

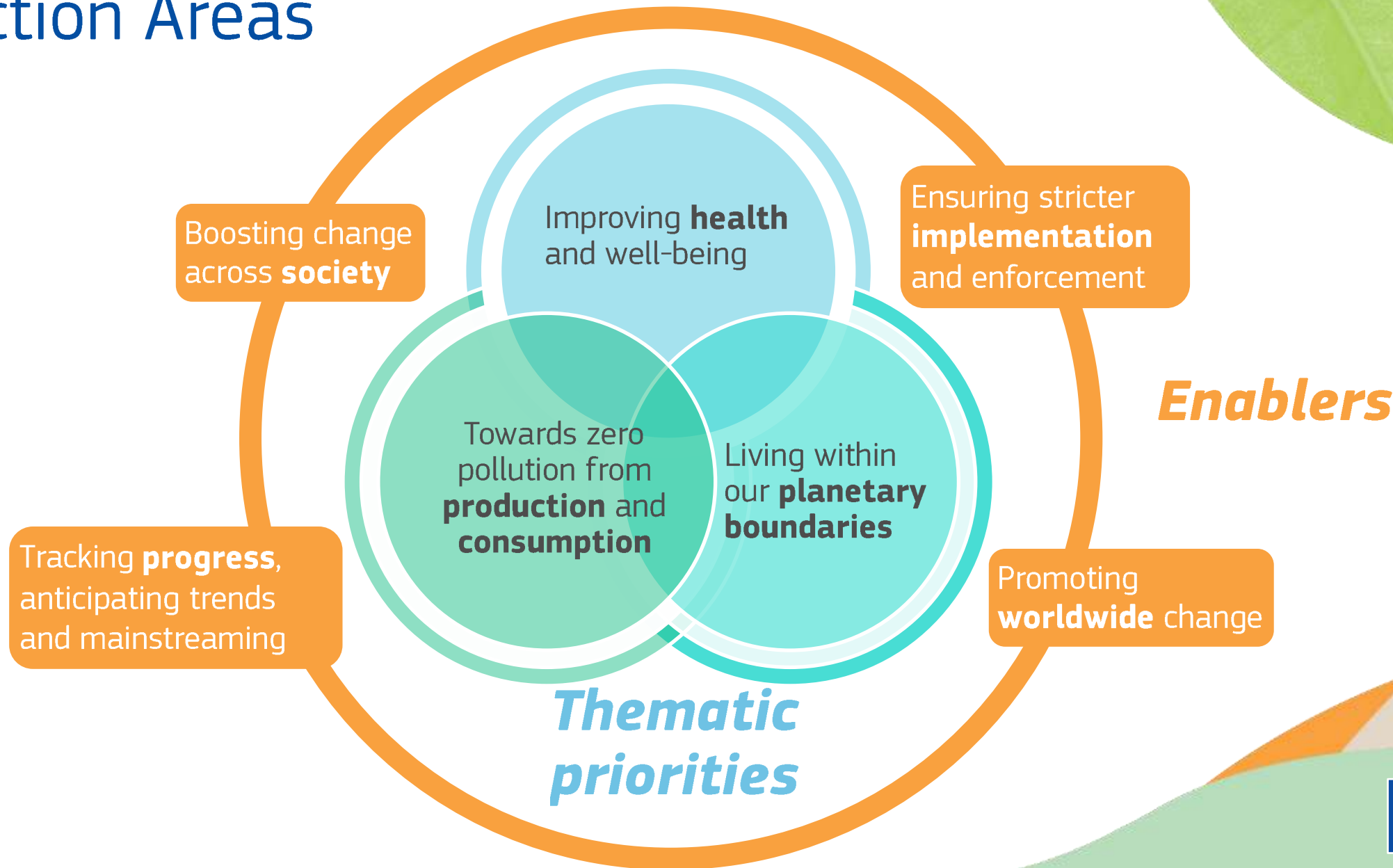


Zero Pollution Stakeholder Platform

Evaluation of the activities



Action Areas

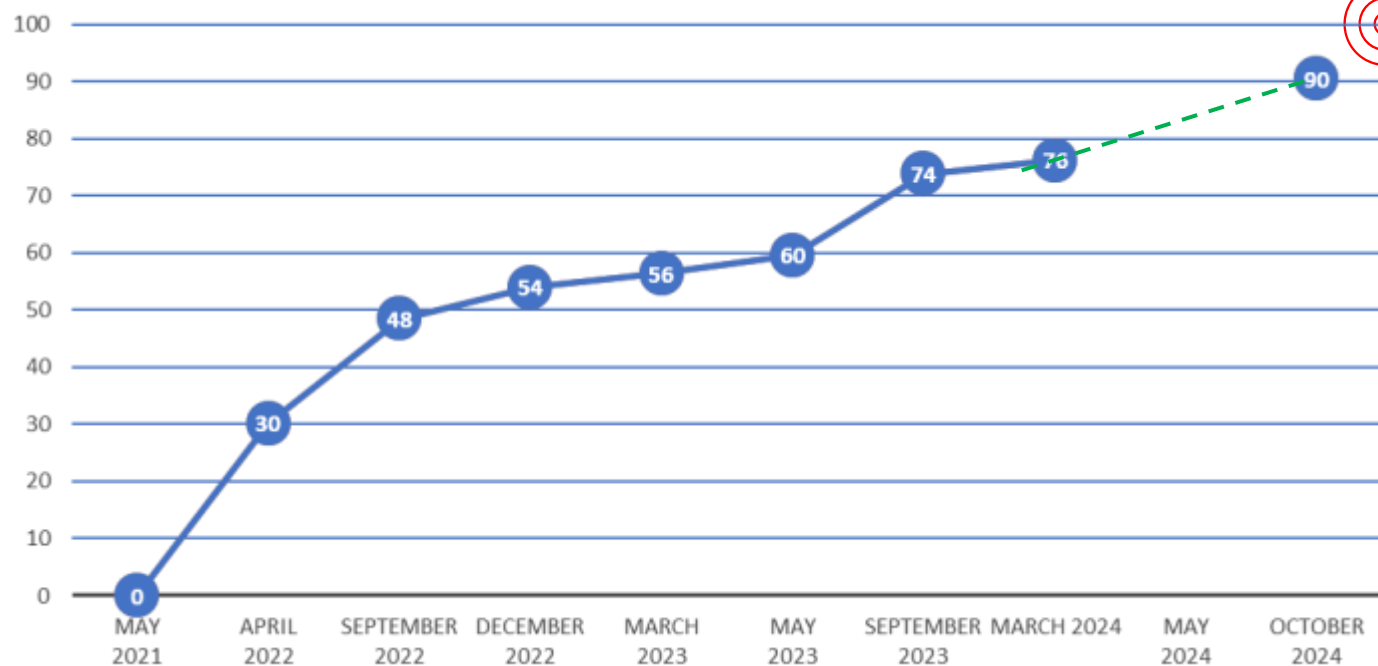
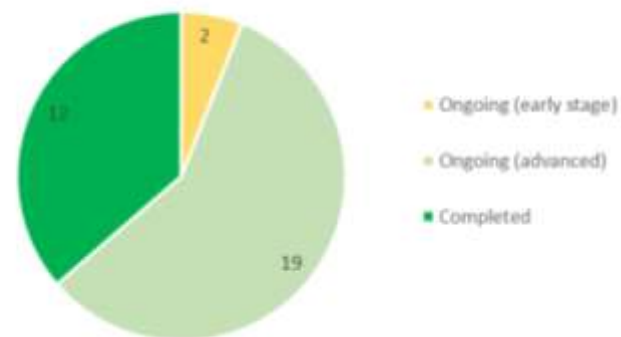


Zero Pollution implementation progress

Progress of flagships



Progress of actions



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*

Businesses

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

Civil Society

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

European Commission

European Committee
of the Regions

Cities &
Regions

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

Observers

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

Academia

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



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

How would you rate your experience of participating

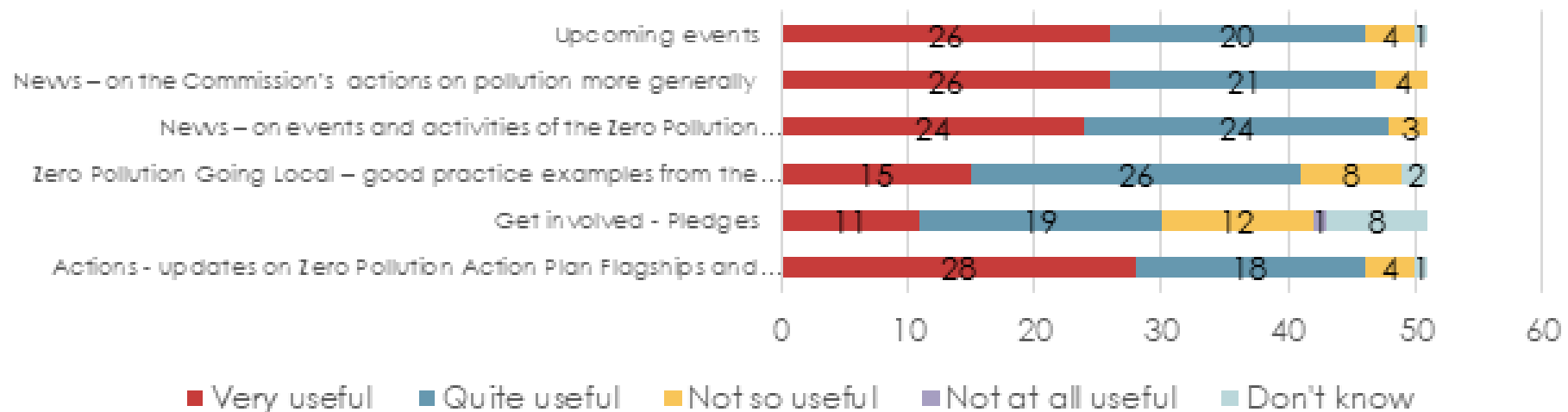


■ excellent ■ good ■ satisfactory

Key findings on ZPSP website

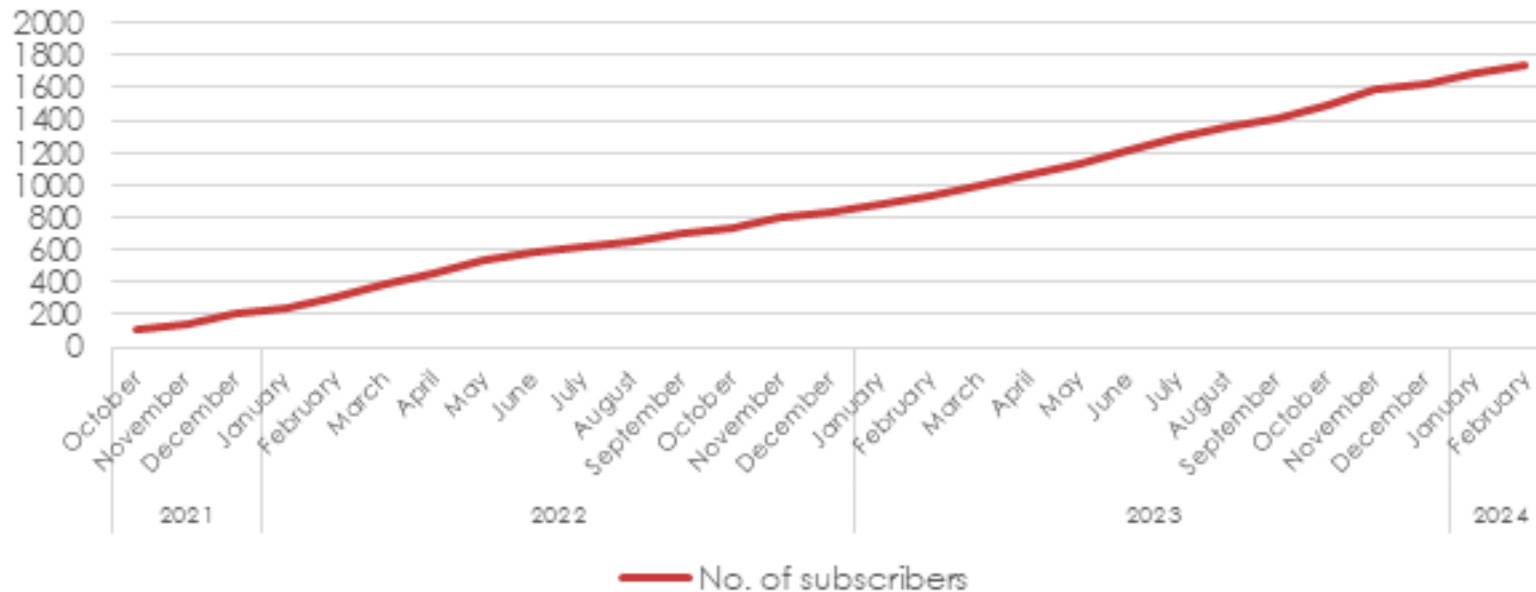
- 1/2 visit the website more than monthly, 1/5 visit weekly
- 80% say information is sufficient, 80% say they find what they look for very easily or quite easily
- Most useful content included news on ZP events & activities and ZPAP updates

Which type of content do you find the most useful?



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 $\frac{3}{4}$ 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 in 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](#)

Your input is welcome!

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