

# Private sector engagement in urban organic waste reduction

## *Experiences from C40 cities*

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Kathrin Zeller / Senior Manager, SWS Network



C40  
CITIES

# The C40 Cities network

Directly representing almost 600 million residents

Influencing approximately 920 million people living and working in the wider city

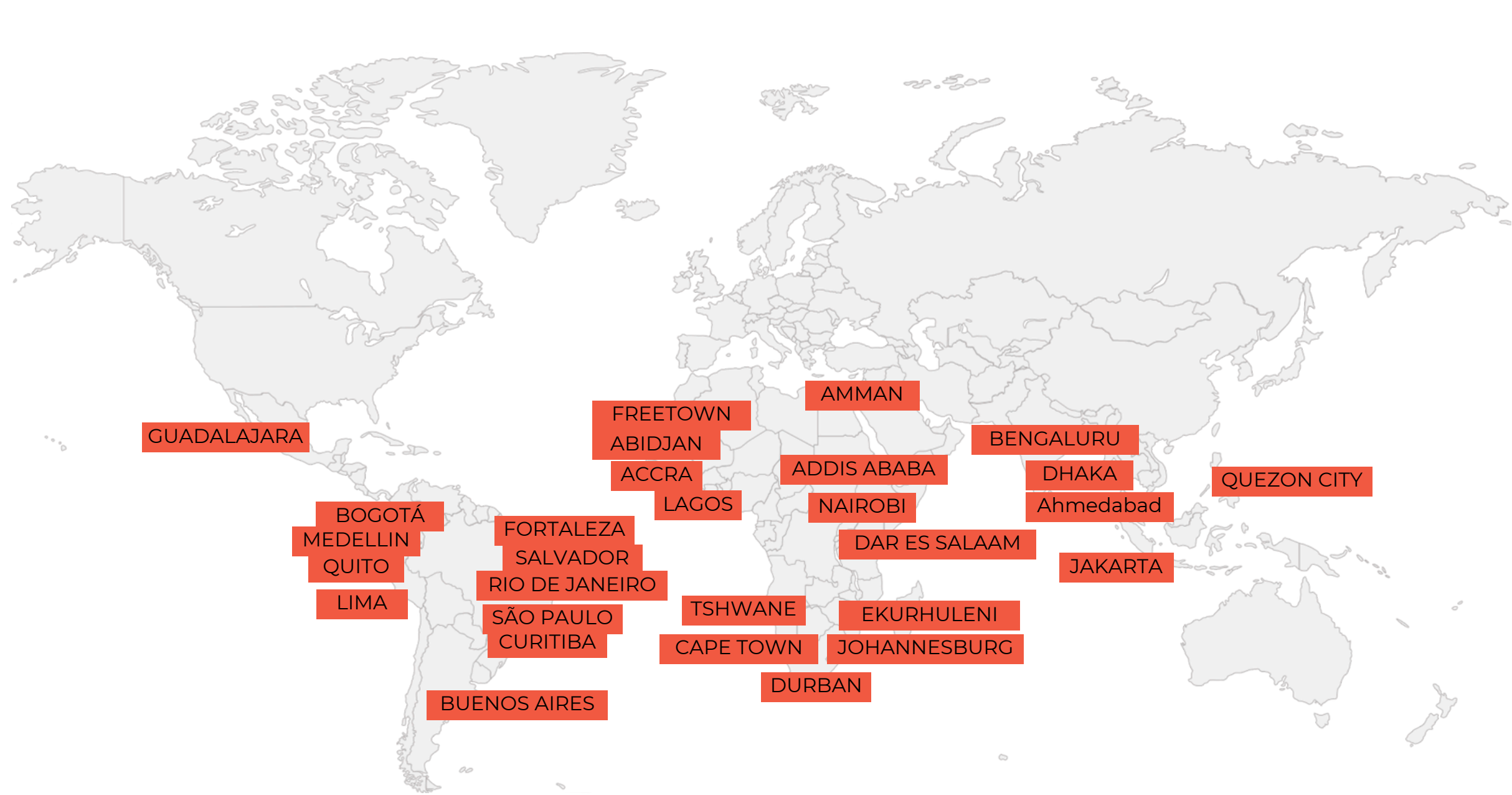


ISTANBUL – LISBON – LONDON – MADRID – MILAN – OSLO – PARIS – ROME – ROTTERDAM – STOCKHOLM – TEL AVIV – WARSAW | LATIN AMERICA: BOGOTA – BUENOS AIRES – CURITIBA – FORTALEZA – GUADALAJARA – LIMA – MEDELLIN  
MEXICO CITY – RIO DE JANEIRO – SALVADOR – SÃO PAULO – SANTIAGO – QUITO | NORTH AMERICA: AUSTIN – BOSTON – CHICAGO – HOUSTON – LOS ANGELES – MIAMI – MONTRÉAL – NEW ORLEANS – NEW YORK – PHILADELPHIA  
PHOENIX – PORTLAND – SAN FRANCISCO – SEATTLE – TORONTO – VANCOUVER – WASHINGTON DC | SOUTH & WEST ASIA: AHMEDABAD – AMMAN – BENGALURU – CHENNAI – DELHI – DHAKA – DUBAI – KARACHI – MUMBAI



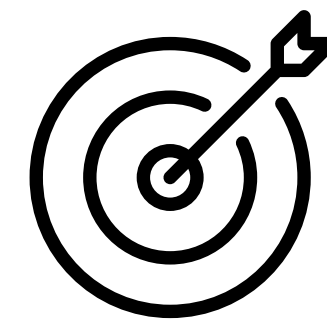
# Sustainable Waste Systems Network

The **Sustainable Waste Systems Network** supports Global South cities to reduce their carbon emissions by improving their waste management operations, prioritising organics diversion and recycling, ensuring financial and environmental sustainability while enabling a common baseline of universal collection and safe disposal.



	FOCUS AREAS
01.	UNIVERSAL COLLECTION
	<ul style="list-style-type: none"><li>Enhancing waste infrastructure development, technology evaluation, national and sub-national policy evaluation, deploying cost-effective and efficient waste collection and transportation services</li></ul>
02.	SAFE TREATMENT AND DISPOSAL
	<ul style="list-style-type: none"><li>City strategies and policies designed to manage disposal and recovery facilities such as landfills, composting, landfill gas utilization, materials recovery facilities (MRFs) etc., eliminating open dumping, open burning and waste leakage, improving disposal quality, developing organic waste recovery infrastructure, improving recycling and segregation</li></ul>
03.	SUSTAINABLE FINANCE
	<ul style="list-style-type: none"><li>Ensuring financial sustainability of new and existing waste infrastructure.</li></ul>

# SIGNATORY CITIES COMMIT TO deliver by 2030..



## TOWARDS ZERO WASTE

- Reducing municipal solid waste by 15%
- Reducing disposal to landfill and incineration by at least 50%, and increase diversion to at least 70%

Auckland, Boston, Copenhagen, London, Los Angeles, Melbourne, Milan, Montreal, New York City, Paris, Philadelphia, Portland, Rotterdam, San Francisco, Stockholm, Sydney, Tel Aviv – Yafo, Tokyo, Toronto, Vancouver, Washington DC

## PATHWAY TOWARDS ZERO WASTE

- Providing timely city-wide waste collection services
- **Treating at least 30% of organic waste**
- And reducing waste disposal emissions by at least 30%

Accra, Amman, Buenos Aires, Curitiba, Dar es Salaam, Dhaka South, Durban, Ekurhuleni, Freetown, Nairobi, Quito, Rio de Janeiro and Tshwane

## GOOD FOOD CITIES

- Aligning food procurement to Planetary Health Diet
- Increase of healthy plant-based food consumption
- **Reducing food loss and waste by 50%**
- Working stakeholders to develop a joint strategy for achieving these goals

Barcelona, Copenhagen, Guadalajara, Lima, London, Los Angeles, Milan, Montréal, New York City, Oslo, Paris, Quezon City, Seoul, Stockholm, Tokyo, Toronto

# Waste Hierarchy

THE WASTE HIERARCHY WAS DEVELOPED IN THE 1970'S AND REFLECTS THE MOST SUSTAINABLE APPROACH TO WASTE MANAGEMENT





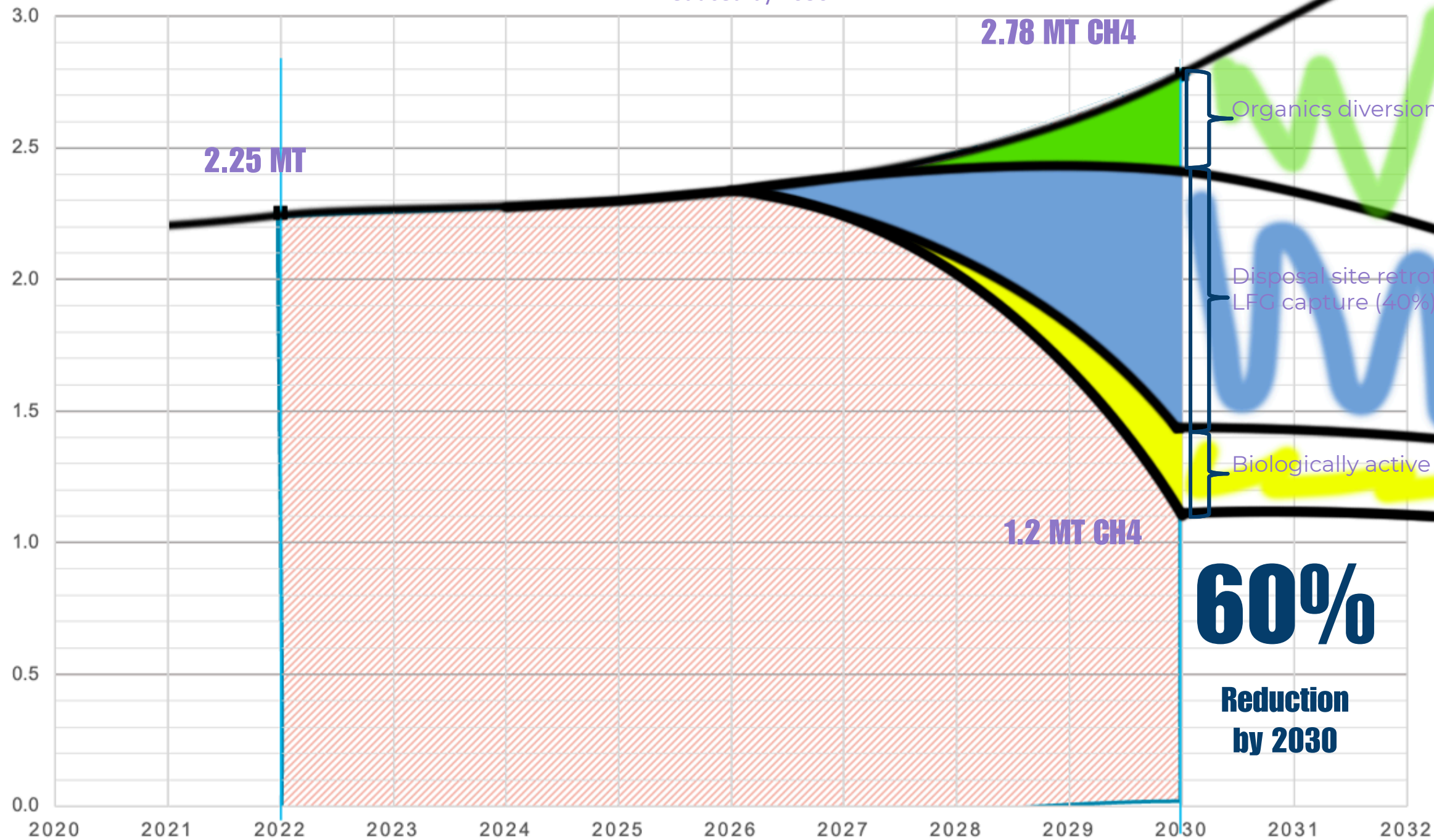
# Planning for Impact

140 M

TONNES OF CO<sub>2</sub>e

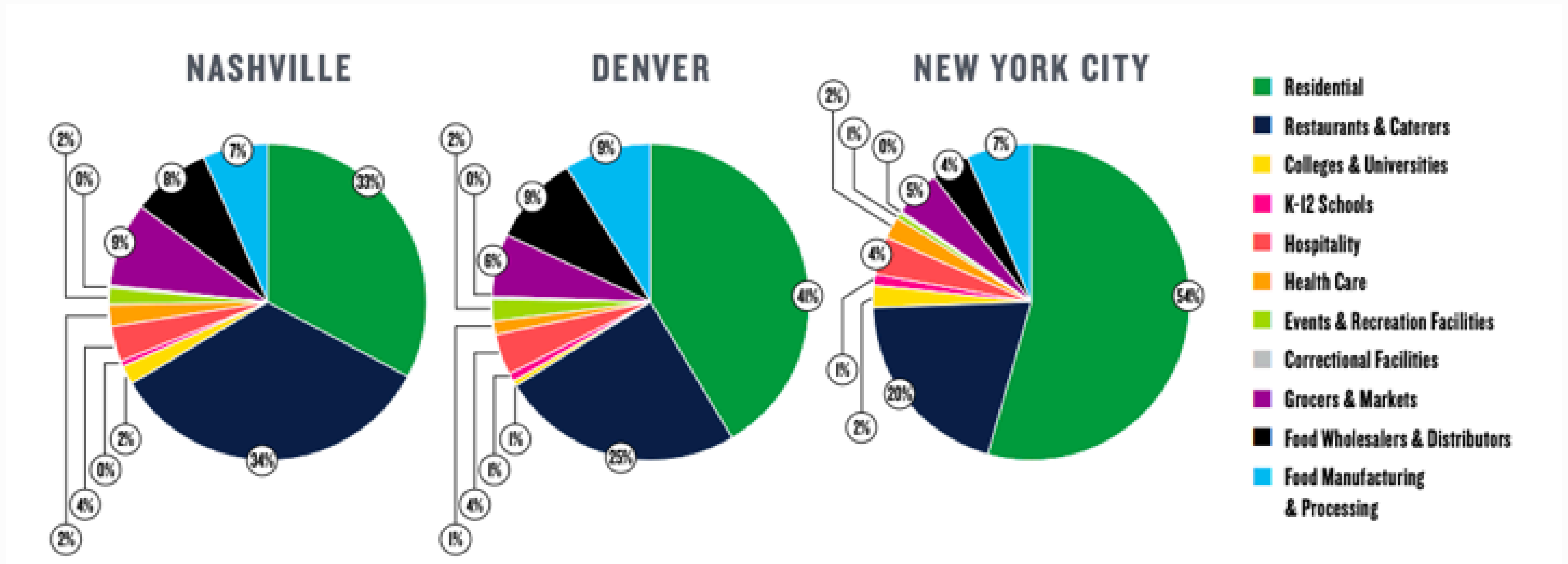
Reduced by 2030

M TONNES  
CH<sub>4</sub>



No methane from waste  
20xx

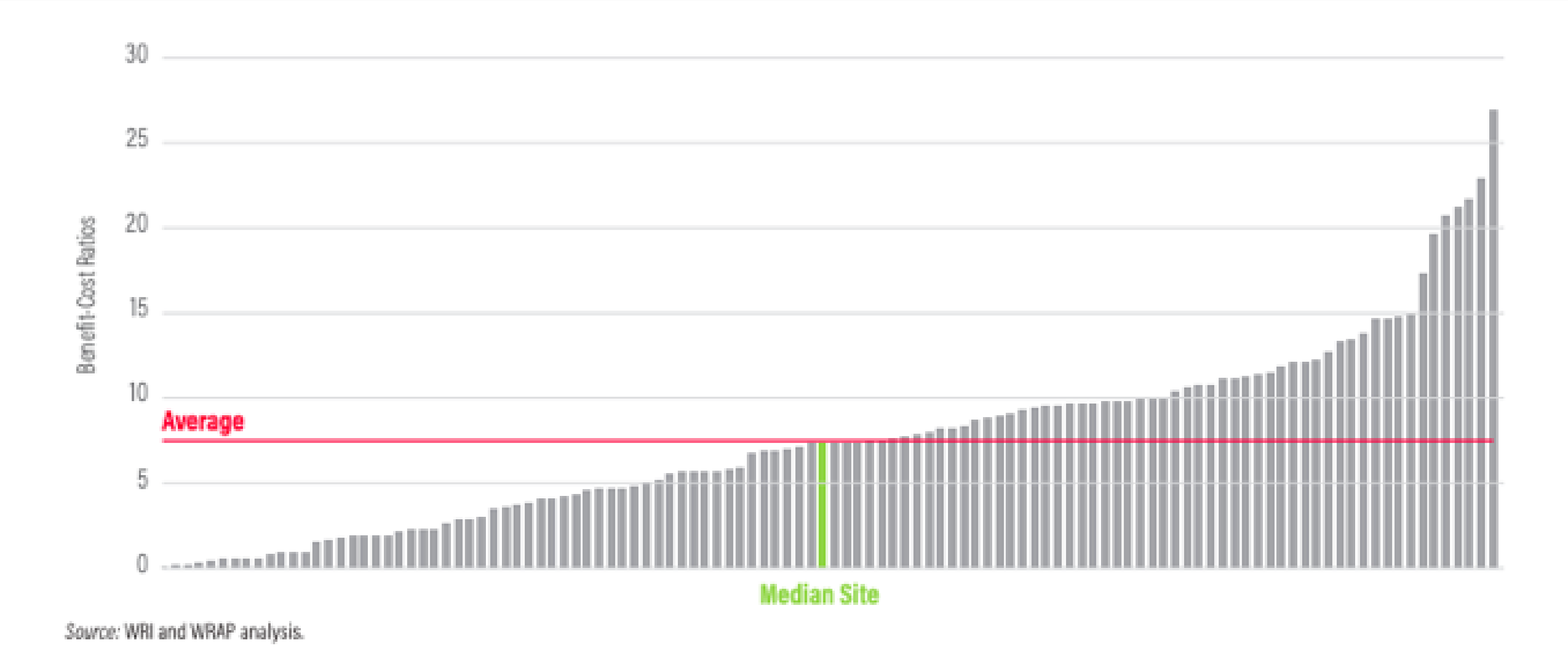
# ESTIMATED FOOD WASTE GENERATED BY SECTOR



Source: NRDC, Estimating quantities and types of food waste at the city level, [nrdc.org/sites/default/files/food-waste-city-level-report.pdf](https://nrdc.org/sites/default/files/food-waste-city-level-report.pdf)

# Financial Benefit-Cost Ratios for Restaurant Sites

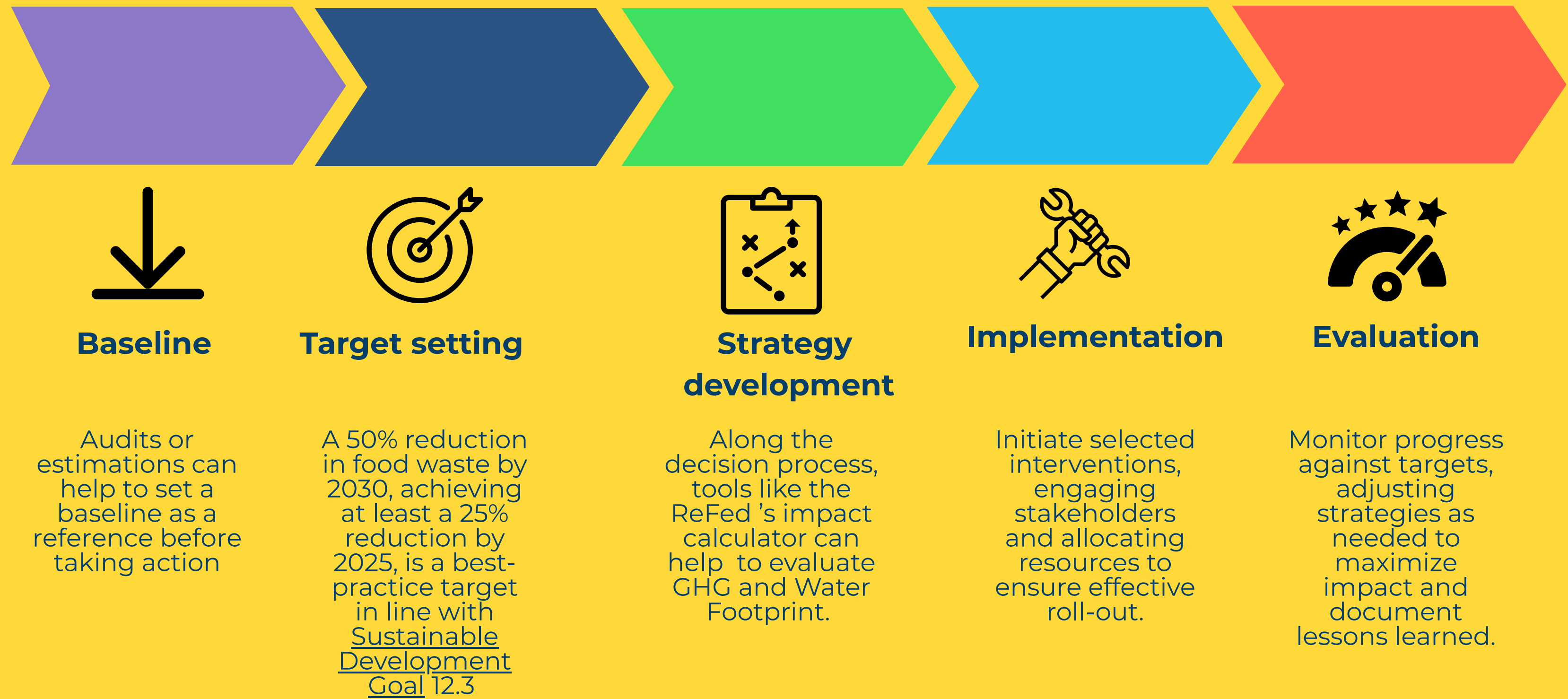
Food waste avoidance and recovery can have positive economic benefits for businesses and the local economy, and can create jobs. The average business is estimated to be able to achieve a 14:1 positive return on investment in reducing food loss and waste. The 12.3 Champions report highlights that for every \$1 (or other relevant currency) invested in food loss and waste reduction, half of the surveyed company sites realized a \$13 or greater return.<sup>1</sup>



Source: Champions123 <https://champions123.org/sites/default/files/2020-07/the-business-case-reducing-food-loss-and-waste-restaurants.pdf>



# Journey of action





# Cities taking action

Measures cities can take to action on the part of city governments to strengthen the enabling environment for private sector actions and investments aimed at reducing





# 1.Campaigns

**Cities use media outlets, social media platforms, events and other opportunities to raise awareness**

## City examples

- Hong Kong media campaign Food Wise
- Washington, D.C. supports local groups' campaigns like RescueDish



## Hong Kong

Encouraging behavioural changes to reduce food waste at the source of the Food Wise Campaign. The campaign also promotes food donation, discourages the use of disposable plastic tableware, and supports government policies targeting carbon neutrality before 2050.

## 2. Collaborations & Partnerships

**Cities can create a supportive framework that helps to coordinate action, share resources and exchange knowledge ultimately leading to more efficient and effective action.**

### **City examples**

- Stakeholder coordination and exchange - Washington, D.C. Food Recovery Working Group
- Direct support to solution providers - Support surplus food apps like Olio or Too Good To Waste



The working group is comprised of a variety of partners from food banks, non-profits and for-profits working on food recovery, DC government agencies, local environmental and sustainability organizations, and food recovery advocates.



## 3. Build capacity

**Directly supporting the local business community with guidance, tools or technical support can accelerate reduction efforts.**

### City examples

- London FoodSave: Audits for small and medium businesses
- Philadelphia - Business Guide (including calculator tool to estimate how much waste a facility generates)
- Beaverton/ Oregon: Guide for businesses Food Waste Stops with Me & technical assistance

# Food Waste Stops With Me

### Beaverton/ Oregon

The working group is comprised of a variety of partners from food banks, non-profits and for-profits working on food recovery, DC government agencies, local environmental and sustainability organizations, and food recovery advocates.

## 4. Legislation/ incentives

Legislation can have massive impacts and bring additional planning security to the private sector, setting incentives/ fair environment for competitors and valuing behaviour in line with the cities' targets

### City examples

- Milan: tax reduction and rescue hubs
- Connecticut mandates food waste donation
- Los Angeles addressed liability and health issues through a food rescue guide



### Milan

Milan has set a 20 percent reduction on the waste tax awarded to donors of surplus food, combined with the development of a vast network in the city to absorb and redistribute the material donated.



Kathrin Zeller  
Senior Manager, SWS Network

**[kzeller@c40.org](mailto:kzeller@c40.org)**

