

Alliances' reporting for the blueprint for movement building

Dec 2023-Jan 24

ZW Germany

Evaluation report year 1

<https://zerowastegermany.de/report-2022-2023/>

How much **progress** have you made in terms of achieving the **goals** you set out for your alliance for 2023?

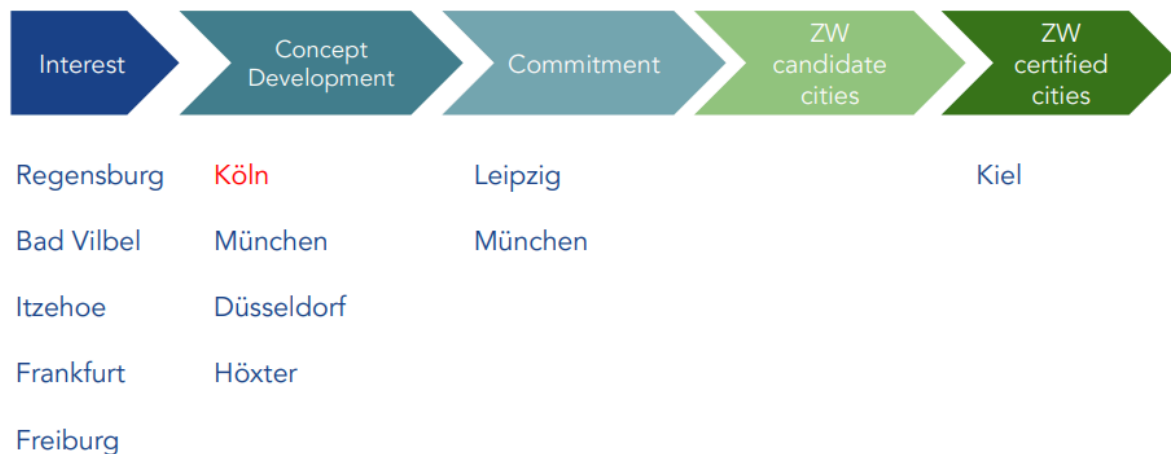
External and ideal goals

1) Continuing our work to support cities on their journey to becoming zero waste, in particular by using the Zero Waste Cities Certification Program of ZWE as a supporting tool.

- We have continued to support the cities but had faced two problem - see print screen below + 2023 report presented to members in Gottingen
 - Block from cities when the contract was sent to Munich - it slowed things down
 - Some cities, after initial discussions, etc, put out a call for proposals and it ended up being other organisations/agencies taking the lead - this includes the Wuppertal Institute + another one (Infa?)
- Audit & certification of the city of Kiel



Zero Waste Cities



Network Meeting Zero Waste Germany e.V. Göttingen - Nov 2023



2) Further development of [our website](#) by publishing blog articles, press releases and sharing information.

- Hired Sarah in Feb for the comms work
- Multiple blogs on the website and started a newsletter - first internal but now external - aim to highlight what members of ZW Germany in the newsletter
- Two case studies to highlight the work of some members - one case study is with ZWE (SY to follow up with Sarah) and one should be ready soon?

3) Monitoring of projects on new laws/legislative amendments related to waste or circular economy and commenting on them. Addressing these statements to politicians (note: this is done alone or in cooperation with other NGO alliances).

Developed position as ZWG but not yet published on the website:

- Plastic - theme of exit plastik, but went further in ZW Germany within the politics working group. But lack of validation from the members and not enough interest
- Incineration - we have the document, but not public yet.

Participating in alliances - co-signature, relay information from BFFP, campaigns, sign letters, etc. All documents that were co-signed are on the ZWG drive.

4) Continuation of our work within the "Exit Plastic" and BFFP alliances in joint campaigns.

- Exit Plastics and BFFP - Marie's work was covered by other budget not UMI
- UMI was covering Sarah and Anna - Marie's salary was covered by Exit Plastic



Internal & organizational goals

1) **Gain additional members (members are nonprofit zero waste organizations or groups of larger environmental organizations that advocate for zero waste).**

- One new member organisation in 2023 from Bad Vilbel, near Frankfurt - Petra, new member, is from there. This group has a bit older members (50+), maybe this can help with maintaining the volunteers
- Some members were not very active anymore within ZWG as their own association were not very active anymore
- There were reaching out and contacts made with other organisations and associations in other cities including in Berlin
- Tried to change the statutes to open the membership to a new category called 'associate members who could be then individual members - originally suggested they could be on the board but final decision of GA was that they can vote but cannot be on the Board.

2) **Ensure continuity of operations by hiring new part-time staff (currently only one) and thus building an operations team.**

- 2 new part time people (Sarah and Anna)
- Marie was already there

3) **Consolidate our internal working frame (finance, reporting...)**

- Worked on this - organised their google drive, with templates for many things.
- Defined a strategy in February 2023 - in July 2023, Marie and Marc wrote a document with a financial/fundraising plan for the coming years, shared with ZWE Board member Nathalie Cadot. Still improvement to do on it. - but there is a base for writing fundraising application to be sent to grant makers. There are also ideas for who to target

Can you share updates or progress for the **activities you proposed for 2023?**

- **Strategy session** was early 2023, second session was meant to be at the meeting in Nov in Gottingen but the meeting did not go as planned so no further discussion. The session in February was hybrid - it was constructive, with plans and actions - it was following this meeting that we hired Anna. Strategy has internal and external goals but no draft and couldn't get it done due to how the meeting went.
- **One general assembly** per year, at which all member associations are informed about the strategy and network together -> this took place in November in Gottingen - There were about 10 people there - they mentioned 6 organisations were represented (out of 12).
- **Monthly meeting with members** - open to guests who can come speak on specific topic. For example someone from ZWE on the Waste Framework Directive, one person on the tax project from Tübingen, someone who runs zero waste kindergarten. Mostly for members, but also had a few other non members coming (but not loads)
- Monthly online meetings of working groups with a nationwide participation (cities, politics, lifestyle & business).
 - Politics: This was difficult in terms of participation in meetings



- Cities group worked a bit better - Marc, Michael, Roland and Doris. But follow up post meeting wasn't great.
- Lifestyle and business group didn't work - this was surprising as many members work on this but maybe it was too much - we stopped it in May/June
- After Bulgaria alliances meeting, Marie sent an email saying it was on hold and try to decentralise and give the leadership to others, and plan was to discuss next steps for working groups in Gottingen
- Ensure continuity in meetings with ZWE or other alliances such as BFFP, Exit Plastik: mentioned above.
- Publishing blogs and relaying information on our website: mentioned above
- Organization or contribution to campaigns in cooperation with BFFP, Exit plastic or further environmental NGO alliances. Creation of contents in relation with the campaigns. mentioned above
- **Note there was also the cities training in Berlin in November 2022**

Who have you **collaborated** with as an alliance in 2023?

We plan in addition to extend our cooperation with other groups, also focusing on different area of sustainability (e.g. as cited in the UN sustainability goals, like RENN), especially when we can bring a concrete expertise.

This year, we plan to look at synergies with groups supporting ReUse systems (Refrastructure, Mehrwegverband, Planet ReUse...).

In the middle term (2d and 3rd year) we aim at developing partnerships with VKU or UBC (union of Baltic cities with whom we already have been in contact).

What have been the main **outcomes or impact** of your work as an alliance in 2023?

- Work of Marie as part of Exit Plastik, known to other groups like DUH, GreenPeace etc. ZWG has its logo and visibility on important documents -
- ZWG is in contact with ZWE, members of ZWE - for a such a young organisation, its great
- Known to Wuppertel and other consulting organisations and some cities
- Wanted to create ZWG officially (registered NGO) so that after 3 years, it becomes a recognised NGO by the government - so this is on the way, as could have this status in March 2024. This is different from being registered with the 'lobby register' where ZWG is already.

What are the **key lessons learnt** from the last period? This can be from things that worked well and things that did not work so well - think about the what, how, why

- Need to focus on a theme, go into it with the team that works, and awaken the interests of the associations who will then join voluntarily. If we had to do it again, focus on x topic



this year, eg on cities and then get funding, make it so attractive that the members come by themselves. Not try to be the facilitators - more 'qui m'aime me suive' - like ZWE.

- Wanted to create ZWG with existing organisations, mostly in lifestyle, but many were small orgs - but maybe we should have created an alliance with bigger organisations like BUND etc.
- Created ZWG during Corona - but at end of corona, maybe members just went back to their local activities. Dont necessarily want to work at national level etc
- Might have lacked an identification with ZW Germany? Didn't do a kickoff of the organisation as it was created and officialised in Corona. Through zoom, this 'identification' was a bit tricky.
- Internal comms - emails from ZWG to key contacts in member organisations, but how this trickles down to their own member and volunteers is not easy to know. More comms trickling down might mean others with more capacity to participate?

Financial report year 1

Anything that you did not yet spend in year 1? Can you explain why?

*Note that once we receive your financial report below, we will transfer the **remaining 5264 euros** to you as per the signed agreement.*

[IN WRITING] Prepare a financial reporting for 2022-2023 (including the costed extension)

- Salaries of Sarah and Anna (and taxes)
- Cost of meetings in Kiel and Gottingen in this budget
- Admin like accountant (10%)
- Comms costs?