



# A clean city

## Successful measures for a clean Vienna



Well-cleaned streets in a large city convey a feeling of safety, improve the sense of well-being and thus contribute significantly to quality of life. The contribution of the Viennese population, tourists and commuters is essential to keeping Vienna tidy. With the launch of the "Clean City" initiative in 2007, a comprehensive package of measures for improving cleanliness was introduced. Before the launch of the project, the city was dirtier, despite previous awareness-raising measures. Dog fouling was a particular source of annoyance for the Viennese population.

### OVERVIEW OF MEASURES OF MA 48

- **Expanded services**  
Number of public bins increased from 14,000 to over 21,000, ashtrays added to bins, improved visibility through orange framing for the openings and stickers with humorous slogans; signs against dog fouling in green spaces; approx. 3,800 dog waste bag dispensers. Various 48-related services can be found in the MA 48 app.
- **Awareness-raising measures**  
Information and awareness-raising through campaigns, community clean-ups, events like the annual "Mistfest" celebration and information provided by the waste consulting service, special programmes for children and young people as part of the environmental education programme EULE.

### • Patrols and fines to make sure everyone sticks to the rules

The WasteWatchers execute the Vienna Cleanliness Act and can issue fines. Infractions can be penalised with a fine of EUR 50 or a report may be filed, leading to a penalty of up to EUR 2,000. The fines and penalties collected are earmarked for cleanliness measures. Despite the fines, the litter patrol is well accepted by the population and they are even requested to patrol specific areas.



### NATIONAL AND INTERNATIONAL RECOGNITION

The cleanliness measures of recent years are effective and contribute to Vienna being at the top of the international ranking of quality of life year after year. Many delegations visit Vienna to exchange experiences.

In 2009, MA 48 was awarded the quality seal for "Excellent City Cleaning Service". It certifies that the city has an effective management system for cleaning quality, reliability, and citizen friendliness. The certifying body is DEKRA, an independent German testing and certification

### FACTS AND FIGURES

#### OUR 3 PILLARS

- expanding services
- providing information
- fining infractions (WasteWatchers)

#### SUCCESSES FROM 2008 TO 2022

- illegally dumped bulky waste: -50%
- illegally dumped refrigerators: -60%
- over 100,000 official acts by the WasteWatchers
- dog waste bags: 100,000 filled bags a day
- cigarette butts: 128 million/year deposited in the appropriate bins



### CONTACT

Waste information line: +43 1 546 48  
email: [post@ma48.wien.gv.at](mailto:post@ma48.wien.gv.at)