Zero Pollution Stakeholder Platform

Evaluation of the activities
Action Areas

- Improving health and well-being
- Ensuring stricter implementation and enforcement
- Towards zero pollution from production and consumption
- Living within our planetary boundaries
- Tracking progress, anticipating trends and mainstreaming
- Promoting worldwide change

Thematic priorities

Enablers
Zero Pollution implementation progress

Progress of flagships:

Progress of actions:

Online tracker: https://environment.ec.europa.eu/zero-pollution-stakeholder-platform/actions_en

Target: estimated delivery in Oct 2024
Zero Pollution Stakeholder Platform - Composition

Zero Pollution Member State Steering Group

EU Presidencies (current, incoming and outgoing) representing 27 Member States

European Commission

European Committee of the Regions

Businesses

Civil Society

Cities & Regions

Academia

Observers

International organisations: UNEP, WHO, OECD
EU bodies: EESC, EIB

12 organisations: CER, CEWEP, COPA-COGECA, ECGA, ECSA, EFPIA/AESGP, Eureau, Eurelectric, Eurometaux, PIANC-Navigation TF

12 organisations: CDP Europe, ECOS, EEB, EFA, ENOLL, Euroconsumers, GAHP, HCWH, HEAL, JA Europe, SedNet, Surfrider

Committee of the Regions and 5 organisations: ACR+, ARC, CCRE/CEMR, Eurocities, POLIS

5 organisations: EUChemS, IAH, IEEP, Recetox Centre, Water Europe

EU bodies: EESC, EIB
Evaluation - sources & methodology

- Survey of website users & newsletter subscribers (50+ responses including 17 ZPSP members)
- Interviews with 27 ZPSP members
- Website analytics
- Newsletter subscriptions & analytics
- Contractor experience & reporting
Key findings on ZPSP functioning

• All ZPSP members committed to continuous participation in the ZPSP, 2/3 rated participation experience good or excellent

• Speakers and networking opportunities ranked highest (though more opportunities for networking and informal discussions among members are desired)

• Debates ranked lowest, at times uneven engagement distribution between interactions and presentations noted

• High appreciation for information exchange space, collaboration with CoR and informativeness

• Sometimes lack of focus due to diversity of cross-cutting issues and member expertise
Key findings on ZPSP website

• 1/2 visit the website more than monthly, 1/5 visit weekly

• 80% say information is sufficient, 80% say they find what they look for very easily or quite easily

• Most useful content included news on ZP events & activities and ZPAP updates
Key findings on ZPSP newsletter

- Steadily growing subscriber base with nearly 1700 subscribers: still smaller than other DG ENV newsletters, but opening rate and click-through rates much higher.

- Strong points: interesting and relevant content, readability, and clarity.

- Over 3/4 found the publication frequency satisfactory. 92% rated the newsletter as very useful or quite useful.
Key findings on ZPSP events

• Conference, December 2022
  • all said they were satisfied with the organisation of the event, with ¾ saying they were very satisfied
  • General satisfaction with interactive elements of the programme

• Workshops 2022-24
  • format is considered generally good
  • interest in more key, time-bound next steps

• ZP Talks
  • successful concept, implemented well
  • very interactive and well-focused on specific topics
Key recommendations (1)

• **Update mission**: communication on future ZPSP aims and long-term ambitions and enhance the articulation of concrete outputs, recommendations, and next steps resulting from ZPSP activities.

• **Focus on implementation**: Increase the showcasing of practical cases, success stories, and best practices within the ZPSP framework.

• **More detailed knowledge exchange**: Explore the potential for ZPSP to evolve into a knowledge hub by establishing topic-specific subgroups and working groups for more focused discussions and knowledge exchange.

• **Strengthen collaboration**: Enhance interest by (continuously) collaborating with other DGs, such as DG SANTE, and ZPSP organisations, as well as initiatives like the Circular Economy Stakeholder Platform, to co-organise events.
Key recommendations (2)

- **Boosting interaction**: Allocate more time for discussions and networking and create other opportunities for interactions, e.g., through online events like ZP Talks also online. But maintain regular in-person stakeholder gatherings, considering at least one per year.

- **Increasing communication efforts**: Through social media and by engaging all ZPSP members in integrated communication efforts.

- **Create unique/exclusive content**: ZPSP website and newsletter should focus on specific ZP content, such as an interview, content provided by the CoR or ZPSP, or a report on a ZP stakeholder event.
Thank you!

More information:

- **Zero Pollution Action Plan**
- **Zero Pollution Stakeholder Platform**
- **Zero Pollution Monitoring & Outlook 2022**

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