



Contents

A. The European Week for Waste Reduction 2014 at a glance	2
The EWWR 2014's main features	
Prevention Thematic Days 2014: Stop Food Waste!	
The European Week for Waste Reduction 2014 - Map of Actions	
B. The European Week for Waste Reduction 2014, Coordinators and Action Developers	5
34 coordinators and their actions	
C. Context: the European Week for Waste Reduction and the current waste situation.....	17
Why is it important to reduce waste?	
The European Week for Waste Reduction - The project	
Prevention Thematic Days 2014: Stop Food Waste	
The EWWR Communication tools to support the implementation of awareness-raising actions	
D. The European Week for Waste Reduction, a Life+ Project and its Partners	24
Project partners	
Project co-financer	
The EWWR, a Life+ project	



A. The European Week for Waste Reduction 2014 at a glance

The European Week for Waste Reduction (EWWR) is a Europe-wide initiative aiming to promote the implementation of awareness-raising actions about sustainable resource and waste management during a single week. It encourages a wide range of audiences (public authorities, private companies, schools, civil society as well as citizens themselves) to get involved.¹

The EWWR is a project co-financed by the European Commission's LIFE+ programme (2013-2017) and was originally launched in 2009 under the same programme. The sixth edition of the EWWR will take place from 22 to 30 November 2014 **under the patronage of Mr Karmenu Vella** - European Commissioner for the Environment, Maritime Affairs and Fisheries - **and Mr Vytenis Andriukaitis** - European Commissioner for Health and Food Safety.

The EWWR 2014's main features

- **34 Coordinators** of around 12.000 **awareness-raising actions** during the last week of November, **from 22 to 30 November 2014** around Europe and beyond;
- Prevention Thematic Days focusing on one specific waste prevention topic: "[Stop food Waste](#)";
- [General Communication tools](#) for Action Developers and Coordinators and a suite of [Targeted Communication Tools](#) for schools, businesses, administrations/associations and citizens.

According to the latest counting, **almost 12.000 EWWR actions² will be implemented in 28 countries** during the last week of November 2014. These actions will be carried out to convince the general public, businesses, pupils and public authorities, among others, of the necessity to reduce the 2.5 billion tonnes³ of waste a year generated by the countries of the European Union. A great part of registered actions will focus on this year's theme of the Prevention Thematic Days, the fight against food waste.

¹ Please find out more about the project in section C of this press file.

² The final number of registered actions, as of 20 November 2014, is 11.992

³ Total waste generated by EU-27 in 2010. Source:

http://epp.eurostat.ec.europa.eu/statistics_explained/index.php/Waste_statistics#Total_waste_generation



Action Developers are the heart of the EWWR: they organise and carry out actions on waste prevention, reuse or recycling during the Week, with the aim of informing as many citizens as possible. Action Developers are **individual citizens** or they belong to **administrations and public authorities, associations and NGOs, businesses and industry, educational establishments** and other types of organizations (for example hospitals, retirement homes, cultural institutions, etc.).

In order to coordinate and promote the 2014 Week, **34 Coordinators across 28 countries** mobilised stakeholders and validated their actions. The complete [list of Coordinators](#) and the [database of actions](#) can be found on the EWWR website.

Under the direction of the EWWR Coordinators and with the support of the EWWR Secretariat, Action Developers are carrying out their awareness-raising actions during the EWWR 2014. By implementing their actions on the "3Rs" (Reduce waste, Reuse products, Recycle materials) they are targeting various audiences, from European citizens to employees and customers, pupils, or the general public. These actions, ranging from a simple e-mail to comprehensive awareness-raising campaigns, will focus on the various stages of a product's life cycle, from production, consumption and reuse to selective collection and recycling. They will be focused on one or several of the 4 following themes:

- ✓ Strict avoidance and reduction at source,
- ✓ Reuse and preparing for reuse,
- ✓ Waste sorting and recycling and
- ✓ Clean-Up Day

Prevention Thematic Days 2014: Stop Food Waste!

Waste prevention holds a strong place in the European Week for Waste Reduction. To highlight this, different Prevention Thematic Days will be implemented during the EWWR throughout Europe, one per edition of the EWWR. This year's edition of the EWWR will, in the scope of the Prevention Thematic Days 2014, focus on food waste prevention. A high number of actions of the EWWR 2014 will thus raise awareness on the necessity of reducing food waste.

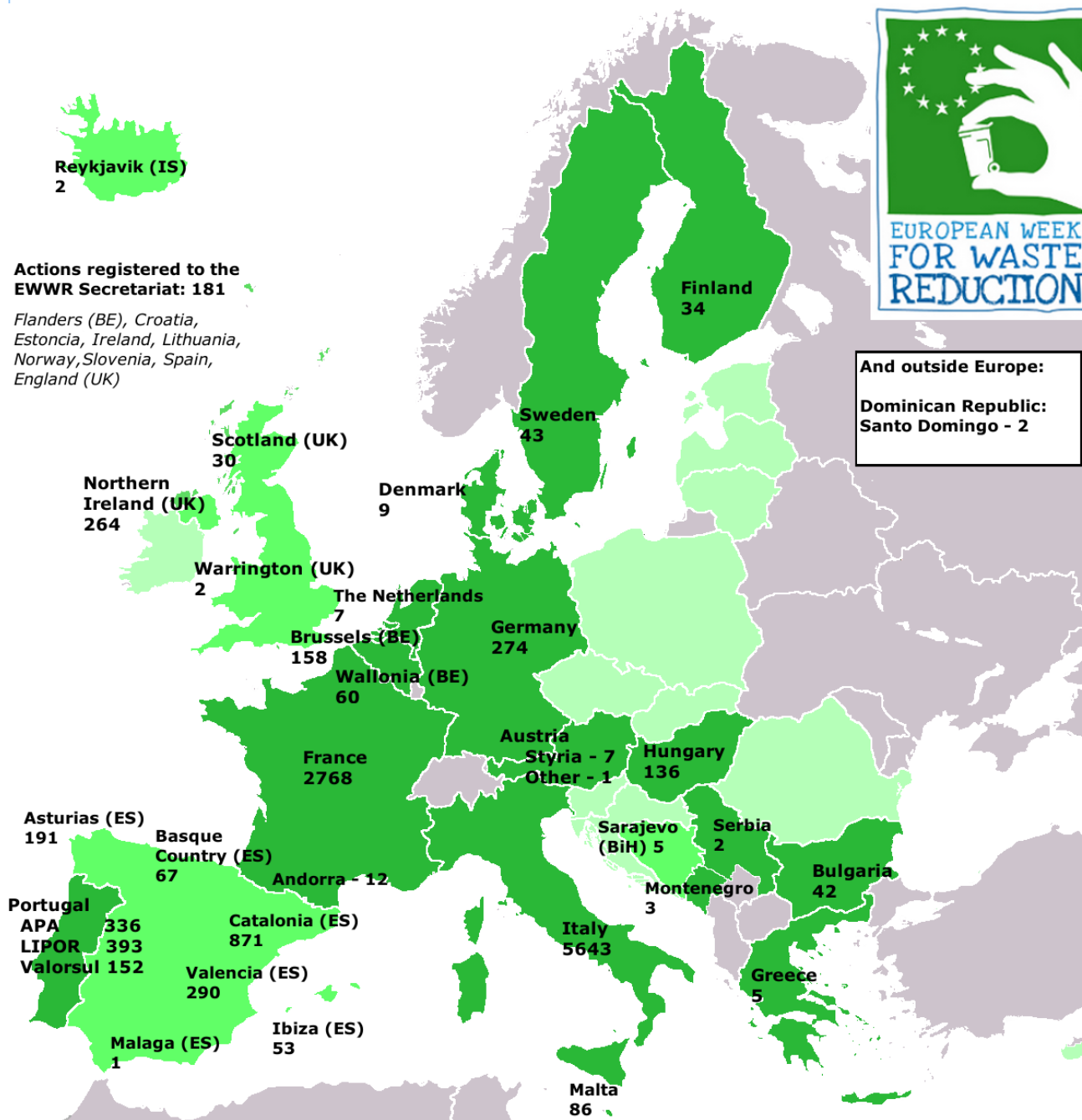
To raise awareness on this topic and to encourage and support EWWR Action Developers to implement actions around this issue, a number of tools have been developed; they are available on the ["Stop Food Waste"](#) page:

- **8 Factsheets** on specific food waste prevention activities provide with general information and contain tips on implementing the action as well as a compilation of examples (Composting training, Feeding the 5000 event, Food donation campaign, Gleaning, Food waste diary, Workshop: Cooking with leftovers, Zero waste lunch, Eco-restaurant), available in 7 languages;



- **7 more practical support documents** (Food waste and its impacts: Do you dare to be aware? and two Practical guides: Zero waste lunch and Composting & four documents on Tips to reduce food waste: Shopping & Planning, Storing food, Cooking & Eating, Use-by / Best-before dates);
- **2 food waste calculators**, one for restaurants and one simplified for citizens (private households);
- **A promotional poster** "Stop Food Waste!" for the PTDs 2014, available in 7 languages.

European Week for Waste Reduction 2014 - Map of Actions





B. The European Week for Waste Reduction 2014, Coordinators and Action Developers

34 Coordinators and their actions

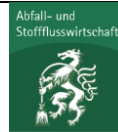
- The European Week for Waste Reduction will take place in Austria, Belgium, Bulgaria, Denmark, Finland, France, Germany, Greece, Hungary, Italy, Malta, Portugal, Spain, Sweden, The Netherlands and in the United Kingdom.
- Moreover, the EWWR Secretariat has promoted and coordinated the EWWR in those areas that are not covered by a EWWR Coordinator this year. We have therefore received projects from other EU countries including Croatia, Ireland, Lithuania, Estonia and others.
- Furthermore, outside the boundaries of the European Union the European Week for Waste Reduction will also take place in Andorra, Bosnia and Herzegovina, the Dominican Republic, as well as in the city of Reykjavik, Iceland, in Montenegro, Norway and Serbia.

If you are living or travelling in countries participating in the EWWR, you might encounter exhibitions where to admire works of art made up of reused and recycled objects; visit reuse and sorting centres; visit an exhibition on the history of waste; take your leftovers home after a meal at the restaurant in a doggy-bag; swap your used books, clothes, DVDs and other items or take part in competitions focused on waste prevention, even in offices!

Although most actions are implemented in only one area, some of them belong to wider initiatives. These initiatives are implemented either at national level, as for instance the "Food In The Trash, For Nature A Waste Stash" campaign in Italy, or at European level, such as the "[Reuse More, Throw Less](#)" campaign coordinated by the RREUSE network and implemented in reuse centres in Belgium, Finland, France, Italy, Romania, and Spain..

The following pages include information about the activities implemented on Coordinators' territories, including the number and brief description of one example of actions.

Austria - Styria



Coordinator: Amt der Steiermärkischen Landesregierung, Referat
"Abfallwirtschaft und Nachhaltigkeit"

7 actions validated, for instance the "Gscheit feiern", a comprehensive campaign for "clever feasting" events raising awareness against food waste, using seasonal local food and improve waste sorting and collection.

More information: www.abfallwirtschaft.steiermark.at/cms/ziel/67162184/DE/

Austria - Other regions



Coordinator: ARGE Österreichischer Abfallwirtschaftsverbände

1 action validated, the "Garbage can Upcycling", in a non-profit centre for mentally ill people, high-quality products are made of products after a waste prevention campaign, creating employment for disadvantaged people.

More information: www.argeabfallverband.at

Belgium - Brussels



Coordinator: Brussels Environment (IBGE/ BIM)

158 actions validated, for instance the "RecupDay", engaging and funny workshops on composting, on how to make creative holiday gifts, sharing experiences about living zero-waste, or enjoying Repair Cafés activities.

More information: www.bruxellesenvironnement.be



Belgium - Walloon Region



Coordinator: Service Public de Wallonie

60 actions validated, like the "Valorization of organic waste in public buildings", a project offering school classes practical workshops on composting in the city of Plombières.

More information: serd.emballagir.be/fr/presentation

Bulgaria



Coordinator: BAMEE (Bulgarian Association of Municipal Environmental Experts), delegated by the Bulgarian Ministry for the Environment

42 actions validated, such as a campaign in elementary school to say "stop" to food waste featuring presentations, questionnaires to pupils, discussions and practical workshops.

More information: bamee.org/ewwr/

Denmark



Coordinator: DAKOFA

9 actions validated, like the "Opening of the exhibition WASTE" in Nulskrald, Tversted: jewellery, paintings and other art works from materials that others have discarded. Sustainable food and snacks from leftovers will also be served.

More information: www.dakofa.dk/ewwr



Finland



Coordinator: Ecofellows together with JLY - Jätelaitosyhdistys and Tampere Regional Solid Waste Management Ltd., delegated by the Finnish Government

34 actions validated, like the ones in 64 laundry shops that participate in the Plastic Free Week campaign.

More information: www.ekokumppanit.fi/ewwr/

France



Coordinator: ADEME
(French Environment and Energy Management Agency)

2768 actions validated, among which "Festi'légumes" an afternoon-fun at a train station where participants will discover typical seasonal Autumn vegetables and how to grow, cook and store them avoiding food waste.

More information: www.serd.ademe.fr

Germany



Coordinator: VKU - Verband kommunaler Unternehmen e.V. on behalf of the Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety

274 actions validated, in particular the "Make Something Out Of It - Idea Workshop From Old Into New", a two-day comprehensive action with info booths, idea labs, swap corners, Repair Cafes... with an artistic touch and a relaxed atmosphere in the Delmenhorst central square.

More information: www.wochederabfallvermeidung.de

Greece



Coordinator: DEDISA SA (Inter-Municipal Company for Solid Waste Management)

5 actions validated, like a visit by students from a primary school to the “Exchange Library”, an open, alternative, temporary library held in the City Square accessible for 24 hours and free of any charge where to exchange and offer books raising students’ awareness about waste avoidance, reduction and reuse.

More information: <http://dedisa.gr/ewwr>

Hungary



Coordinator: OHÜ - National Waste Management Agency

136 actions validated, like a campaign for the separate collection of electrical and electronic equipment collection featuring the practical workshop “Let’s fix it together!”.

More information: ewwr.hu

Italy



Coordinator: Steering Committee for Italy

5643 actions validated, in particular “Minestrone rifiuti zero” – “Zero waste soup”, engaging citizens on the issue of sustainable food consumption and the prevention of food waste. The event will take place in a public venue where the participants will consume a soup cooked with ingredients donated by the Italian Food Bank Foundation.

More information: www.ecodallecitta.it/menorifiuti



Malta



Coordinator: WasteServ Malta

88 actions validated, for example "The Great Waste Recipe Challenge", a competition where participants can create recipes using ingredients that would otherwise end up wasted (e.g. leftovers, food preparation scraps, etc.).

More information: www.wasteservmalta.com/ewwr.aspx

Portugal



Several areas in the Distrito de Leiria, de Lisboa and de Santarém

Coordinator: VALORSUL

152 actions validated, in particular the "Eco-Gabinete - SEPR 2014", a waste reduction and sorting contest taking place in the 22 offices of the Lisbon Municipality.

More information: www.valorsul.pt/ewwr

Portugal - Distrito de Porto Grande Porto



Coordinator: LIPOR

393 actions validated "Educate with Energy", a contest for vocational schools that involves students in the research and creation of a solar dehydrator prototype to fight against food waste, by dehydrating fruit.

More information: www.lipor.pt/ewwr

Portugal - All other areas



Coordinator: Agência Portuguesa do Ambiente (APA)

336 actions validated, such as the “Não desperdice! Leve o que é seu!” – “Don’t waste! Take what's yours!”, to avoid leftovers from restaurant through an information campaign and the distribution of reusable doggy bags to take leftovers home.

More information: www.apambiente.pt/ewwr

Spain - Andalucia

Municipio de Málaga



Coordinator: Ayuntamiento de Málaga

1 action validated, “Zero Waste In Your School”, an informal ‘competition’ among school classes to reduce waste and encourage new sustainable habits among pupils.

More information: <http://lineaverdemalaga.com/>

Spain - Asturias



Coordinator: Cogersa - Consorcio para la Gestión de los Residuos Sólidos de Asturias

191 actions validated, among which a workshop in the kitchen on smart and responsible shopping, creation of sustainable menus and recycling organized by the Sociedad Pública de Gestión y Promoción turística y cultural

More information: www.cogersa.es/metaspacesportal/14498/19237



Spain - Basque country

Coordinator: OCRU (Organ for Co-ordinating Urban Waste of the Basque Country) on behalf of IHOBE

67 actions validated, for instance a series of information 'Green Points' where to inform citizens about the importance of recycling and distribute handbooks on how to reduce food waste.

More information: www.ocru.net/ewwr

Spain - Catalonia





Coordinator: Agència de Residus de Catalunya (Catalan Waste Agency)

871 actions validated, such "Acaba't el plat a casa" – "Take it home!" involving 108 restaurants fighting against food waste and "Lluita per l'aprofitament", another extensive competition with renowned cooks teaching people how to use up leftovers in delicious meals.

More information: www.arc.cat/setmanaprevencio

Spain - Ibiza



Coordinator: Island Council of Ibiza

53 actions validated, for instance an interactive waste collection in schools with workshops - for pupils and parents -on the importance of prevention and sorting.

More information: www.conselldeivissa.es

Spain - Valencia

GENERALITAT VALENCIANA
CONSELLERIA D'INFRAESTRUCTURES, TERRITORI I MEDI AMBIENT



Coordinator: Generalitat Valenciana, Conselleria d'Infraestructures, Territori Y Medi Ambient

290 actions validated, for example the campaign "Aprovecha y buen provecho - Enjoy and bon appetit" that will develop in each of the supermarkets of the Action Developer's chain in the region or the exhibition "Rehogar - Reuse And Open Design" highlighting the potential of eco-design to use waste as a resource for new products and featuring a "recipe book" on line with those new "ingredients".

More information: www.citma.gva.es/ewwr

Sweden

AVFALL SVERIGE



Coordinator: Avfall Sverige (Swedish Waste Management), delegated by the Swedish Environmental Protection Agency

43 actions validated, such as the project "Don't buy junk", a website that focuses on textile and clothing featuring infographics on the environmental impact of cotton production, a photo contest, tutorial videos and articles with tips about smart consumption and ways to make your clothes last longer.

More information: www.avfallsverige.se/europa-minskar-avfallet/

The Netherlands



Government of
the Netherlands



Coordinator: Ministry of Infrastructure and the Environment

7 actions validated, for example, during the EWWR, the results of the intensive campaign "United against Waste" will be presented. Thanks to periodical audits in participating restaurants, owners and clients will be able to know how to act to reduce food waste...and save money.

More information: www.government.nl/ministries/ienm



UK -England

WARRINGTON
Borough Council



Warrington

Coordinator: Warrington Borough Council

2 actions validated, like the "Real Cotton Nappy Talk", a session to talk to 'parents to be' about the benefits of using cotton nappies instead of disposable ones.

More information: www.warrington.gov.uk/info/ewwr

UK - Northern Ireland



Coordinator: WRAP Northern Ireland

264 actions validated, among which a cookery demonstration with East Belfast Mission, a charity within the Belfast area promoting the message of making the most of food in the approach to Christmas especially for households on low incomes.

More information: www.rethinkwasteni.org/ewwr

UK - Scotland



Coordinator: Zero Waste Scotland

(in cooperation with the Scottish Government)

30 actions validated, among which the "Waste Free Lunch", a comprehensive Waste Free Lunch campaign in offices, schools and the whole community with the help of a renowned Chef to raise awareness on food waste prevention.

More information: www.zerowastescotland.org.uk/EWWR2014

Andorra



Coordinator: Ministry of Environment

12 actions validated, such as the "Green School Day", on outdoor sport and sustainability, to highlight environmental impacts and waste prevention of sport equipment and apparel.

More information: www.mediambient.ad/setmana-europea-prevencio

Bosnia and Herzegovina Canton Sarajevo



Coordinator: Center for Environmentally Sustainable Development (CESD) on behalf of the Ministry for the Environment and Physical Planning

5 actions validated, for example "Dagar", a project taking place in a cow farm designed for children with workshops on how to prevent food waste and the possibility to taste fresh milk or yogurt and other homemade healthy food.

More information: <http://coor.ba/bs/novosti/clanak/62>

Dominican Republic Santo Domingo



Coordinator: Programa de Accion Comunitaria por el Medio Ambiente (PACMA)

2 actions validated, including the "Stop food Waste" day, completely dedicated to this issue and to the launching of the EWWR, also featuring workshops on reuse and recycle, and a waste reduction contest aiming to actively involve students and, at the same time, raise the awareness of the general public on the issue.

More information: http://fundacionpacma.com/?page_id=302

Iceland



Reykjavíkurborg
þjónusta fyrir þig



Coordinator: Reykjavik City

2 actions validated, like the "Conference on Food Waste" addressed to producers, CEOs and restaurant managers, supermarkets and shops, politicians and everyone else that has the capacity to reduce food waste dramatically.

More information: <http://reykjavik.is/thjonusta/nytnivikan-2014>

Montenegro



Coordinator: Environmental movement "OZON"

3 actions validated, for example Waste&Art, the first festival about this issue in Montenegro, featuring music, exhibitions and panel discussions.

More information: <http://ozon.org.me>

Serbia



Coordinator: NGO DEAZ

2 action validated, for instance "Education for Waste Food Reduction", addressed to children and their parents through workshops in collaboration with high school students.

More information: www.facebook.com/NGO.DEAZ

EWR Secretariat

Coordinator: ACR+



181 actions validated, including "Let's sort better to recycle best", an awareness-raising and information campaign in Primary and Secondary School on the practical implementation of the 3Rs, featuring ideas, tips, examples and games for pupils.

More information: www.ewwr.eu



C. Context: the European Week for Waste Reduction and the current waste situation

Why is it important to reduce waste?

Waste is a pressing environmental, social and economic issue. Increasing consumption of resources generate large amounts of waste; this increase in the amount of waste to be managed requires more collection and treatment infrastructures, the cost of which puts a strain on the budgets of local and regional public authorities.

The European Week for Waste Reduction aims at encouraging European a wide range of audiences to change behaviour regarding products, waste and resources, with an emphasis on waste reduction. The high quantity of waste produced every year in Europe and poor waste management schemes impede the achievement of the Europe's sustainable development goals. Furthermore, waste has a huge impact on the environment, as it causes pollution and greenhouse gas emissions that contribute to climate change.

Nowadays, waste is increasingly recognised as being a useful **resource**; but if it is not put back in the loop of products, this will result in a loss of resources. This is a real problem for the European Union, which is highly dependent on imported raw materials. Waste prevention and proper waste management are therefore key elements in ensuring resource efficiency and the sustainable growth of European economies.

Household waste has doubled in weight since 1970 and stayed at a high level since 15 years. In the EU28, **492kg of municipal waste** was generated **per person in 2012**. The amount of municipal waste generated varies significantly across Member States, reaching up to almost 700 kg/capita in certain countries⁴. This waste is the result of non-sustainable production and consumption.

Waste management trends in Europe are slowly improving, but huge discrepancies in performance remain. In particular, some Member States still send more than 80-90% of treated waste to landfill, which accounted for 34% of waste treatment in 2012⁵. Landfilling and incineration can have serious environmental impacts:

⁴ [Eurostat, Environment in the EU28](#), 48/2014, 25 March 2014

⁵ Ibidem



landfilling, for example, take up land space and may cause air, water and soil pollution, while incineration may result in emissions of dangerous air pollutants. Despite this waste treatment practice having decreased from 68% in 1995 to 38% in 2008,⁶ the target to reduce waste sent to landfills by 50%⁷ has not been reached by all Member States. Full implementation of the EU Landfill Directive can have lateral benefits for climate change through reduction in greenhouse gas (GHG) emissions of 62 million tonnes of CO₂-equivalent in 2020 compared to 2008⁸. Additionally, illegal landfills are still a major problem, particularly in southern EU countries, as they leach pollutants into the soil and groundwater.

Similarly, despite an overall significant increase in the share of municipal waste recycled or composted in the European Union, selective collection and recycling schemes are **at a very early stage of development in some Member States**. To date, only 42% of our municipal treated waste is recycled or composted; the rest goes to landfill or incineration⁹. In countries with high incineration and landfill rates, sorting waste is not yet integrated in citizen's behaviours and habits; awareness-raising on the benefits of recycling and preparing for reuse thus remains a great challenge.

Waste reduction has become a simple and essential concept in the area of waste management: it is a fundamental technical factor in waste management at local level but also a notion that should remind us of the scarcity of natural resources. It is therefore essential to favour and promote the 3 first levels of the waste hierarchy: Prevention, Preparing for Reuse and Recycling, epitomized in the "3Rs". The EWWR has become a year-long awareness-raising campaign on this issue, disseminating the concept and habit of waste reduction in a simple and **participative way**, thanks to the commitment and the engagement of the target audience itself.

The European Week for Waste Reduction - The project

Objectives:

- ✓ Raise awareness about waste reduction, product reuse and materials recycling strategies, and related European Union and Member States policies,

⁶ Eurostat: http://epp.eurostat.ec.europa.eu/statistics_explained/index.php/Municipal_waste_statistics

⁷ As required by the Directive 1999/31/EC on landfill of waste

⁸ European Environmental Agency, [The European environment — state and outlook 2010 – 2012 Update](#)

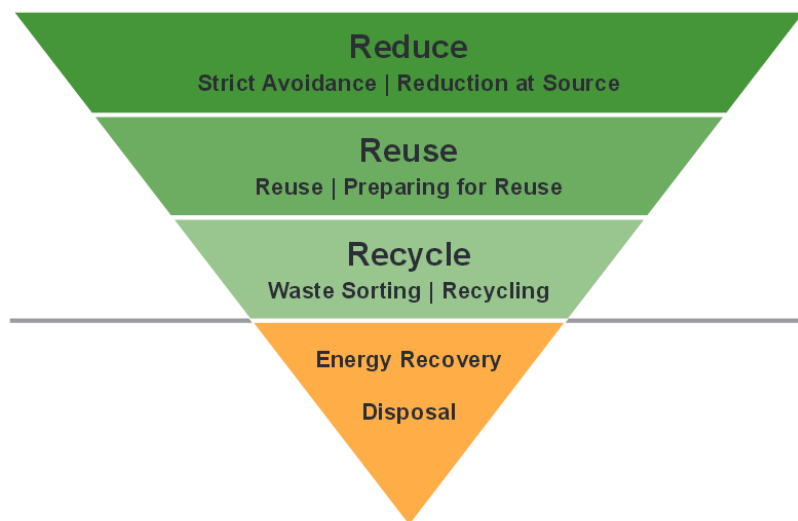
⁹ [Eurostat, Environment in the EU28](#), 48/2014, 25 March 2014



- ✓ Highlight the work accomplished by various actors, through concrete examples of awareness-raising actions about waste reduction, product reuse, and materials recycling,
- ✓ Mobilise and encourage the public and all target groups to concentrate on four key action themes,
- ✓ Reinforce the EWWR stakeholders' capacities by providing them with targeted communication tools and training,
- ✓ Assess the impact of communication actions on concrete behaviour change regarding consumption and waste management patterns.

The core of the message: 3Rs and a clean-up

The actions implemented in the EWWR address the "3Rs": Reduce waste, Reuse products, Recycle materials. The "3Rs" represent the options which should be considered first when elaborating a waste management strategy.



Following the hierarchy illustrated above, reducing waste should always be the first priority. In fact, one of the most powerful slogans of the EWWR is 'The best waste is the one that is not produced!'. Reduce means using fewer resources in the first place and includes strict avoidance as well as reduction at source. The second-best option is to reuse products, including preparation for reuse. The third priority, and last waste management option included in the EWWR, is materials recycling.



Themes of actions

1. **Reduce:** Strict avoidance & reduction at source: This theme covers actions that aim at raising awareness about the urgency of reducing the quantity of waste we produce by giving advice on how to avoid or reduce waste at source, as for example home composting, using anti-advertising stickers on mailboxes or opting for tap water. It also covers actions that aim at changing consumer behaviour by promoting the inclusion of sustainability aspects in purchase decisions, as for example by opting for eco-labelled products or those with little or no packaging, by buying in bulk, or by choosing dematerialised gifts.
 - ✓ This category theme also includes actions related to the Prevention Thematic Days 2014: [Stop food waste](#). These actions address food waste prevention through better understanding of the problem, information campaigns to different targets aimed at changing behaviours and practical sessions to show the general public or targeted groups how easy it is to avoid food waste.
2. **Reuse:** Preparing for reuse & reuse: This theme covers actions that aim at reminding participants that products can have a second life, at promoting repair or reuse of products and their components instead of purchasing new ones, and at encouraging the donation of products that are no longer needed. The theme also includes actions whose objective is to change consumer behaviour in the sense of buying reusable or refillable products, hiring items rather than buying them and similar.
3. **Recycle:** Waste sorting & recycling: This theme covers actions that aim at helping people to improve their waste-sorting behaviour by, for example, explaining how to close the loop of material resources, by encouraging people to bring their waste to the proper collector, or by organising visits to sorting and recycling facilities.
4. **Let's Clean Up Europe!:** In order to reduce the quantity of waste dumped in nature and to give visibility to the problematic, the EWWR coordinates a Europe-wide annual clean-up day. Action Developers have also organized actions on this issue during the European Week for Waste Reduction 2014, by implementing Clean-Up activities in their area.

The second edition of the yearly European Clean-Up Day, "Let's Clean Up Europe!", will take place on 8-10 May 2015 all over Europe, trying to involve as many citizens as possible. In 2014, 3.916 European Clean-Ups have been organized during the first, successful edition of "Let's Clean Up Europe!", involving around 400.000 people, with over 2.600 tons of total litter collected. More information about Let's Clean Up Europe! is available under www.letscleanupeurope.eu.



Where does the EWWR come from?

The European Week for Waste Reduction is a project co-financed by the European Commission's LIFE+ programme. The project is coordinated by 5 partners and has been established for a 4-year period, though the Week is actually a recurring event taking place once a year.

The EWWR was originally launched in 2009, also with the support of the LIFE+ Programme.

Based on the original project, the EWWR was refined and expanded in scope. New features are:

- ✓ Prevention Thematic Days, emphasizing each year a practice of prevention in different fields as first priority in the "3Rs". In 2014 the Prevention Thematic Days will focus on Food Waste Prevention
- ✓ [Let's Clean Up Europe! - European Clean-Up day](#), tackling the litter problem
- ✓ Customized best practice guidelines and [target-group-specific communication tools](#) for schools, businesses, administrations/associations and citizens
- ✓ An increasing number of individual citizens decide to get involved and organise actions on waste prevention, reuse or recycling during the EWWR



Prevention Thematic Days 2014: Stop Food Waste

Waste prevention holds a strong place in the European Week for Waste Reduction. To highlight this, four different [Prevention Thematic Days](#) will be implemented during the Week throughout Europe, one per edition of the EWWR project. The first Prevention Thematic Days in 2013 focused on reuse. This year, the focus will be on the issue of food waste.

Food waste represents a substantial loss of resources such as land, water, energy and labour. [Around one third of the food produced globally is lost or wasted](#). This amount of the world's entire food supply could feed 3 billion people; and this would still leave enough surplus for countries to provide their populations with 130 per cent of their nutritional requirements.¹⁰ Put into relation, these numbers tell us that the entire world's hungry people could be "lifted out of malnourishment on less than a quarter of the food that is wasted in the US, UK and Europe"¹¹! Worldwide, a total of 842 million people were estimated to be suffering from chronic hunger. This means that around 1 in 8 people in the world regularly not getting enough food to conduct an active life, while in Europe we have nearly twice as much food as is required by the nutritional needs of our population.

Food waste has also several consequences on the environment: the FAO estimates that every year, the production of food that is wasted generates 3.3 billion tonnes of greenhouse gases¹².

¹⁰ Tristram Stuart 2009, Waste: Uncovering the Global Food Scandal, <http://feedbackglobal.org/food-waste-scandal/>

¹¹ Ibidem

¹² FAO 2013, Food Wastage Footprint: Impacts on Natural Resources, <http://www.fao.org/docrep/018/i3347e/i3347e.pdf>



The EWR Communication tools to support the implementation of awareness-raising actions

Coordinators and Action Developers are supported in implementing the EWR actions with a wide range of communication and information tools. The tools developed so far include:

- New improved website: www.ewwr.eu
- EWR Social Networks:
 - ✓ EWR Facebook page: facebook.com/ewwr
 - ✓ EWR Twitter profile: twitter.com/2EWR
- New Communication tools:
 - ✓ Generic communication tools: ewwr.eu/communication-tools
 - ✓ **Targeted communication tools** for different categories of actors (citizens, schools, businesses, public authorities and NGOs): <http://www.ewwr.eu/en/support/targeted-communication-toolkits>
- Information and communication material:
 - ✓ A dedicated page to the Prevention Thematic Days 2014 on [Stop Food Waste](#) with factsheets, information and support documents, tips to reduce food waste, a promotional poster, tools and interesting links
 - ✓ Factsheets on reuse best practices and a promotional poster for the Prevention Thematic Days 2014
 - ✓ Targeted trainings (webinars) for EWR Coordinators
- Inspiration and good practices:
 - ✓ A comprehensive collection of ideas for actions as a source of inspiration: <http://www.ewwr.eu/en/ideas/ideas-for-actions>
 - ✓ Case studies and best practices on [reuse](#), [reduce](#) and [recycle](#)
 - ✓ The EWR guide of good practices for waste prevention: http://www.ewwr.eu/docs/ewwr/EWR_Guide_GP_EN_LD.pdf

In the future, the EWR will have each year new updated communication tools and new factsheets, as well as an ever growing collection of case studies and ideas for actions.



D. The European Week for Waste Reduction, a Life+ Project and its

Partners

Project partners

	<p>ACR+, the Association of Cities and Regions for Recycling and sustainable Resource Management, is an international network of cities and regions who share the aim of promoting smart resource consumption and sustainable waste management through prevention at source, reuse and recycling. ACR+ aims to develop expertise and skills of public authorities in waste, product, and resource policies, encourage practical action in waste management and sustainable consumption, and promote cooperation and partnership to develop eco-efficient solutions. ACR+ is the coordinator of the LIFE+ Project European Week for Waste Reduction.</p>
	<p>AICA, the International Association for Environmental Communication (Italy), is a cultural project that aims to understand, study, and promote (inter)national environmental communication actions. It creates connections between different actors - institutions, associations, and businesses - at different levels to encourage them to exchange best practices on implementing environmental policies.</p>
	<p>ARC, the Catalan Waste Agency (Catalonia, Spain), is the public entity in charge of the integrated management of municipal, industrial, healthcare and agricultural waste in Catalonia. The objectives of ARC include the promotion of waste prevention and selective waste collection and to stimulate and advise on valorisation, reuse and recycling, among others.</p>
	<p>IBGE-BIM, Brussels Environment (Belgium) is the public administration for the environment and energy in the Brussels-Capital Region, in charge of all environmental issues. Regarding waste, IBGE-BIM is in charge of elaborating and implementing the Brussels-Capital waste prevention and waste management programme, aiming to reduce waste production and to sustainably manage the waste produced. IBGE-BIM has almost 20 years of practical experience in the area of the 3Rs.</p>



	<p>OHÜ, the National Waste Management Agency for Hungary, is responsible for the coordination of the complete Hungarian waste management system. Their main tasks are focused on taking part in the prevention of pollution and waste generation, as well as organising the waste collection and recovery of different waste flows. More than 100 waste management experts work for OHÜ in direct contact with the principal actors from the waste industry in Hungary.</p>
--	--

Project co-financer

	<p>ADEME, the French Environment and Energy Management Agency (France), is a public agency under the joint supervision of the French Ministries for Ecology, Energy, Sustainable Development and Spatial Planning, and for Higher Education and Research. ADEME participates in the implementation of public policies in the fields of the environment, energy, sustainable development, waste management, air quality and noise control. ADEME co-funds the LIFE+ Project European Week for Waste Reduction.</p>
--	--

The EWR, a Life+ project



The LIFE+ programme is the EU's financial instrument for the environment, aiming to contribute to the implementation, updating and development of environmental policy by co-financing projects with European added value.

The LIFE+ programme consists of three components: Nature and Biodiversity, Environmental Policy and Governance, and Information and Communication. The EWR is supported by the "Information and Communication" component of the LIFE+ Programme from July 2013 to June 2017.

The Life+ Information and Communication programme aims at disseminating information and raises awareness on environmental issues, including forest fire prevention. Furthermore, it has the objective of providing support for accompanying measures, such as information, communication actions and campaigns, and conferences and training.

Contact:

Lisa Labriga: ll@acrplus.org (Tel: +32 2 234 65 06)

EWR Technical Secretariat: contact@ewwr.eu