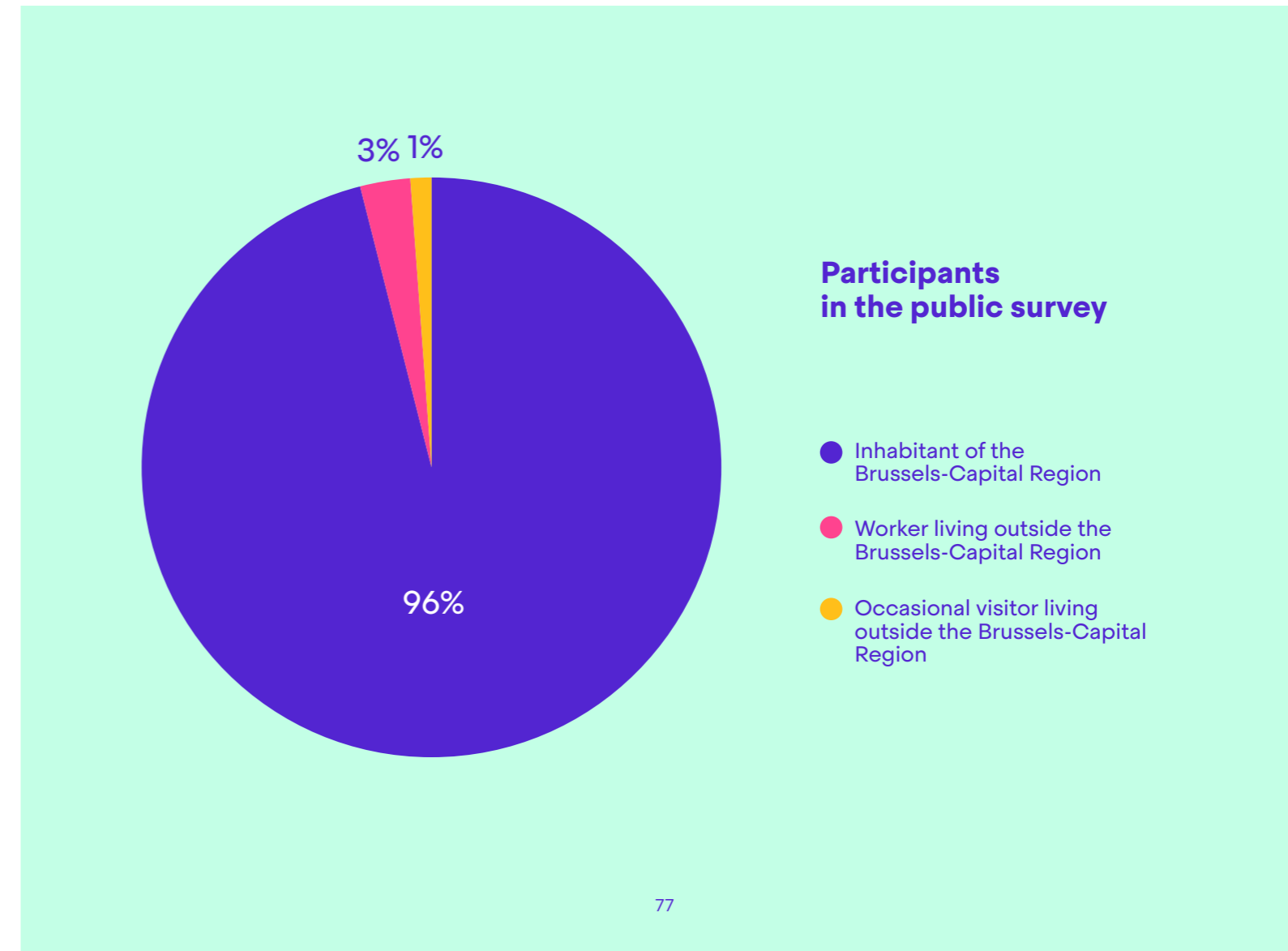
Invitations widely distributed on social media to residents, users and visitors of the Brussels Region. About 30 closed questions were submitted to respondents to measure their perception of public cleanliness in the Brussels Region, and their priorities.

Through the use of different communication channels, **3,658 people** ended up responding to the online survey (including 2,913 people who completed the survey in full: **8% Dutch-speakers, 25% English-speakers, 67% French-speakers**).

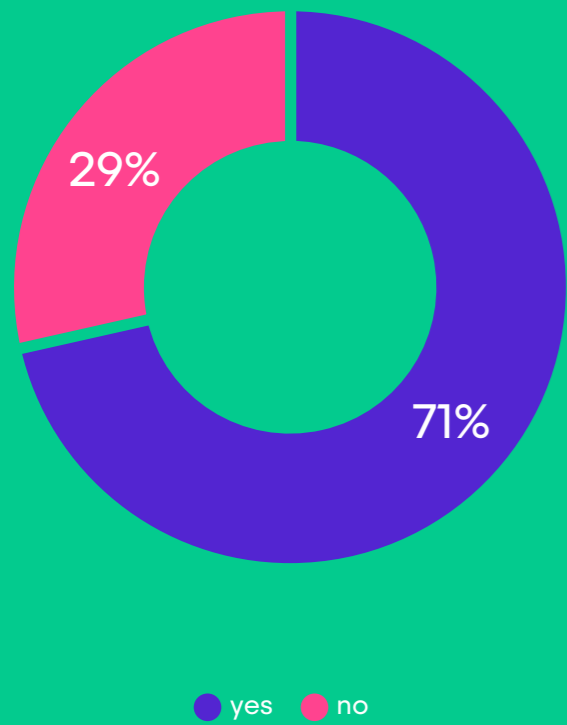
3% margin of error

At the end of this questionnaire, respondents had the opportunity to share their suggestions for improving public cleanliness in the Brussels-Capital Region.

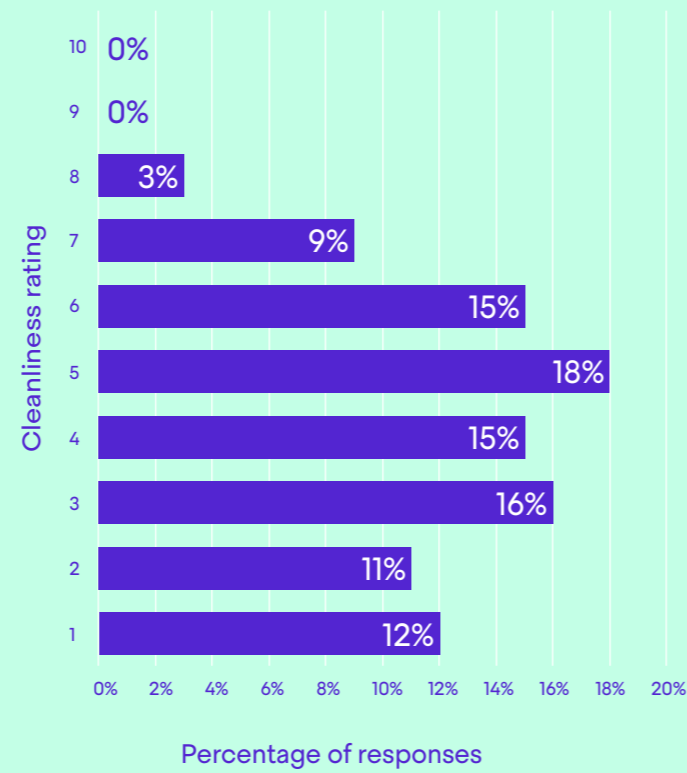
They could also express their wish to participate in two half-day forums to add further detail to the results of the survey.



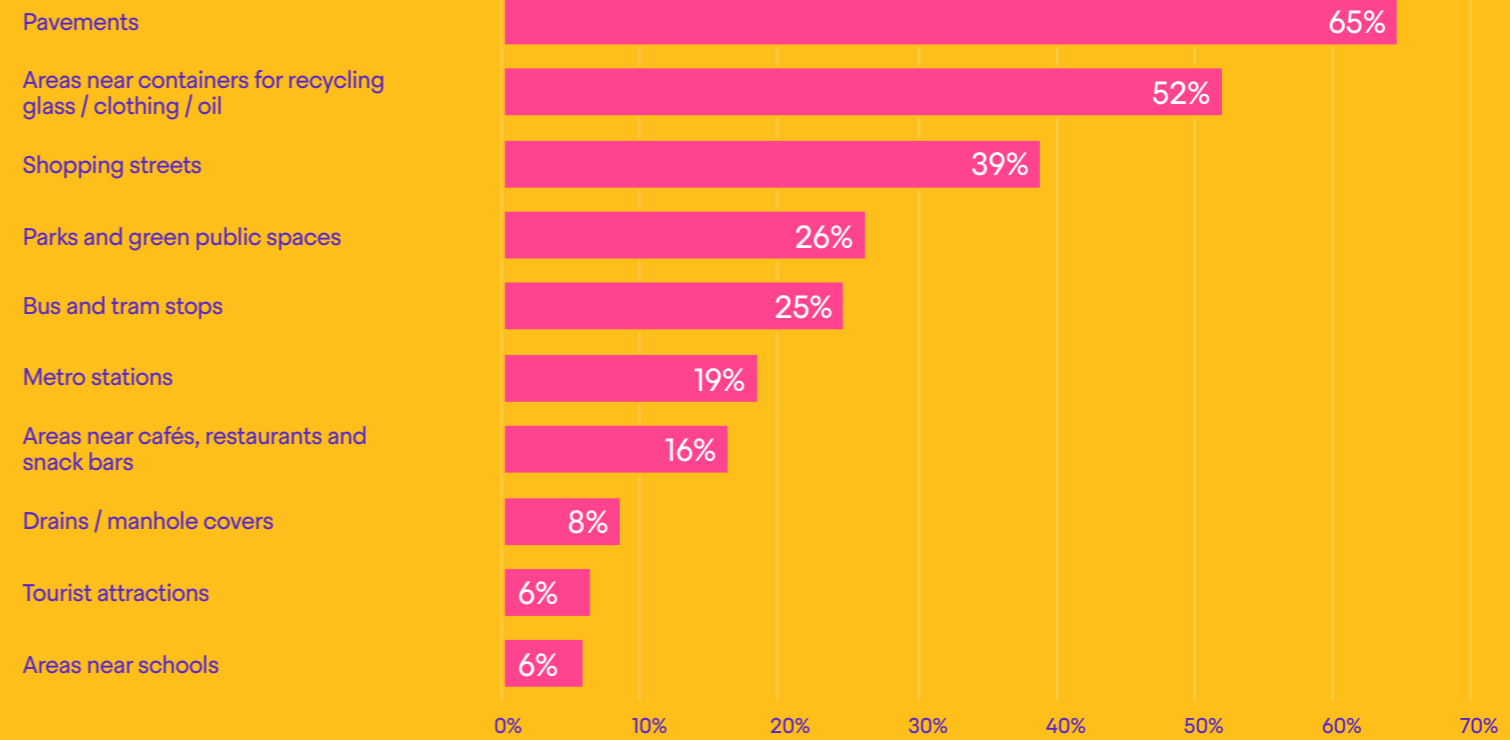
Do you think that the Brussels-Capital Region is a nice region to live in?



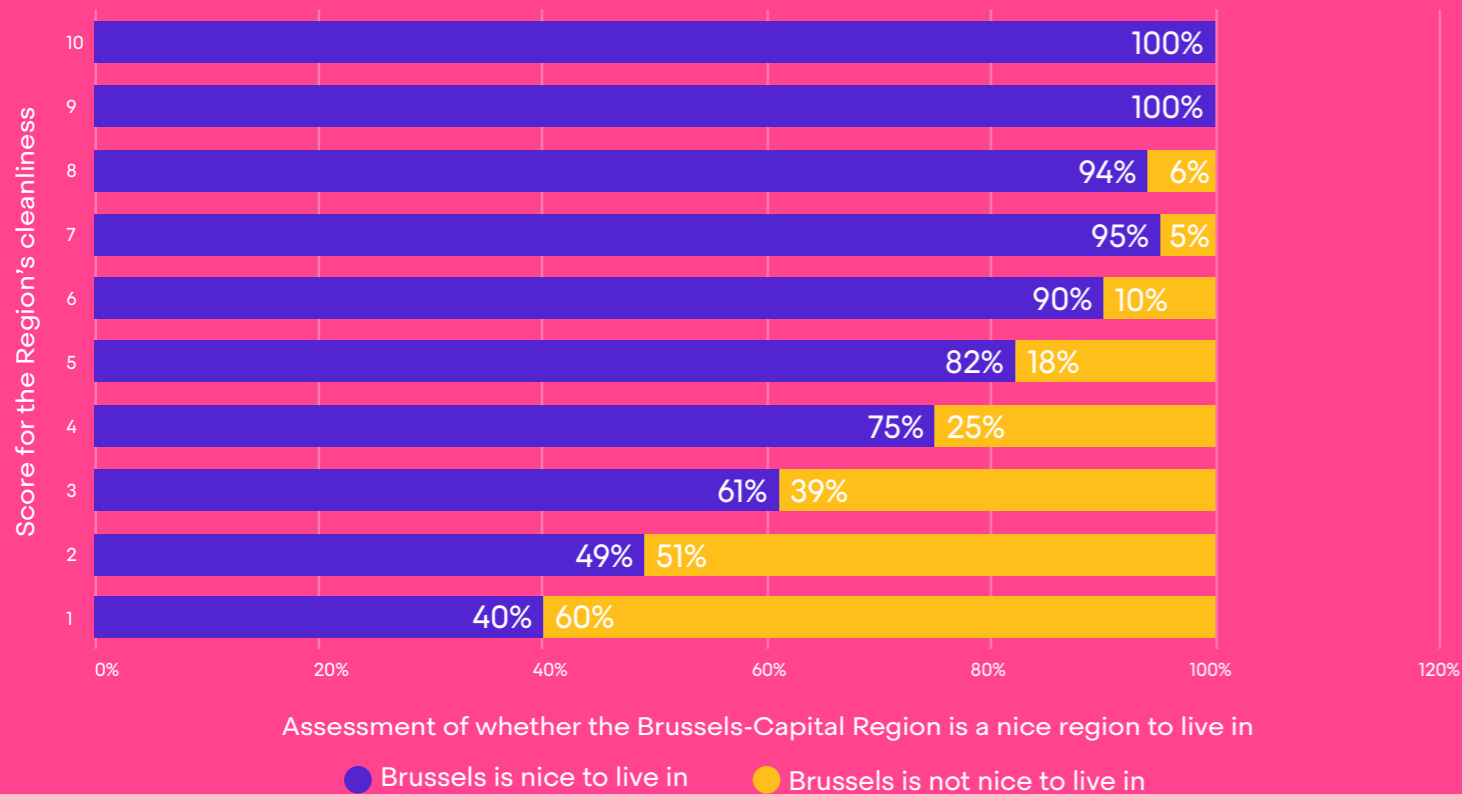
On a scale from 1 to 10, how would you rate the cleanliness of the Brussels-Capital Region?



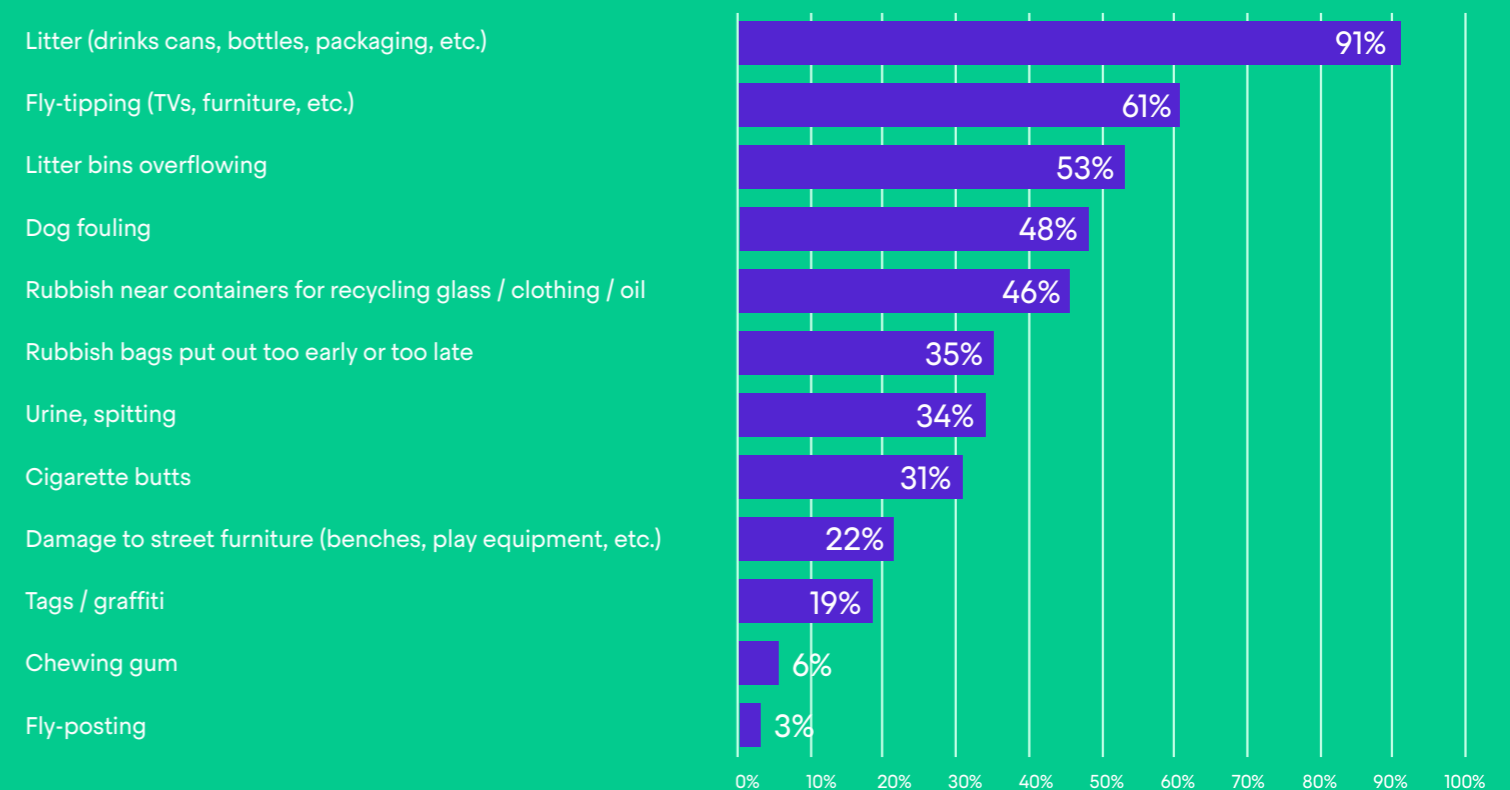
In the Brussels-Capital Region, which three types of place are affected the most by public cleanliness issues?



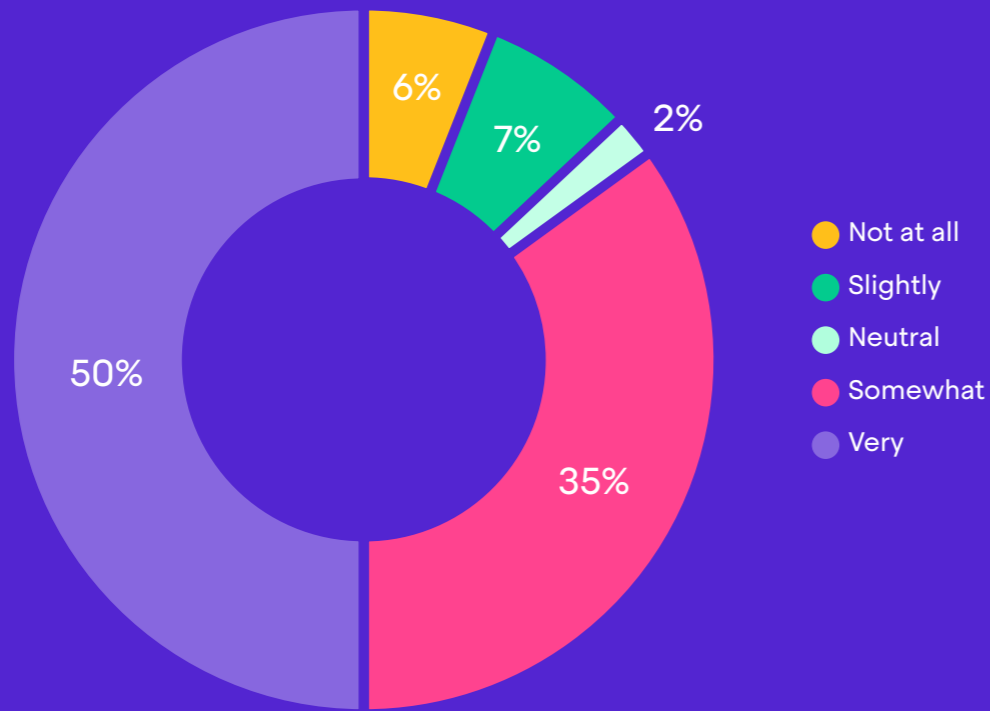
Assessment of cleanliness according to whether the Brussels-Capital Region is considered a nice region to live in



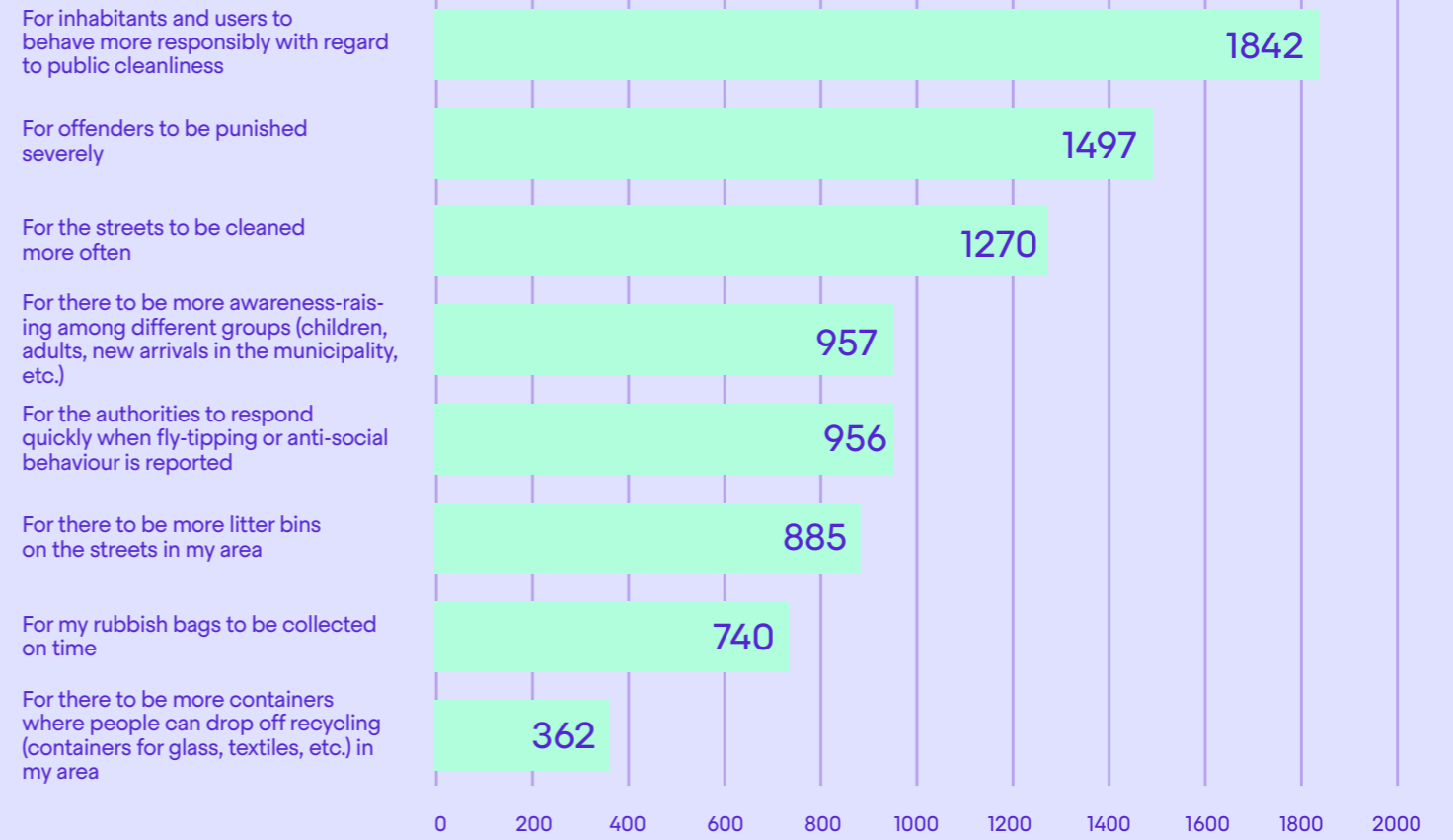
When you walk in the streets of the Brussels-Capital Region, which five signs of lack of cleanliness bother you the most?



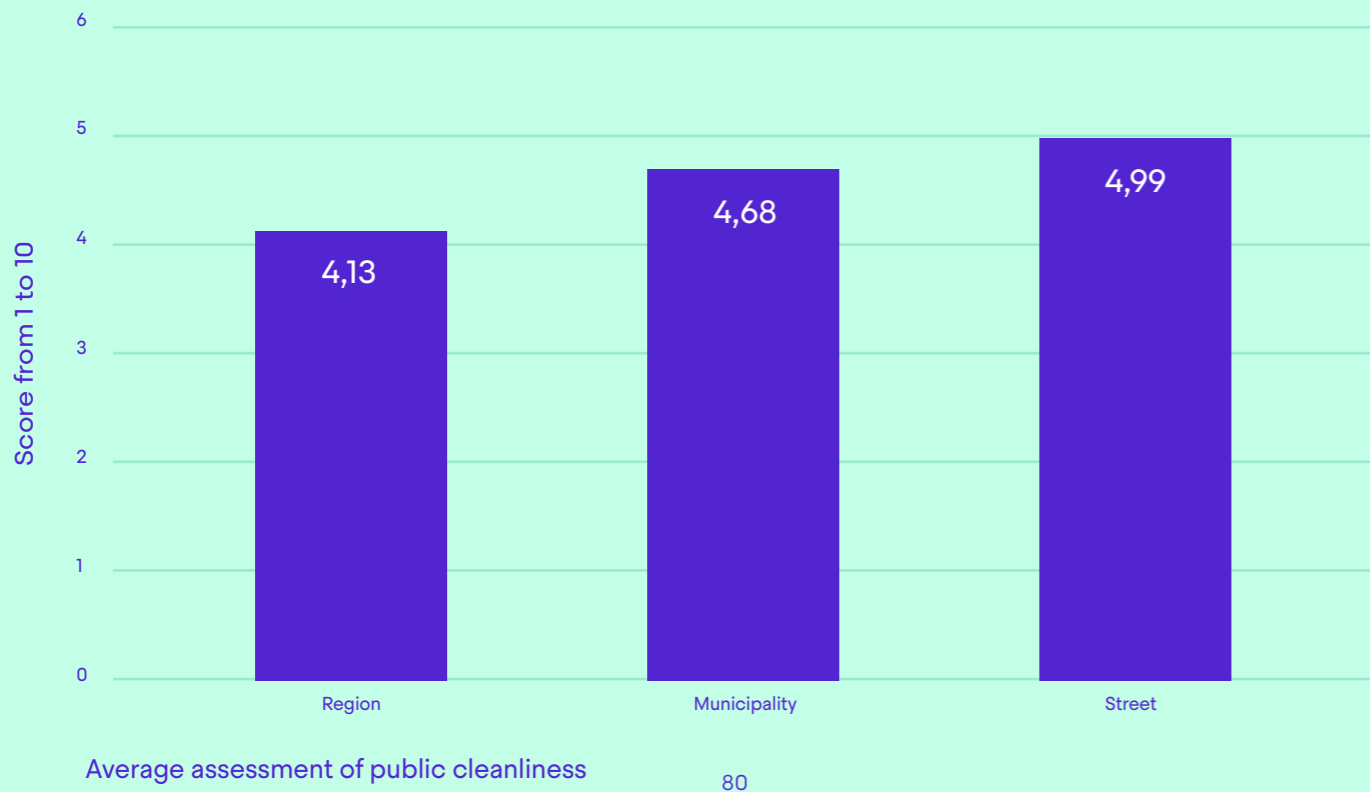
How bothered are you by lack of cleanliness?



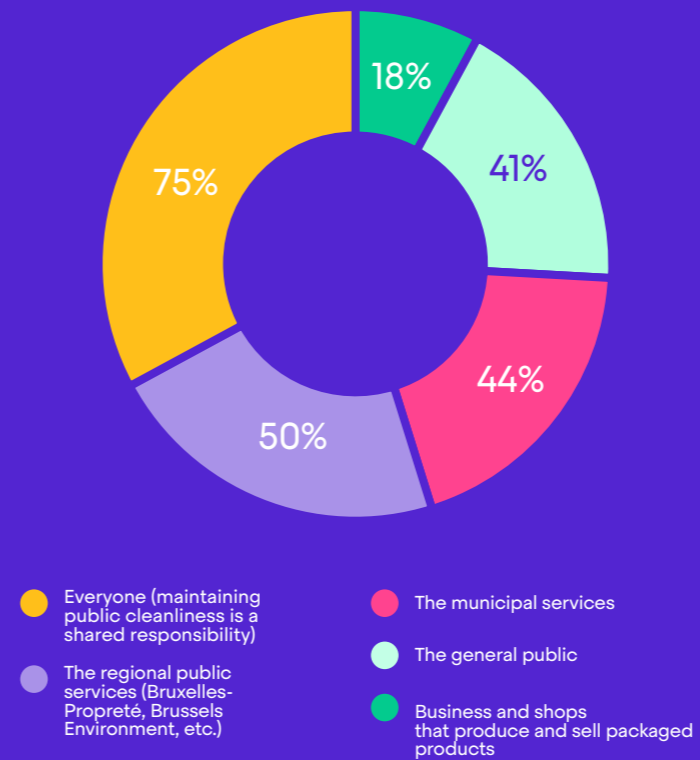
What three things do you think are most important regarding public cleanliness?



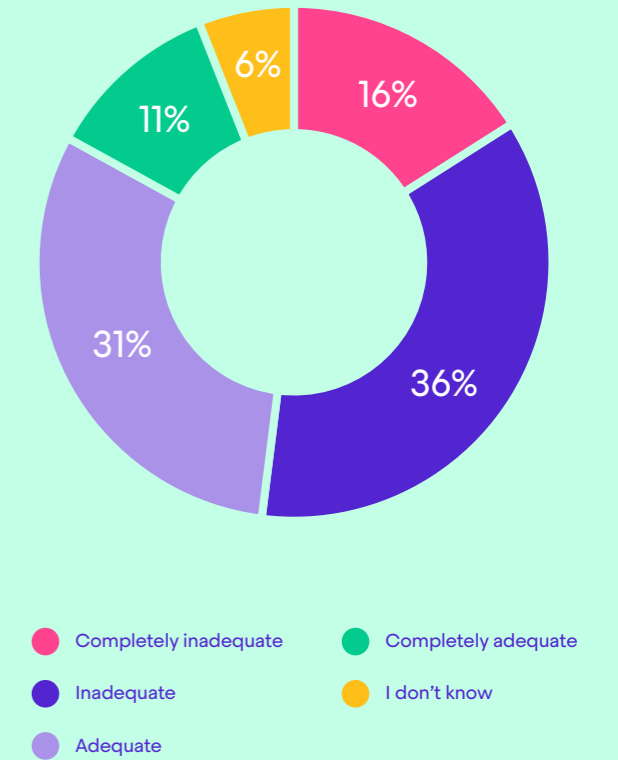
Assessment of the public cleanliness of the Region and of the respondent's own municipality and street



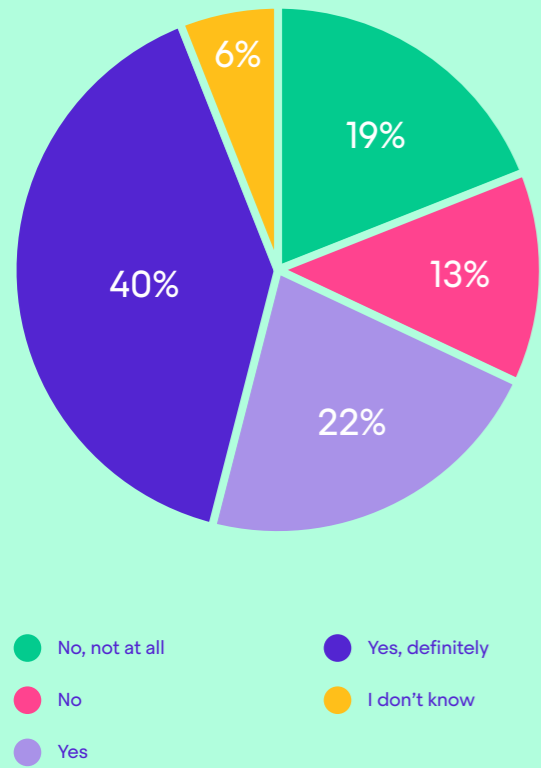
In your view, who is responsible for maintaining public cleanliness in the Brussels-Capital Region? (more than one answer can be chosen)



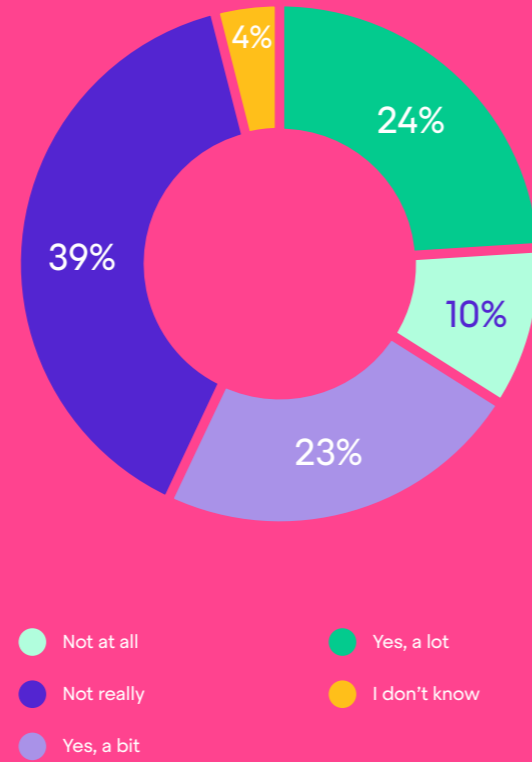
What do you think of the resources used to maintain public cleanliness in the Brussels-Capital Region?



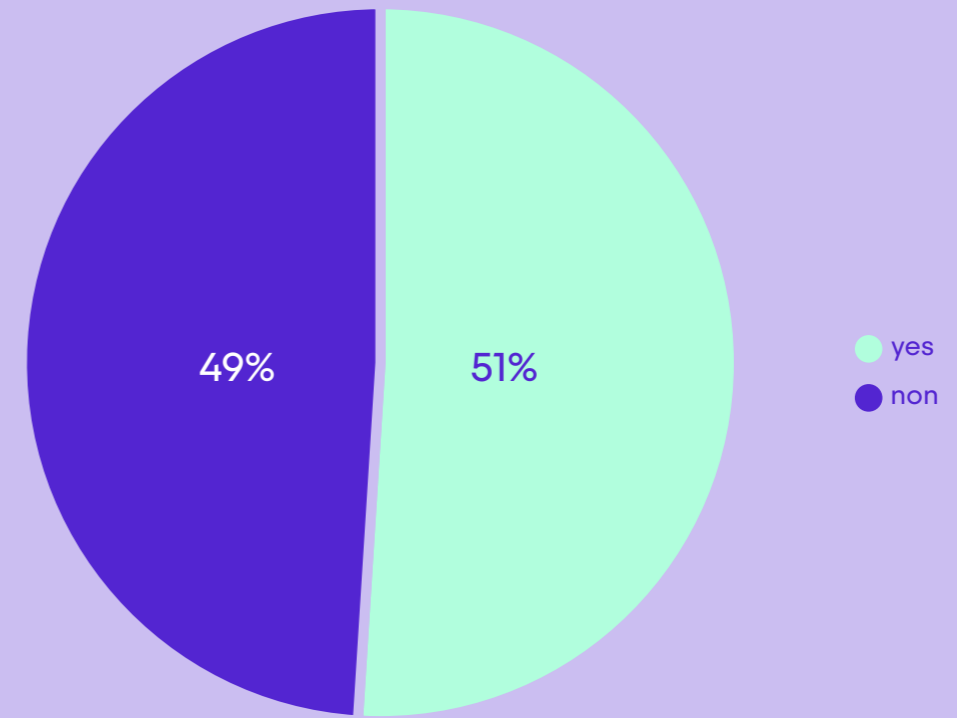
Do you feel that behaviour that makes the streets dirtier goes unpunished?



In general, do you think that efforts should be stepped up to combat behaviour that affects public cleanliness?



If you needed to report a problem to do with public cleanliness, do you know who you would contact or what tool you would use?



Which of these approaches do you think would be most effective in preventing anti-social behaviour that makes the city dirty? (more than one answer can be chosen)

More effective sanctioning of anti-social behaviour

1971

Educating children and adults

1757

Proposing alternative penalties such as community service or participation in a litter pick-up

1597

Increasing the number of public facilities (e.g. litter bins / containers where waste can be dropped off)

1398

Stepping up services to the general public (e.g. collection of bulky items)

1075

Using a range of communication channels to raise awareness of good practices

1074

Communicating more effectively about what the Brussels-Capital Region is doing to keep the region clean

673

If yes, who would you contact first or what means would you use to report a problem to do with public cleanliness? (up to three answers)

The municipal Cleanliness service

1123

The Fix My Street app

895

Bruxelles-Propreté

810

The alderman for public cleanliness

414

Brussels Environment

311

A neighbourhood policeman

221

The municipal police

134

The Mayor

126

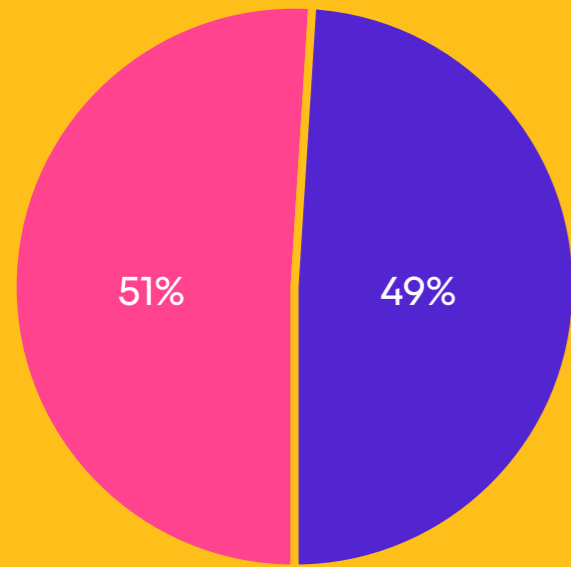
The municipal environmental adviser

59

The Minister for public cleanliness

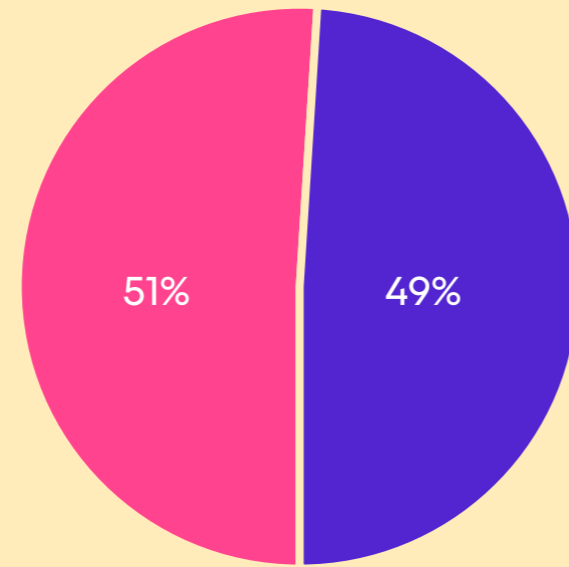
54

Have you ever reported a problem to do with public cleanliness?



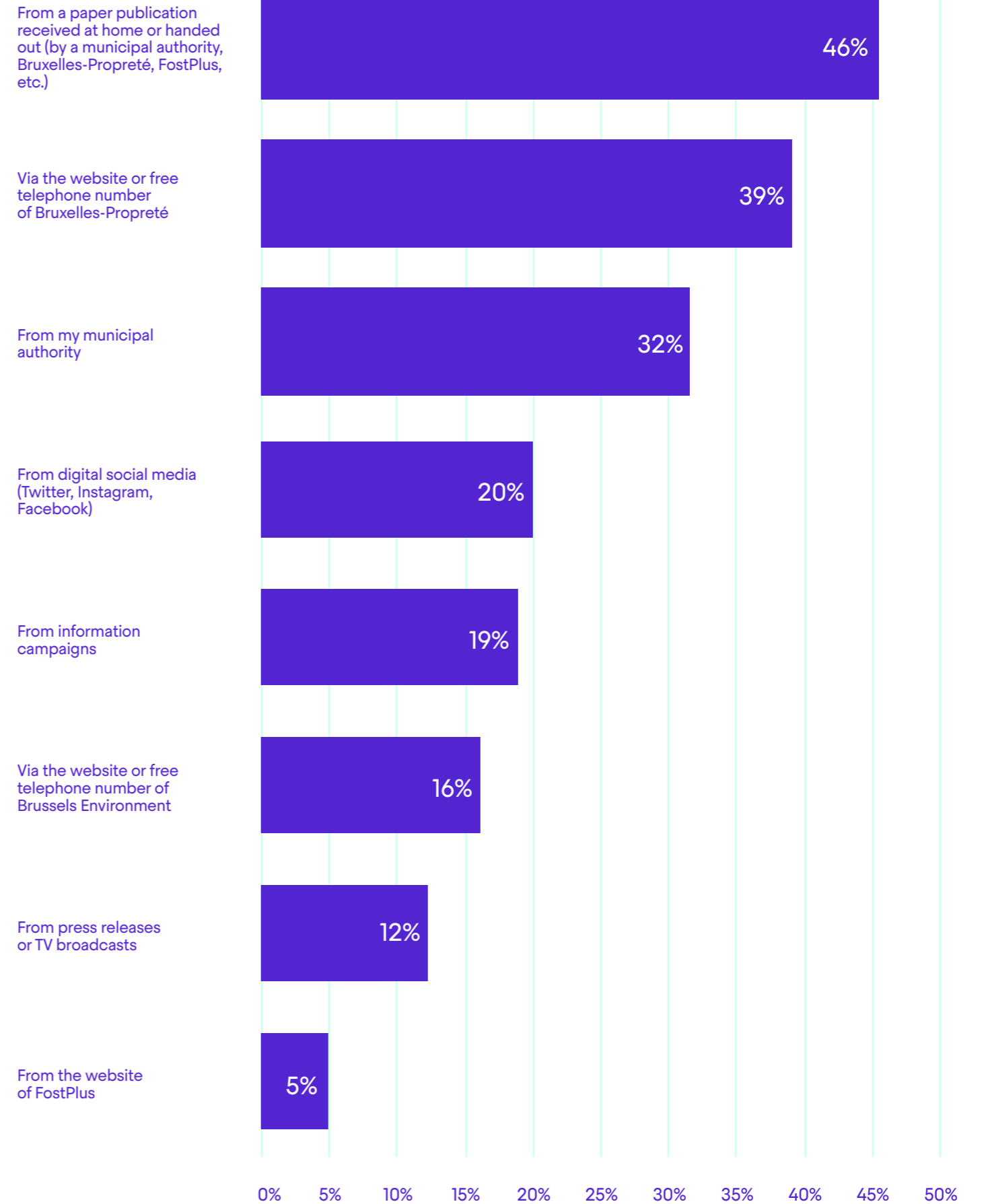
● yes ● no

Were you satisfied with the response to the problem you reported?

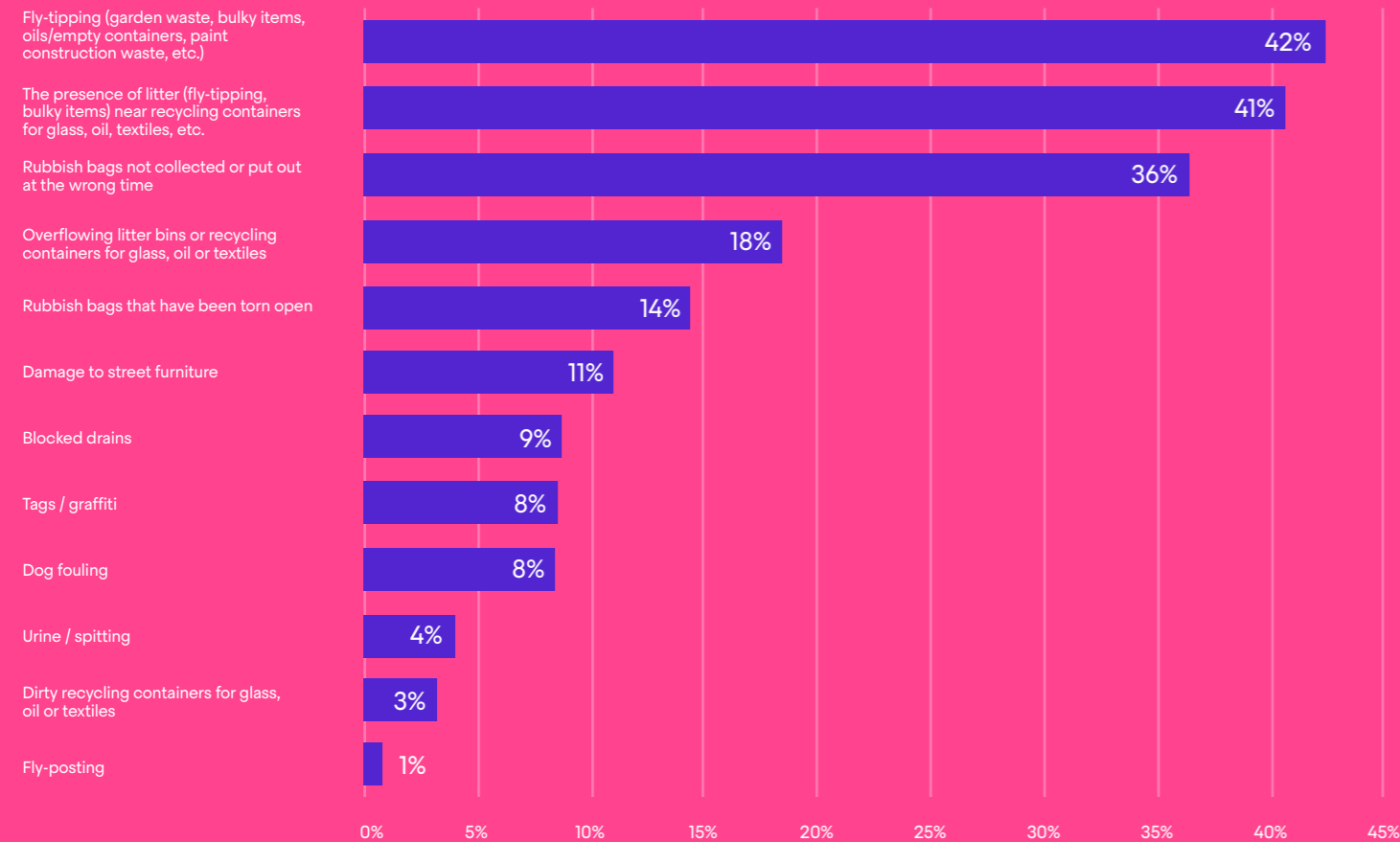


● yes ● no

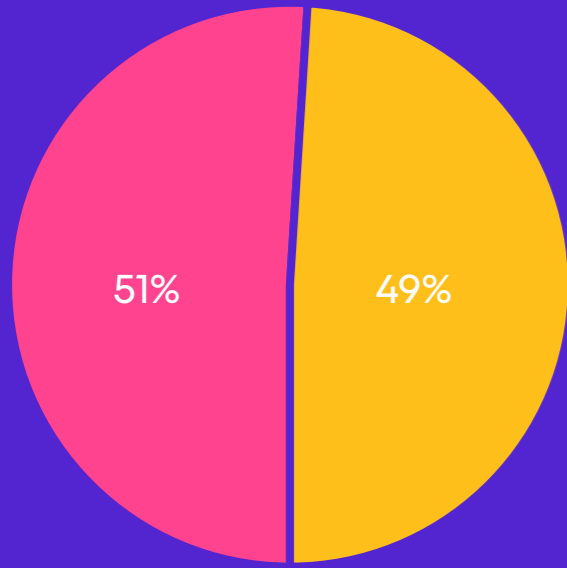
What are the main ways in which you get information about the management of your household waste? (up to three answers)



If yes, of what kind? (more than one answer can be chosen)

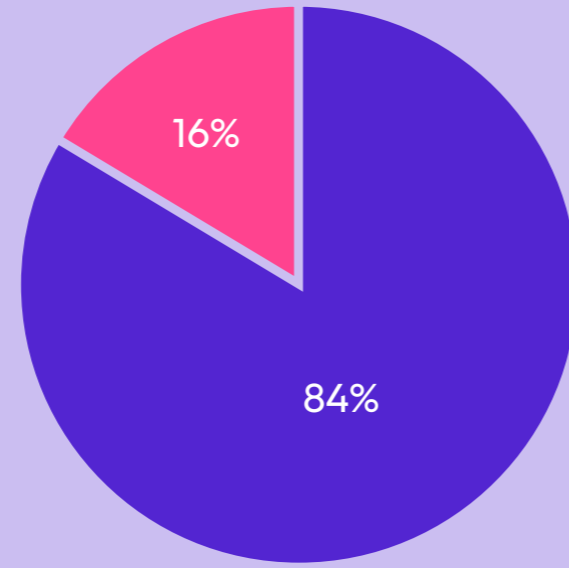


Familiarity with the Proxy Chimik collection points



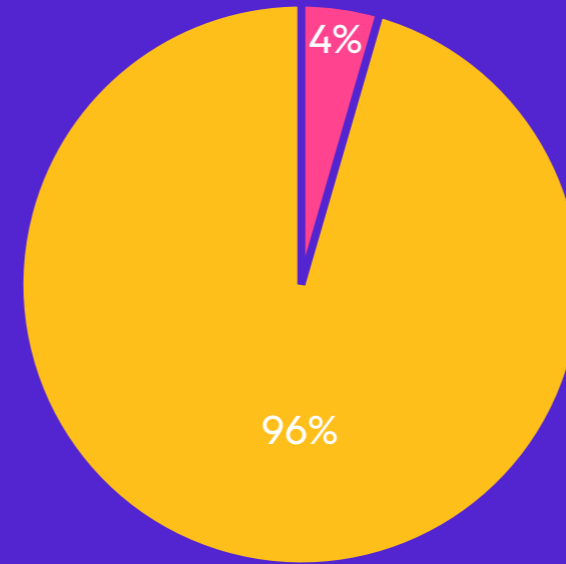
● yes ● no

Familiarity with the home collection service for bulky items



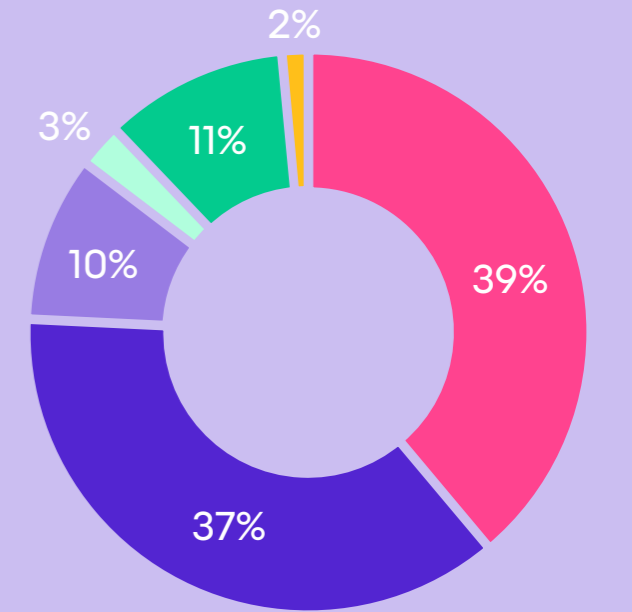
● yes ● no

Have you ever got rid of small pieces of packaging or consumer waste by littering in public?



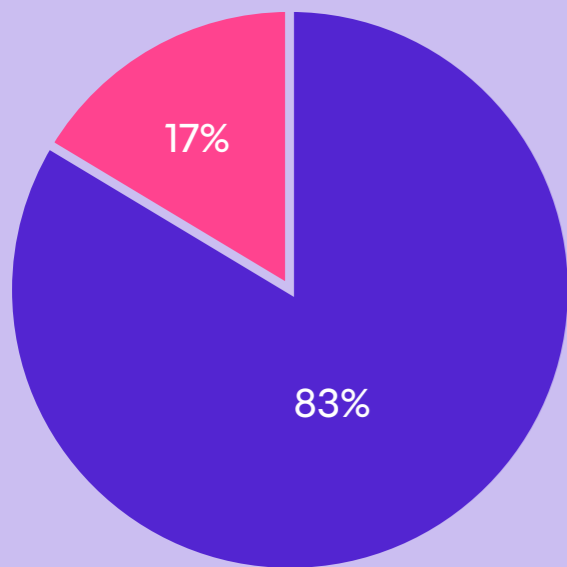
● yes ● no

If yes, why did you do this?



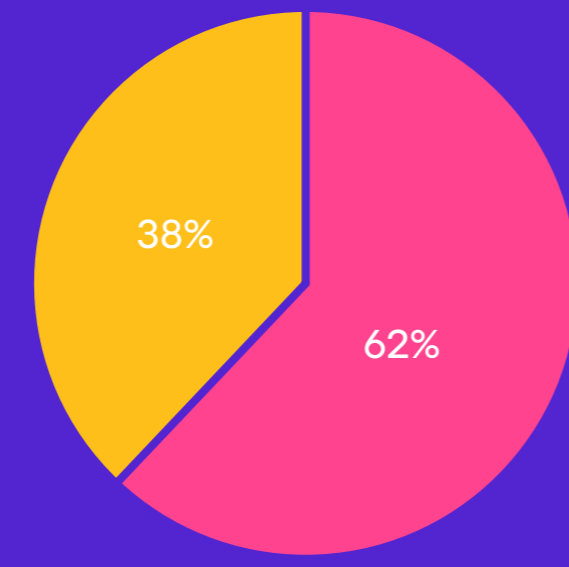
● The litter bin was full
 ● No litter bin nearby
 ● Rubbish bag at home too smelly
 ● There are workers who are paid to keep public spaces clean
 ● The location in question was already full of dirt and litter
 ● I didn't think it was a big deal

Familiarity with recycling centres



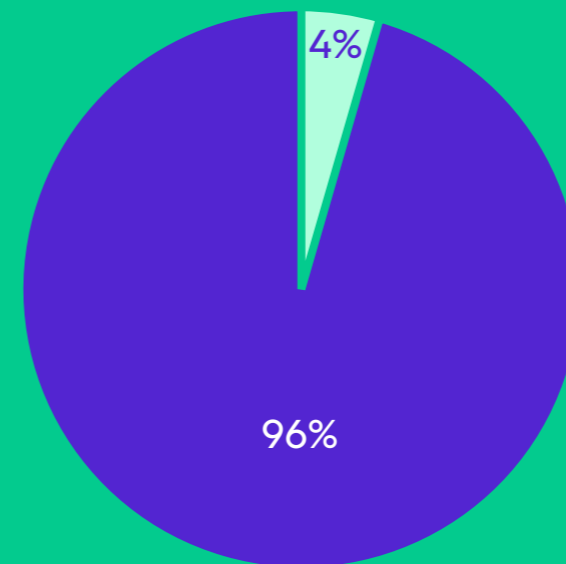
● yes ● no

Familiarity with mobile recycling centres



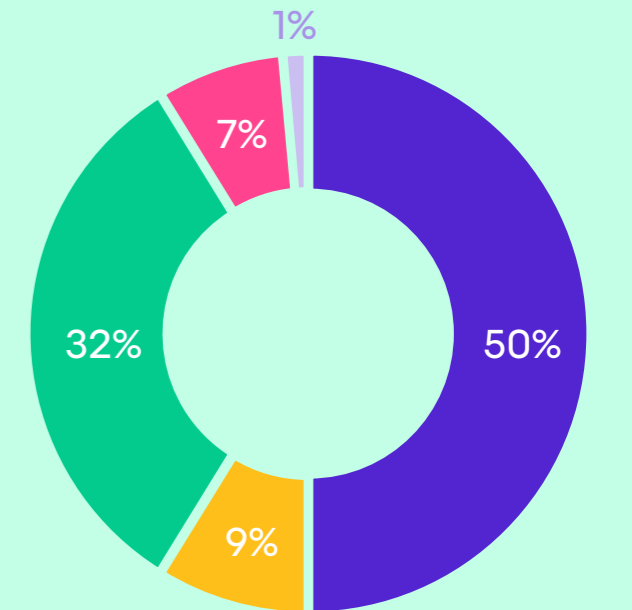
● yes ● no

Have you ever got rid of bulky items (a fridge, a mattress, planks, etc.) by dumping them in a public space (fly-tipping)?



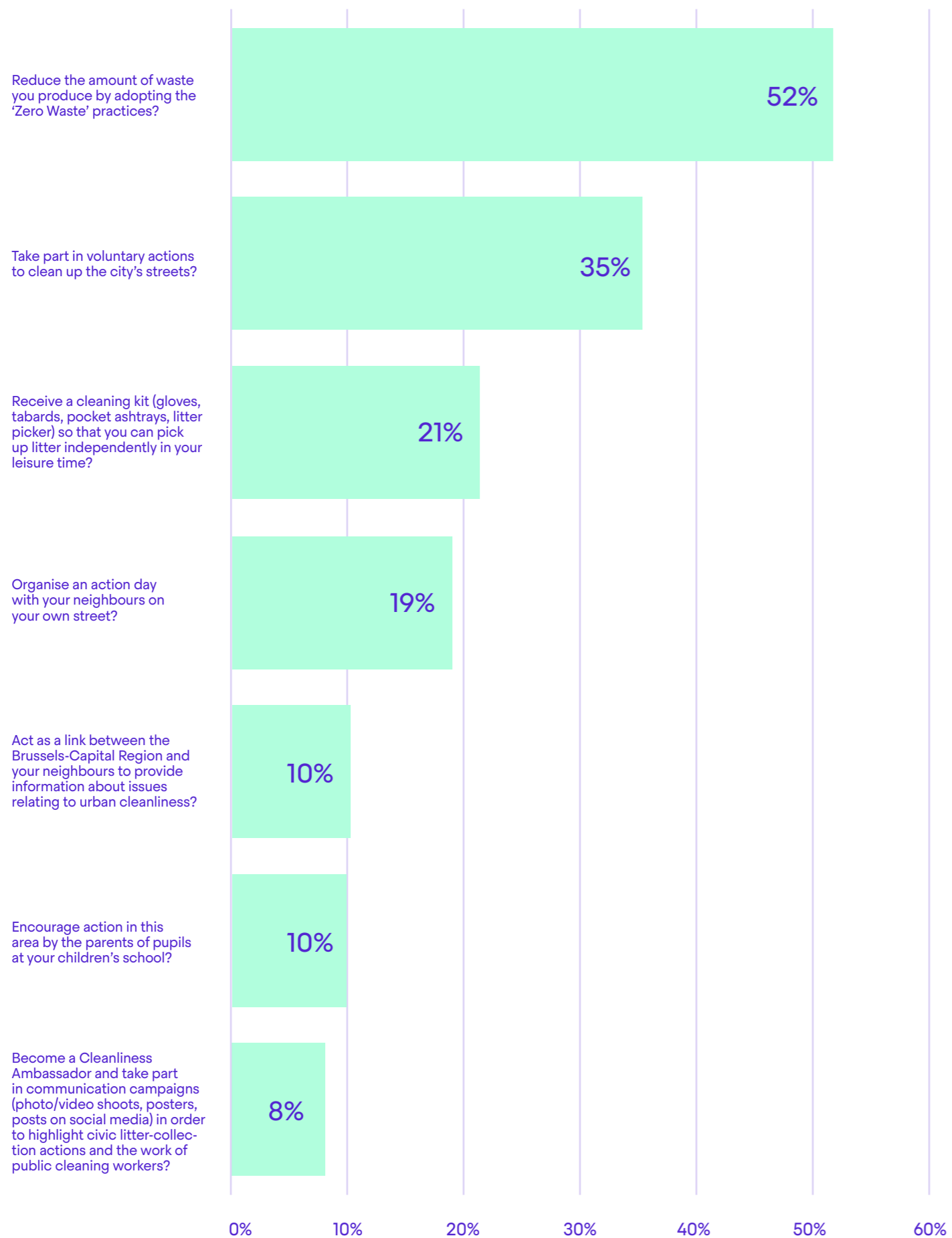
● yes ● no

Reasons cited for fly-tipping bulky items



● I don't know how to get rid of this type of waste (bulky items, fridges, mattresses, work waste, planks, oil, etc.)
 ● I don't have any means of transport to the recycling centre (Recypark)
 ● I don't have time to bring these items to the recycling centre (Recypark)
 ● There are workers who are paid to keep public spaces clean
 ● I think these items may be taken away by people who need them

**In terms of civic engagement, would you be prepared to
(more than one answer can be chosen)**



APPENDIX 7

Results of the citizens' forums

The main objective of the forums was to encourage the expression of citizens' recommendations likely to be of use to the Brussels-Capital Region urban cleanliness strategy.

SUMMARY OF CITIZEN CONTRIBUTIONS

How could the cleanliness of pavements be improved?

CITIZEN RECOMMENDATIONS UNDER THE HEADING 'USERS'

> 31 POINTS

- * Organise more collective projects which encourage social cohesion (public spaces, shared areas) (80)
- * Set up community service cleaning work (70)
- * Act on public uncleanliness to reduce private uncleanliness (70)
- * Encourage the cleaning of streets by those living in the neighbourhood (60)

11 TO 30 POINTS

- * 'Contagious cleanliness': encourage the setting of good examples and a spirit of initiative (30)
- * Stronger awareness-raising with regard to dog waste by means of a dog licence scheme (20)

0 TO 10 POINTS

- * Put the spotlight on good behaviour (10)
- * Organise more citizen clean-up initiatives (10)
- * Encourage picking up of dog waste by creating a specific 'gripper' for this purpose (10)
- * Set up more collective composting (0)
- * Give out better information about collection of bulky waste (0)

CITIZEN RECOMMENDATIONS UNDER THE 'PUBLIC AUTHORITIES AND SERVICES' HEADING

> 31 POINTS

- * Support and promote collective citizen projects which encourage social cohesion (public spaces, shared areas) (200)
- * Improve cleanliness education (85)

- * Install 'smart' bins which give an alert when they are full or defective (80)
- * Increase the frequency of rubbish collection in shopping streets (75)
- * Set up community service cleaning work (100)
- * Improve communication about the services available (including the Fix My Street app) and everyone's legal obligations (50)
- * Increase the number of recycling centres and their efficiency (50)
- * Restore greenery to parks to increase people's desire to treat them well (45)
- * Require the private sector to charge deposits for plastic bottles and cans (40)
- * Offer citizens the opportunity to care for the areas at the foot of trees (adoption of trees, planting of flowers) (35)

11 TO 30 POINTS

- * Allocate more cleaning personnel (30)
- * Stronger enforcement for discarding cigarette butts, chewing gum and small litter items and for spitting (10)
- * Maintain the condition of pavements (20)
- * Install more sorting bins and ashtrays in very busy places: bus stops, around shopping centres (15)

0 TO 10 POINTS

- * Install cameras in areas where fly-tipping occurs (10)
- * Create more dog toilets (10)
- * Make it easier to borrow litter-picking equipment (10)
- * Set up communication campaigns - publicise actions (TV, radio, newspapers, awareness-raising in places where lots of people gather) (0)
- * Study the feasibility of setting up collection in containers (chip) (0)
- * Develop voluntary drop-off points (0)
- * Require buried waste containers to be installed during building projects (0)
- * Distribute pocket ashtrays
- * Communicate transparently about how budgets are allocated (where the money goes) (0)
- * Acquire better machines for cleaning pavements (0)
- * Inform citizens of the role of the public and private sectors in cleanliness (0)
- * Arrange for citizen oversight with regard to conflicts of interest between lobbies and cleanliness policies (0)

- * Come up with fun ways of sorting (0)
- * Set up an easier contact process for passing on information about fly-tipping (0)
- * Decide on permanent places where bulky items can be deposited (0)
- * Provide smaller orange rubbish bags for people who live alone, as well as containers (0)
- * Require co-owned properties to provide orange bags (0)

CITIZEN RECOMMENDATIONS UNDER THE HEADING 'PRIVATE SECTOR'

> 31 POINTS

- * Create retailer networks for a returnable container scheme (reduce waste) (65)
- * Make shopkeepers clean up (e.g. deal with leaking rubbish bags which are making pavements dirty) (60)
- * Make catering establishments responsible for dealing with cigarette butts (50)

11 TO 30 POINTS

- * Require companies to take responsibility (producers of waste should pay for littering) (30)
- * Install ashtrays near buildings (30)

0 TO 10 POINTS

- * Offer a discount on drinks when customers bring their own bottle/flask (fast food outlets) (10)
- * Set up waste recovery systems during major works (0)

How could fly-tipping around recycling containers be reduced?

CITIZEN RECOMMENDATIONS UNDER THE HEADING 'USERS'

> 31 POINTS

- * Involve residents' associations for blocks of flats or professional premises (110)
- * Use civil society intermediaries and networks (churches, mosques, non-profit organisations, sports clubs, etc.) (45)

11 TO 30 POINTS

- * Ensure that residents take responsibility for cleaning their part of the pavement (25)
- * Plant more vegetation around trees (25)
- * Involve neighbourhood committees in awareness-raising and collaboration with local authorities (25)
- * Participate in the 'adopt a tree on your street' action (20)

0 TO 10 POINTS

- * Organise awareness-raising actions in schools (workshops, street walks with children) (0)

CITIZEN RECOMMENDATIONS UNDER THE 'PUBLIC AUTHORITIES AND SERVICES' HEADING

> 31 POINTS

- * Increase the number of local recycling centres and their efficiency: reduce disparities between municipalities (accept all waste) (145)
- * Require people who have committed offences to undertake community service (130)
- * Bring the different recycling containers together at a single location (95)
- * Check that the network of recycling centres provides sufficient coverage and install recycling containers in areas with passers-by to reduce anti-social behaviour (75)
- * Provide better equipment in the areas around recycling containers with, for example, bins for general waste (55)
- * Increase the frequency of visits from mobile recycling centres and set them up in central locations to enable better accessibility (50)
- * Install 'smart' recycling containers which send a message when the container is full, so that it can be emptied (50)
- * Empty recycling containers more often and display a phone number/QR code/similar on recycling containers to allow citizens to report when a container is full (50)
- * Install cameras around recycling containers (licence plate identification) (50)
- * Report offending companies (50)

11 TO 30 POINTS

- * Require community service days to be held (once every three months) and to focus on more than simply public cleanliness (30)
- * Provide more information to citizens about what is done with recycling (25)
- * Increase the number of collaborative undertakings with citizens and actors in neighbourhoods (25)
- * Organise team-building 'litter-picking days' for administrative staff (25)
- * Have municipalities organise programmes for adopting areas at the foot of trees (25)
- * Keep the bridges near the Gare du Nord clean, as well as other areas around stations and underpasses (20)
- * Require a deposit to be charged for glass containers (20)
- * Synthesise and simplify information (for example, through information sheets sent out to citizens), using pictures (20)
- * Have the municipalities set up collaborative

work within schools with civil society organisations that seek to protect the environment (20)

0 TO 10 POINTS

- * Improve communication tools (e.g. have an online map that shows the location of the nearest glass recycling containers) (5)
- * Organise door-to-door collection of special waste (10)
- * Allocate more personnel to deal with cleanliness and reporting of offences (0)
- * Increase the number of buried recycling containers and add landscaping (greenery) (0)
- * Organise mandatory information days at the municipal level for all new residents of the Brussels-Capital Region (0)
- * Promote good practices through posters (0)
- * Set up agreements between the public and private sectors (install recycling containers in supermarket car parks) (0)
- * Increase funding provision for reporting officers (have more officers) (0)
- * Give more responsibility to reporting officers, mayors and aldermen who deal with issues of public cleanliness (0)
- * Be more responsive to requests to use the 3m³ annual allocation (planning)
- * Organise municipal citizen forums (0)
- * Install a device which gives a voice warning when fly-tipping is detected by a camera

CITIZEN RECOMMENDATIONS UNDER THE HEADING 'PRIVATE SECTOR'

> 31 POINTS

*/

11 TO 30 POINTS

- * Participate in and follow the rules for sorting waste using different coloured bags (30)
- * Introduce a requirement to have a contract with Bruxelles-Propreté or a private or public service provider to sort and manage waste (25)
- * Clean the pavement and the area around terraces (15)

0 TO 10 POINTS

- * Before opening a shop, require owners to complete a training module on public cleanliness and responsibilities in management training (0)
- * Put instructions on cans ('Canal it up!' citizen petition) (0)

How could cleanliness in shopping streets be improved?

CITIZEN RECOMMENDATIONS UNDER THE HEADING 'USERS'

> 31 POINTS

- * Create neighbourhood committees which include shopkeepers
- * Install more bins and ashtrays near shops

11 TO 30 POINTS

- * Increase information to customers to prevent them from throwing their rubbish away in containers intended for shopkeepers

0 TO 10 POINTS

- * Educate customers in order to prevent littering
- * Have citizens help make shopping areas more attractive

CITIZEN RECOMMENDATIONS UNDER THE 'PUBLIC AUTHORITIES AND SERVICES' HEADING

> 31 PUNTEN

- * Use nudges to encourage better behaviour (e.g. footprints heading towards rubbish bins)
- * Adapt commercial contracts according to the type of shop and by implementing the 'polluter pays' principle (charge by weight)
- * Separate the activity of Bruxelles-Propreté for shopkeepers from that for the public
- * Improve collaboration between public services to strengthen enforcement
- * Require shopkeepers to sort their waste properly

11 TO 30 POINTS

- * Reinforce cleaning teams to ensure regular emptying of public litter bins and ashtrays
- * Offer tax incentives to encourage shopkeepers to make public spaces more attractive
- * Organise regular checks of shopkeepers to prevent potential errors

0 TO 10 POINTS

- * Compile good practices used in other countries to get shopkeepers to assist with urban cleanliness and use them with shopkeepers in Brussels
- * Raise shopkeepers' awareness with a leaflet with all the instructions that need to be followed
- * Weight the cleaning teams according to the level of cleanliness of the shopping districts

- * Create an Environmental Police force for the region
- * Promote good practices of non-profit organisations (e.g. recovery of organic waste from shopkeepers to make compost)
- * Create voluntary drop-off points exclusively for shopkeepers' waste (with personalised badges)
- * Make sure exemplary sanctions are in place to be used in the event of systematic refusal to comply with the regulations (substantial fines, administrative closure, etc.)

CITIZEN RECOMMENDATIONS UNDER THE HEADING 'PRIVATE SECTOR'

> 31 POINTS

- * Hold shopkeepers responsible for their customers' waste
- * Improve discipline in the putting out of rubbish by shopkeepers (compliance with the regulations)
- * Install more bins and ashtrays in front of specific businesses (cafés, fast food outlets, etc.) and make them more visible (fluorescent colours, logos, etc.)
- * Create a system for the recovery of plastic hangers
- * Report shopkeepers who do not clean their shop front and section of pavement
- * Develop the most appropriate infrastructure to help shopkeepers manage their waste better

11 TO 30 POINTS

- * Encourage the introduction of new types of more ecological packaging
- * Collaborate with retailers' associations to establish shared cleanliness regulations
- * Ensure the regulations are followed (compliance with times for putting out rubbish, sorting of different types of waste, etc.), with checks and reporting if necessary
- * Check commercial contracts

0 TO 10 POINTS

- * Promote packaging that is reusable (and/or returnable for a deposit) on a particular shopping street to develop a ripple effect

How could education to encourage more responsible behaviour in terms of urban cleanliness be improved?

CITIZEN RECOMMENDATIONS UNDER THE HEADING 'USERS'

> 31 POINTS

- * Implement a prevention strategy by targeting key players accurately (young people, parents, newcomers, repeat offenders, shopkeepers)
- * Promote and support shared composting initiatives in public and private spaces
- * Mobilise volunteer sorting ambassadors on neighbourhood committees to raise awareness among citizens
- * Set up a once-a-year 'cleanliness day' and link it with the day of local community cohesion
- * Encourage enforcement that is constructive and more educational

11 TO 30 POINTS

- * Encourage neighbourhood committees to organise citizen forums to discuss urban cleanliness and develop local citizen initiatives

0 TO 10 POINTS

- * Train local police officers (youth workers) to understand the factors driving anti-social behaviour
- * Set up local teams to make users aware of urban cleanliness in a light-hearted manner (in keeping with the Brussels spirit)
- * Create and publicise initiatives criticising the production of waste by certain companies

CITIZEN RECOMMENDATIONS UNDER THE 'PUBLIC AUTHORITIES AND SERVICES' HEADING

> 31 POINTS

- * Promote existing apps such as Fix My Street, Give Action, and Click
- * Give local cleanliness points a more pronounced human dimension and provide them with documents to hand out to users
- * Offer the possibility of attending an awareness day (a visit to an incinerator or sorting centre, accompanying cleaning personnel, etc.) instead of paying a fine
- * Introduce civic education courses for immigrant adults who have been in the area for less than five years and make these courses a compulsory part of children's schooling
- * Once or twice a year organise an activity in the school sector (a visit to an incinerator or sorting centre, accompanying cleaning personnel, etc.)

- * Set up a media campaign to encourage good cleanliness practices and present those who apply them in a positive light
- * Modify the institutional communication strategy by making waste 'cool' and positive (results of recycling)
- * Improve communication on social media by involving influencers
- * Make more use of municipal media (municipal newsletters, posters, events in public places, presence at events, etc.)
- * Financially support local initiatives (neighbourhood associations) and promote them more widely

11 TO 30 POINTS

- * Target children with specific nudges (incentives) (school bins that say 'thank you' or 'paper here')
- * Have Bruxelles-Propreté organise visits to an incinerator
- * Create civic actions that raise the profile of cleaning activities
- * Provide quality documentation (Bruxelles-Propreté)
- * Review the role of street-sweepers to make them part of the awareness-raising strategy, and promote them in this new role.
- * Make deposits for cans and glass containers mandatory
- * Increase the sense of responsibility of the mainstream media since they have an important role to play
- * Ensure dialogue between the three regions to standardise the price of rubbish bags and the level of fines
- * Take school children to meet cleanliness personnel at work and to try out their equipment
- * Increase human resources to lay more stress on public education
- * Install rubbish bins which are more fun
- * Reward where possible ('click' a piece of litter to get a token that can be used locally)

0 TO 10 POINTS

- * Understand the reasons for anti-social behaviour and come up with solutions accordingly
- * Organise more citizen forums with targeted participants (teenagers, third age, etc.)
- * Step up on-the-spot checks
- * Have a rising scale of fines for repeat offenders

CITIZEN RECOMMENDATIONS UNDER THE HEADING 'PRIVATE SECTOR'

> 31 POINTS

- * Create a 'cleanliness' label for the private sector, with specifications. The label could be displayed at the premises of those who hold it

- * 'Compel' economic actors to organise three days of waste awareness-raising in partnership with the authorities and local civil society organisations
- * Encourage innovation for new packaging
- * Encourage awareness-raising in places where large numbers of people gather (mosques, churches, football stadiums, bars, businesses, etc.) and involve influencers to draw attention to initiatives

11 TO 30 POINTS

- * Include a 'cleanliness' chapter (in a fun way) in the health and safety training module for company employees
- * Offer shopkeepers an 'I care about waste' sticker to put on their windows

0 TO 10 POINTS

- * Make packaging traceable so that the producers (companies) can be identified if it is discarded in an anti-social manner
- * Tax packaging producers according to the 'polluter pays' principle
- * Introduce tax tools to support civil society organisations working to raise awareness of waste

How can knowledge of the key actors managing urban cleanliness be improved? What communication strategy should be introduced? What communication tools should ideally be used? How can the different actors be spotlighted?

The following points and suggestions were made by citizens:

- * Cleanliness is a multi-actor field and it is important to define who does what;
- * Organise an open day or information day once a year to showcase the different cleaning occupations at all levels;
- * Once a year, via a publication, produce a portrait of the different cleaning occupations (highlighting their cross-cutting work);
- * Question: should we have so many different actors all working on cleanliness → confusing? Should services be reorganised?
- * Set up a common IT system for all complaints:
 - The existence of the 'Fix My Street' app was recalled, which involves all the actors in the Region, registers complaints and sends them to the correct public services;
 - Existence of the OSIRIS platform. By centralising all information, OSIRIS provides a comprehensive view, almost in real time and to all stakeholders (applicants, municipalities, police zones, Regional Directorate for Construction Site Coordination) regarding authorised encroachments on public roads and authorisation applications;
 - Promote the tools that already exist;
 - Organise an awareness day on using the app for 17/18-year-old students;

BUT note that the capacity to respond to requests is needed: a task force is needed to deal with anti-social behaviour that is identified;

- * Put all the information on a single website → need to centralise information;
- * Increase the number of people able to report on environmental offences (such as certain municipal or regional workers/officers) and give them more visibility in the street, for example by having them wear a uniform;
- * Ensure that subsidised local civil society organisations inform and educate citizens about cleanliness. When they obtain a subsidy, they should assume a civic education obligation in order to inform and raise awareness in local communities.

To close the discussions, the citizens were invited to comment on subjects not brought up during the forums but which could be worth the consideration of the regional authorities.

Here are the key takeaways from the plenary discussion:

- * Cleanliness needs to be looked at as a whole: 'What makes a city look clean?' 'How can the city be made more attractive?' One area where improvements can be made is to remove the stickers put on posts and the concrete blocks that were installed at the time of the terrorist crisis;
- * Do something about spitting in the street by educating the perpetrators about public norms in Belgium;
- * There is a section of the public that is not being reached: 'How can anti-social behaviour be prevented and the illusion be dispelled that litter is cleaned up by magic?'
- * Work on the way the recycling centres are organised (queues too long, waste not accepted, authorised personal quotas getting used up → 'Waste is not ending up in the recycling centres even when people basically wanted to take it there');
- * Set up an environmental police force (which could have a better image, more recognition and legitimacy than municipal or regional police officers and thus have more impact on improving the living environment);
- * Raise awareness of everyone's individual responsibilities (e.g. police regulations). Citizens must also take the initiative to find out information: they also have duties;
- * Work on a strategy to make the subject of waste more attractive, more sexy;
- * Continue this approach of civic dialogue, in particular by organising meetings in local neighbourhoods;
- * Reinforce the sense of responsibility among the various actors by integrating the large economic groups of shopkeepers/ waste-producers → objective: to achieve a general sense of responsibility.



Responsible editor

Bruxelles Propreté –
Frédéric Fontaine
Avenue de Broqueville 12,
B-1150 Bruxelles

Editing under the supervision of

Kathlyn Jaminon
Project Manager –
Stratégie Propreté Urbaine

Photos

Bruxelles-Propreté @arp-gan
SPRB – Bruxelles Mobilité ©
Françoise Walthéry - rouge indigo
www.fwalt.be
Yvonnice Coomans de Brachène
www.ycdb.be

Infographics

designed in the framework of the
urban cleanliness strategy clean.
brussels (2022)

Lay-out

Vo-Citizen - SIGN



**Making
Brussels
cleaner in a
sustainable
way**