

**HOLD
DANMARK
RENT**



Presentation at the European Urban Cleanliness
Awards 2025

Hold Danmark Rent

Facilitating the Sea Bin Concept across Danish
coastal municipalities

Hold Danmark Rent(HDR)

Keep Denmark Tidy

HDR is a practice-oriented knowledge center and network organization that **works innovatively, developing solutions** together with municipalities, volunteers and companies to create a cleaner Denmark – free of waste in nature and other public spaces.

With a **special focus on** cross-functional cooperation and citizen engagement. HDR always strives to find the best solutions for everyone through **strong and constructive personal relationships.**

How are we organized?

HDR is a non-profit, privately owned company based in the south of Denmark. We are 4 full-time and 3 part-time colleagues. The Hold Danmark Rent brand was established in 2007.

What is our policy?

HDR is apolitical and neutral and works according to the national policy pursued at all times in the waste and litter area.

How are we financed?

HDR works primarily as a consulting company and does not receive government or other external funding.

What is our goal?

HDR works toward a waste-free Denmark and a strong partnership between all operators in the area.

The main tasks of Hold Danmark Rent are...

National monitoring of litter



Annual analyses, conducted in collaboration with the municipalities at 20 locations – counting cigarette butts as well as large and small pieces of litter

Ren Natur



A nationwide concept in which associations can earn sponsorship money by collecting litter on a marked route locally

Sea Bins



Facilitation of a municipal network with 212 beach boxes for the collection of voluntarily collected marine waste on the West Coast of Denmark

Nordic Coastal Cleanup



Project collaboration between the 8 Nordic regions for the exchange of insights and best practices



Key findings on the national scene of litter in Denmark anno 2025

The **amount of litter has decreased by 23%** since 2023. This is a historically large reduction, and tendency shows that many years of initiatives in this area are finally beginning to pay off. A few of the main reasons may include:

1. The **implementation of the EU law on Single Use Plastic** has been successfully implemented in Denmark, which seems to have had a positive effect on the way the litter agenda is viewed in local communities.
2. The number of private **citizens who engage in waste collection** is increasing rapidly and the effect of their efforts is now assessed to have a positive effect on national analyses.
3. Both organizations and **companies are increasingly focusing on contributing** to the collection of littered waste



Now, let's focus on a wooden box 😊



The challenge with marine litter in Denmark is on the west coast

Marine litter has been washing up on Danish shores for centuries, and it has always been the task of the municipalities to ensure its disposal.

In 2010, it was not uncommon for a single municipality to remove up to 400 tons annually. Fortunately, this number has decreased over the years, but it is still a big task to lift locally.

Trends show that beachgoers are more likely to pick up litter than visitors to a typical city park.

In Ringkøbing Skjern Municipality, beachgoers were observed enjoying collecting large amounts of marine waste, which they left in piles. This inspired an employee to place a small container on the beach, marking the beginning of the beach box concept..



Marine litter has become an important task in Hold Danmark Rent

- ✓ **216 Sea Bins** for collecting voluntarily collected marine waste in 9 municipalities spread over approx. 580 km of coastline.
- ✓ Open for business all year round – **24/7**.
- ✓ A **simple yet highly effective solution** - both operationally, behaviorally and communicatively
- ✓ A Sea Bin collects **an average of 705 kg** of marine waste per season.
- ✓ A total of **198 tons** were collected in the Sea Bins last season (April – September 24) equals 58% of the total amount of litter removed from the coasts.
- ✓ **Intuitive co-creation** with a high profiling value
- ✓ Each municipality owns and operates its own Sea Bins. **The Sea Bin costs almost DKK 1000** incl. metal nameplate in purchases, - in addition to operational costs.
- ✓ HDR facilitates the **HDR Coastal Community** and supports municipalities with purchasing, communication, data collection and applications to the Danish Coastal Authority.



VIDEN OM AFFALD

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**The Sea Bins have helped
volunteers collect 990 tons
of marine litter in 5 years!**

The Sea Bins are the most successful litter collection
concept ever on the coasts of Denmark



Well, it is actually more of a magic box 😊

If you want to know more about the Sea Bin concept and the HDR Coastal Community, please contact Hold Danmark Rent Anette Juul – +45 23398199 – ajj@holddanmarkrent.dk

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