

≡ 20  
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18 - 23 AUGUST 2025

# OUR COMMON BALTIC COURSE

**Latvia -  
between waste  
and circular economy**

**Evija Ozola - Ozoliņa**

Co organised by



Co funded by



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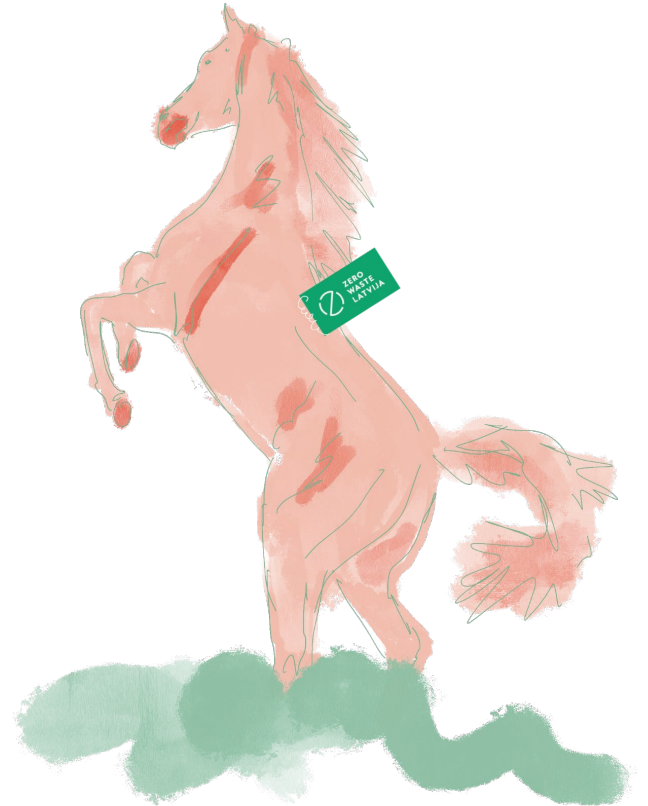


Credit Camille Fraizy

*Coalition  
Clean Baltic*

# About ZWL

- Founded in 2018
- 51 members (4 businesses)
- Promoting legislative changes, discussing
- Public information, educating
- Collaboration with companies (lectures, consultations on product and packaging development)
- Materials and guidelines for manufacturers, e.g. Sustainable packaging guide for manufacturers
- Research and other projects



Is Latvia greenest country in  
the world?

# Country Overshoot Days 2025

When Earth Overshoot Day would land if all the people around the world lived like...



For more information, visit:  
<https://overshootday.org/newsroom/country-overshoot-days/>  
Source: National Footprint and Biocapacity Accounts, preliminary 2025 Edition  
York University, FoDaFo, Global Footprint Network, [data.footprintnetwork.org](http://data.footprintnetwork.org)



Global Footprint Network  
Advancing the Science of Sustainability

7th of March - the date when the planet's annual biocapacity budget would be used up if everyone on Earth lived at the same level of consumption as the residents of that particular country.

<https://overshoot.footprintnetwork.org/newsroom/country-overshoot-days/>



2011 – 2022  + 100 kg

 = 464 kg\*

\*Source: LVGMC



2022



46%\*

\*Source: LVQMC



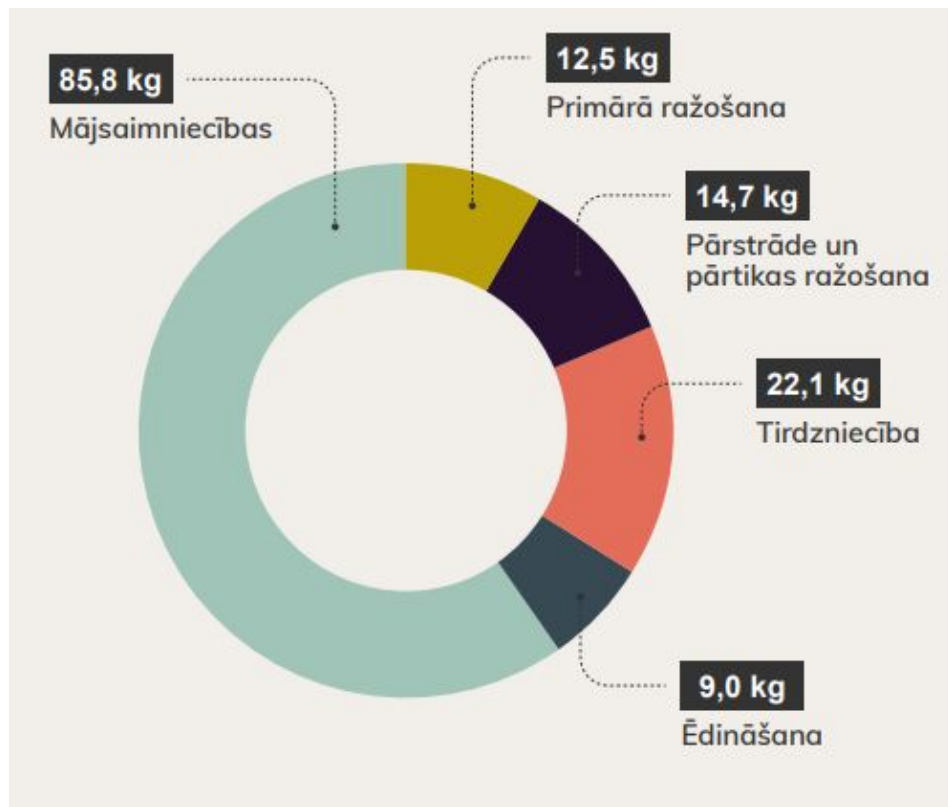
# What are we throwing out? (read - over consuming)



Aptuveni aprēķini - letaupījumu nosaka indivīda rīcība, šķirotot atkritumus.

Data from 2021 show that 461 kg of household waste was generated per capita in Latvia (350 kg in 2013), of which 242 kg were disposed of in landfills.

# Food waste



Data from 2024 shows:

- an average of 144 kg of food waste per capita;
- the largest amount - generated in households - 85.8 kg per capita.

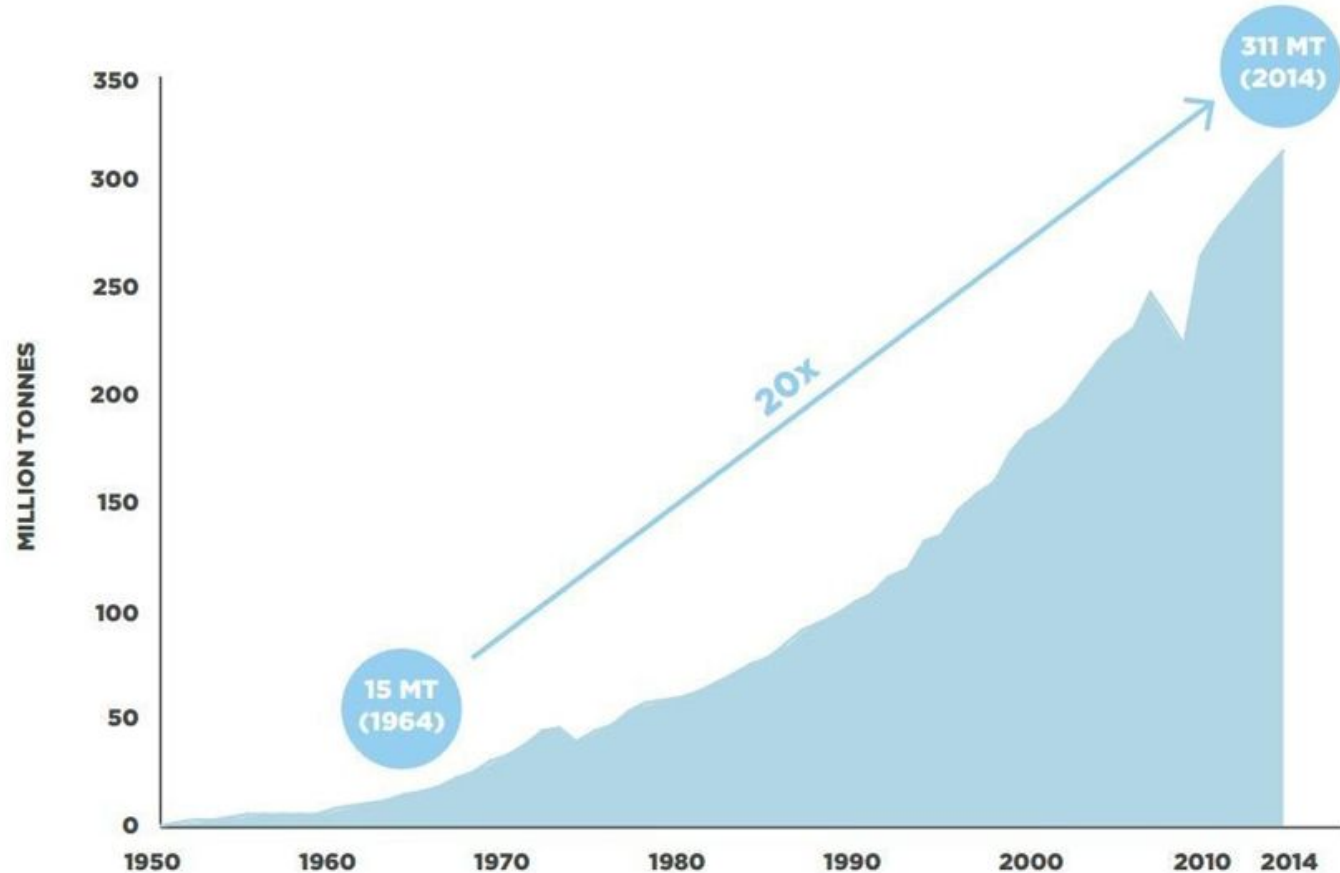


Figure 1: Growth in Global Plastics Production 1950–2014

# Plastic

More than 50% of plastic was produced after 2005.

Plastic consumption has increased 20 times globally since the 1950s.



Note: Production from virgin petroleum-based feedstock only (does not include bio-based, greenhouse gas-based or recycled feedstock)

Source: PlasticsEurope, Plastics – the Facts 2013 (2013); PlasticsEurope, Plastics – the Facts 2015 (2015).

The background of the entire image is a dense, chaotic pile of discarded plastic waste, including numerous white plastic bags, some with purple and orange accents, and various plastic packaging fragments. Overlaid on this background are several green, torn-edge style shapes containing text and graphics. A dark green shape on the left contains a percentage and a source note. A light green shape on the right contains a date range and a category label. A light green shape at the bottom left contains another date range and a category label. A large, dark green curved arrow originates from the bottom left and points towards a globe icon on the right, which is accompanied by a multiplier.

**+35%\***

**\*Source: Eurostat**

**2010 – 2022**

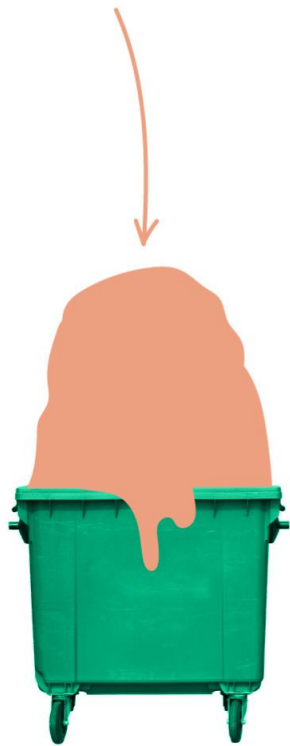
**PACKAGING WASTE**

**1950 – 2022**

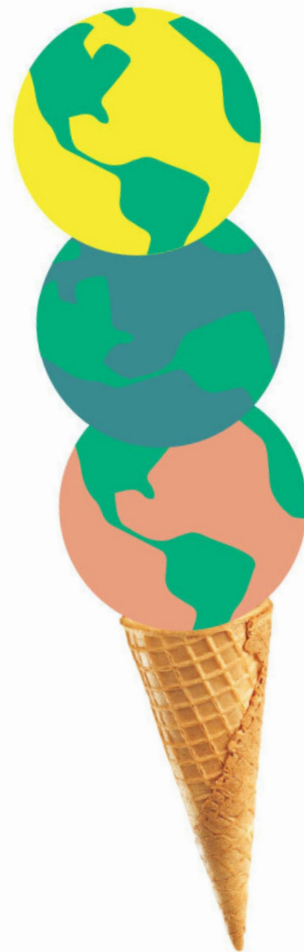
**PLASTIC CONSUMPTION**

**x 20**

## LINEAR ECONOMICS



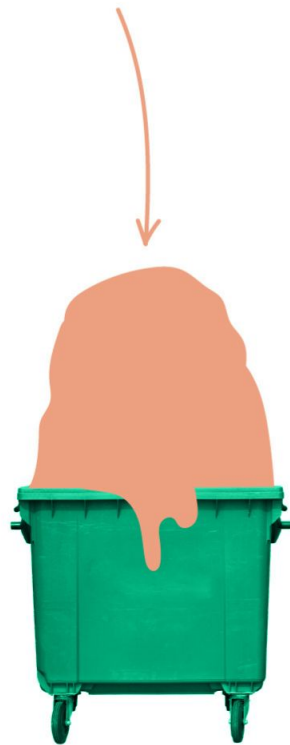
 ZERO  
WASTE  
LATVIJA



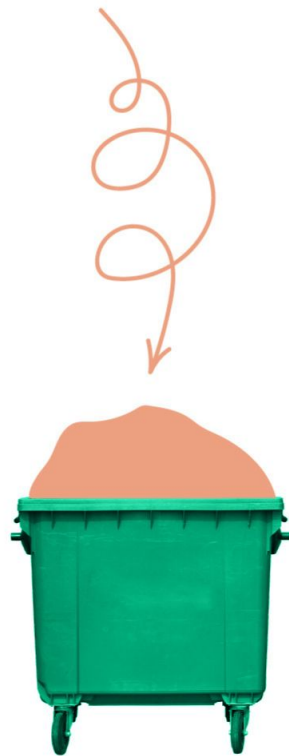


Any chance for solution?

## LINEAR ECONOMY



## SORTING/ RECYCLING ECONOMY



# Sorted ≠ recycled

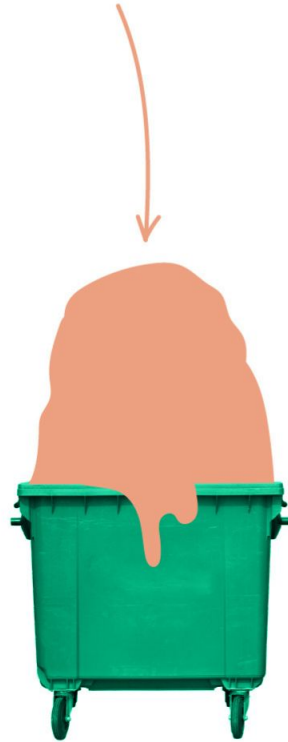
- Glass - exported
- PET
- HDPE
- LDPE
- PP – partly, mostly from manufacturers, not households



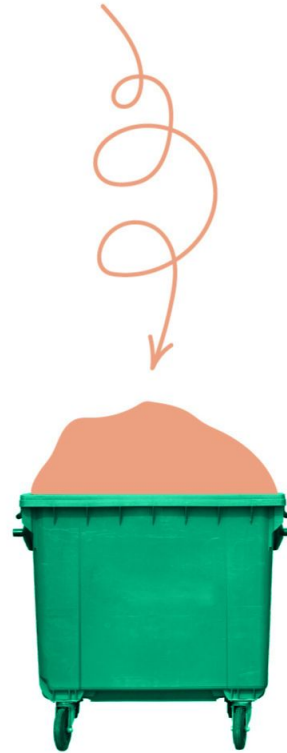


Any chance for  
better solution?

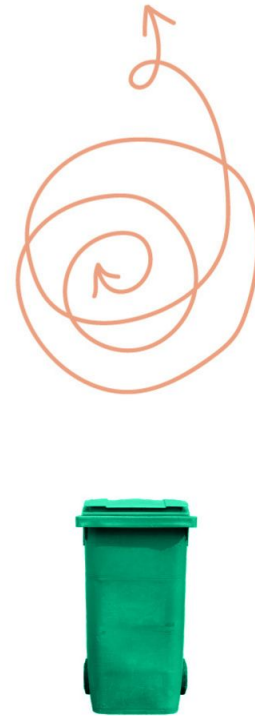
## LINEAR ECONOMY

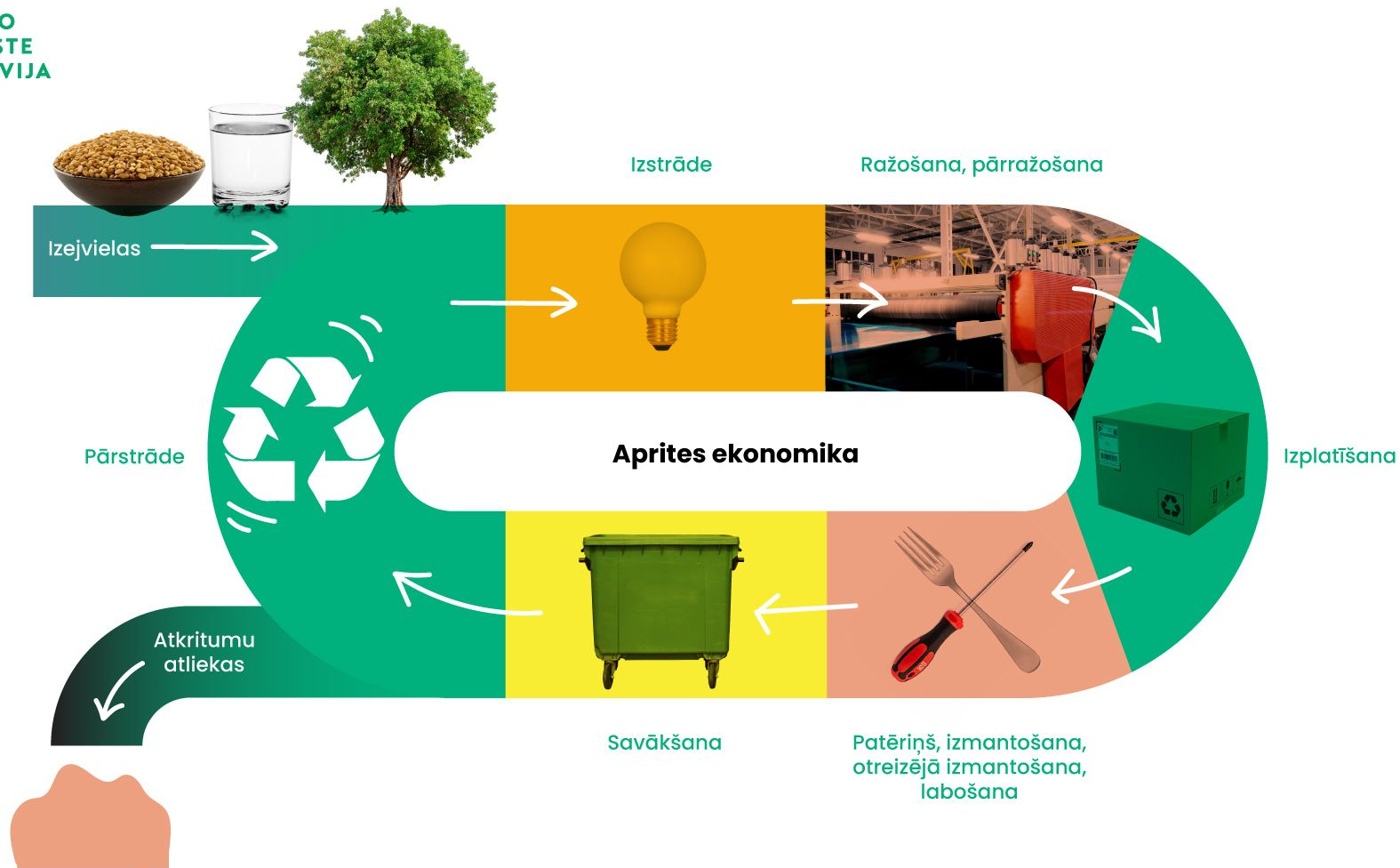


## SORTING/ RECYCLING ECONOMY



## CIRCULAR ECONOMY







# What is *LIFE Waste To Resources IP* project?

*LIFE Waste to Resources IP* introduces targeted measures to reduce waste generation by promoting re–use of resources, improving waste flow control, reducing negative environmental impacts and the carbon footprint of the economy

Implementation period 2022-2028



## Zero Waste 5 pamatprincipi



### 1. ATSAKIES

Pārdomā pirkumus — vai kārotais ir vajadzīgs, cik ilgi tas kalpos un kāda ir tā vides ietekme



### 2. SAMAZINI

Izvēloties preces, centies samazināt to radīto vides ietekmi — iepakojuma apjomu utt.



### 3. LIETO ATKĀRTOTI

Sāc lietot to, ko var izmantot vairākkārt — auduma maisiņus, savu ūdens pudeli utt.



### 4. SALABO

Pārliecinies, ka saplīsušo lietu tiešām nav iespējams salabot pirms pērc jaunu



### 5. ŠĶIRO

Sāc šķirot atkritumus — vērsies pie sava nama pārvaldnieka vai atkritumu apsaimniekotāja



THE BUYERARCHY  
of NEEDS  
(with apologies  
to Maslow)

Everything that is now “waste”  
has earlier been produced and sold



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# Thank you!

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