



PRESS FILE



The European Week for Waste Reduction 2015

21-29 November 2015



With the support of
the European Commission



Under the patronage of the



www.ewwr.eu



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A. The European Week for Waste Reduction 2015 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 7th edition of the EWWR will take place **from the 21st to the 29th of November 2015 under the patronage of the European Parliament and its president Martin Schulz.**

1. The EWWR 2015

- **40 Coordinators** for more than 12.000 **awareness-raising actions from the 21st to the 29th of November 2015** around Europe and beyond;
- Prevention Thematic Days focusing on one specific waste prevention topic: "[Dematerialisation: Doing more with less](#)";
- [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, **more than 12.000 EWWR actions² will be implemented in 33 countries** during the last week of November 2015. 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 that is generated each year 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, Dematerialisation.

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

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 2015, is 12.035

³ Total waste generated by EU-28 in 2012. Source: http://ec.europa.eu/eurostat/statistics-explained/index.php/Waste_statistics



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 2015 Week, **40 Coordinators across 33 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. 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

2. Prevention Thematic Days 2015: Dematerialisation: Doing more with less!

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 2015, focus on **Dematerialisation: doing more with less!** A large number of actions of the EWWR 2015 will thus raise awareness on the necessity of using less or no material.

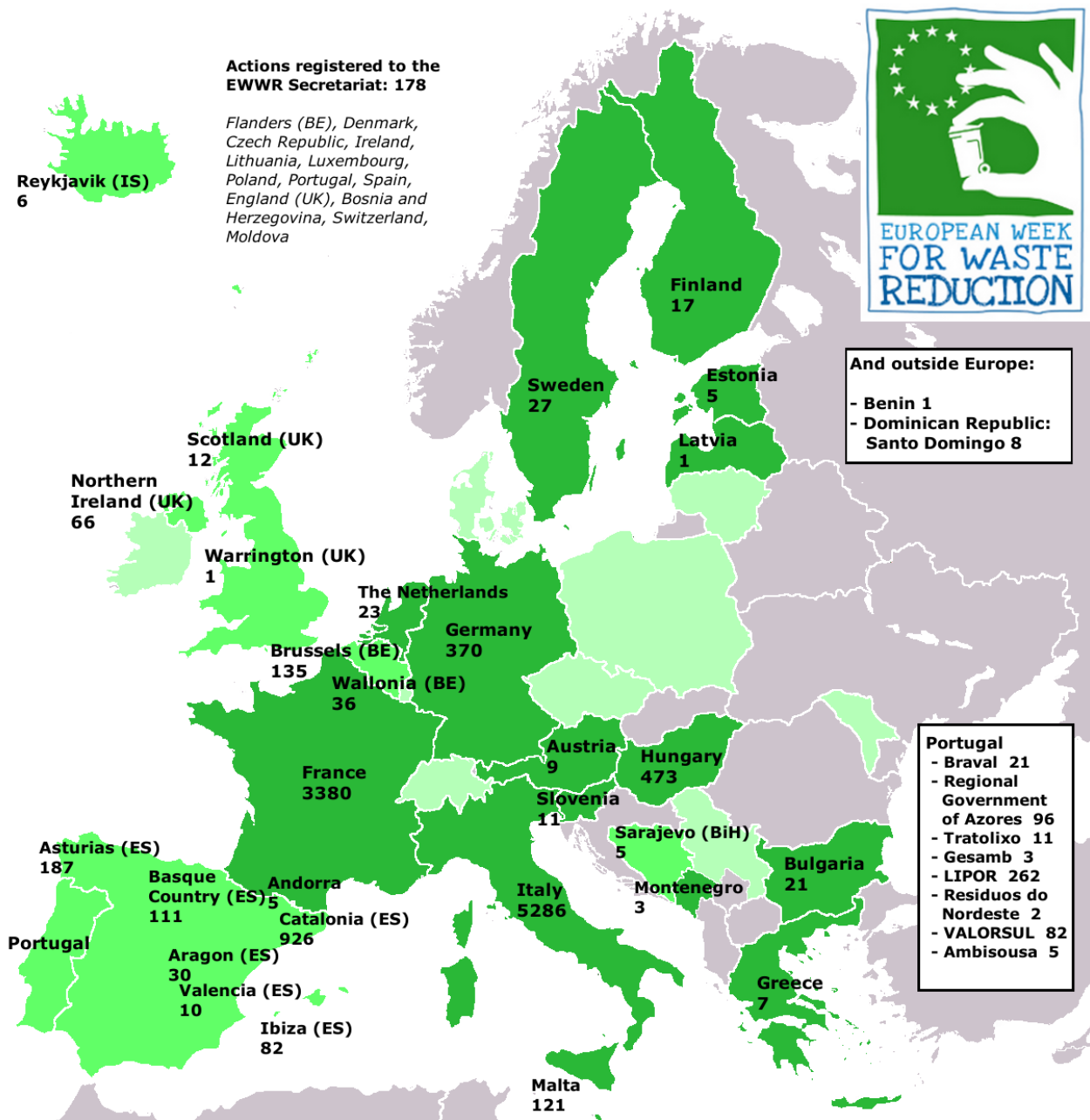
To raise awareness on this topic and to encourage and support EWWR Action Developers to implement actions around this issue, a number of tools have been developed; they are available on the ["Dematerialisation"](#) page:

- **11 Factsheets** specific "doing more with less" activities have been developed. They provide you with general information and contain tips on preparing and implementing the action as well as a compilation of examples (Ecodesign workshop, Ecodesign contest, Shared economy: Setting up a sharing network, Campaign on dematerialised presents, Material waste reduction workshop, Paper waste reduction, Packaging waste reduction workshop, Repair fair/café/workshop, Reuse markets, Swapping, Creative reuse).



- **2 more practical support documents**, a full and a brief one on Mass production/consumption and its impacts: Dare to be Aware! Available in English and Catalan.
- **A promotional poster** "Dematerialisation: doing more with less!" for the PTDs 2015, available in 7 languages.

3. European Week for Waste Reduction 2015 - Map of Actions





B. The European Week for Waste Reduction 2015, Coordinators and Action Developers

40 Coordinators and their actions

- In territories directly coordinated by national, regional or local Coordinators, the European Week for Waste Reduction will take place in Austria, Belgium, Bulgaria, Estonia, Finland, France, Germany, Greece, Hungary, Italy, Latvia, Malta, Portugal, Slovenia, Spain, Sweden, the Netherlands and the United Kingdom.
- Moreover, outside the boundaries of the European Union, actions for the European Week for Waste Reduction will also be coordinated in Andorra, Benin, Bosnia and Herzegovina and the Dominican Republic, as well as in the city of Reykjavik, Iceland and in Montenegro.
- Furthermore, 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 Czech Republic, Denmark, Ireland, Lithuania, Luxembourg and Poland, as well as Non-EU countries, Moldova, Switzerland 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; participate in a repair workshop; visit an exhibition on the history of waste; find ideas to offer dematerialised gifts; swap your used books, clothes, DVDs and other items or take part in competitions focused on waste prevention, even in your offices! You could also join one of the EWWR events on the topic of Ecodesign and participate in a contest, just as many students in different schools all over Europe are doing!

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 "Eco-ristorante" campaign in Italy, or even beyond country borders.

The following pages gives information about the activities implemented on each Coordinators' territories, including the **number of actions** registered and a brief description of an action that the Coordinator wanted to highlight.



Austria

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



9 actions validated, for instance the "ReUse4Xmas", a reuse-products showroom which reminds participants that Re-use products are not only cheap, but can also be a high quality alternative to new products.

More information: www.abfallwirtschaft.steiermark.at

Belgium - Brussels

Coordinator: Brussels Environment (IBGE/ BIM)



bruxelles
environnement
leefmilieu
brussel
.brussels



135 actions validated, for instance the "Grand Concours du Mois de la Récup' 2015", engaging participants in a giant treasure hunt in different waste management sites, with great prizes to win.

More information: www.bruxellesenvironnement.be or www.leefmilieu.brussels

Belgium - Walloon Region

Coordinator: Service Public de Wallonie



Wallonie



36 actions validated, including the "Be techno-Responsible", raising awareness on the importance of extending the life of electrical and electronic equipment in schools.

More information: moinsdedechets.wallonie.be

Bulgaria



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

21 actions validated, such as the organisation of educational tours in several municipalities of the country to encourage responsible consumption and to promote critical thinking by using interactive games.

More information: bamee.org



Estonia



KESKKONNAMINISTEERIUM



Coordinator: Keskkonnaministeerium - Estonian Ministry of the Environment,

5 actions validated, such as the innovative "Say no to plastic, use a T-shirt!", aiming to teach students how to create long-lasting shopping bags from old tee-shirts.

More information: www.envir.ee

Finland



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

17 actions validated, including the "Zero Leftover – campaign" challenging students in 1000 different schools to reduce the amount of food leftovers.

More information: www.ekokumppanit.fi

France



Coordinator: ADEME

(French Environment and Energy Management Agency)

3380 actions validated, amongst which a "waste monster" made of bread will be created to walk around one of the most beautiful markets in France and raise awareness on food waste.

More information: www.serd.ademe.fr

Germany



Bundesministerium
für Umwelt, Naturschutz
und Reaktorsicherheit



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

370 actions validated, in particular the "Too good for the bin" initiative, with different activities open to all citizens focusing on how to avoid food waste. It includes an exhibition, a film screening, and many other activities.

More information: www.wochederabfallvermeidung.de



Greece



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

7 actions validated, such as "Say How Many Bottles", an interactive and challenging exhibition based on plastic bottles that shows creative ways to reduce waste by reusing our home's resources.

More information: dedisa.gr/ewwr

Hungary



Coordinator: OKTF NHI - National Waste Management Agency

473 actions validated, including an action to disseminate the findings of collected data on waste collection habits, and in particular of separate waste collection.

More information: ewwr.hu

Italy



Coordinator: Steering Committee for Italy

5286 actions validated, in particular "A Week of gifts for the EWWR" which has a deep social value and promotes the exchanges of gifts in the spirit of dematerialisation, waste avoidance, product reuse and saving materials and resources from landfill.

More information: www.menorigiuti.org

Latvia



Coordinator: Ministry of Environmental Protection and Regional Development

1 action validated, which encourages everyone who has good quality and educational board games to donate them at the Valmiera Tourism Information Centre. - Happy new owners will be found, hence giving the games a second life with those who might not be able to afford them otherwise.

More information: www.varam.gov.lv



Malta

WASTESERV
CREATING RESOURCES FROM WASTE



Coordinator: WasteServ Malta

121 actions validated, for instance a Repair workshop where participants learn how to do minor repair details with the help of a repair expert, and consequently avoid a great amount of waste.

More information: www.wasteservmalta.com

Portugal

Braval
ecoparque



Several areas in the Distrito de Braga

Coordinator: Braval - Valorização e Tratamento de Resíduos Sólidos, S.A.

21 actions validated, such as the "Sustainable sowing" activity inviting students to plant seeds of autochthonous trees by reusing old milk containers and by using coffee grounds as a fertiliser.

More information: www.braval.pt

Portugal - Azores



Coordinator: Direção Regional do Ambiente (Environment Regional Directorate) of the Governo Regional dos Açores (Regional Government of Azores)

96 actions validated, including "Mother's milk is the best in the world", promoting breastfeeding to avoid both wastage of natural resources and the product of waste and pollution.

More information: www.azores.gov.pt

Portugal

Cascais, Oeiras, Mafra & Sintra

tratolixo
gestão de resíduos urbanos



Coordinator: Tratolixo E.I.M

11 actions validated, for instance "Live Science Centre in Sintra", a workshop focusing on creative reuse and how everyday objects, such as pencil holders and wallets, can be transformed into original Christmas presents.

More information: www.tratolixo.pt



Portugal - Distrito de Évora



Coordinator: Gesamb – Gestão Ambiental e de Resíduos, EIM

3 actions validated, including a technical meeting on waste management to promote dialogue, discussion, debating and the sharing of experiences.

More information: www.gesamb.pt

Portugal - Distrito de Porto Grande Porto



Coordinator: LIPOR

262 actions validated, such as “The biggest Christmas star”, where a series of schools will be creating the biggest Christmas star with empty toilet paper rolls, giving an occasion to families and children to think about creative reuse.

More information: www.lipor.pt

Portugal - Resíduos do nordeste System



Coordinator: Resíduos do Nordeste, EIM, S.A.

2 actions validated, including an action where reusable shopping bags are offered to shopper - resistant and washable bags with an appealing graphic design.

More information: www.residuosdonordeste.pt

Portugal



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

Coordinator: VALORSUL

82 actions validated, in particular an action in a primary school where children are making Christmas decoration and presents by recycling and reusing school objects and objects from their everyday life. These decorations will be used for all the houses in the village and will be given as a present to the elder people.

More information: www.valorsul.pt



Portugal Regiao do Vale do Sousa

ambisousa 



Coordinator: Ambisousa

5 actions validated, including the "Ambisousa: Doing more with less!" taking place in large shopping centers to raise awareness on dematerialisation, waste prevention and recycling through games and prizes.

More information: www.ambisousa.pt

Slovenia

Gospodarska
zbornica
Slovenije
Chamber of Commerce
and Industry of Slovenia



Coordinator: Chamber of Municipal Services (ZKG), part of the Chamber of Local Public Economy, delegated by the Ministry of the Environment and Spatial Planning

11 actions validated, such as "Together for a better society" initiative that promotes sustainability, responsible consumerism and the preservation of natural resources by organising demonstration workshops.

More information: eng.gzs.si

Spain - Aragon

 GOBIERNO
DE ARAGON



Coordinator: Dirección General de Calidad Ambiental, Gobierno de Aragón

30 actions validated, in particular the "Sustainable living" action, aiming to furnishing an entire meeting room of the factory with recycled materials. The entire space will be based on three pillars: functionality, versatility and design.

More information: www.aragon.es

Spain - Asturias



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

187 actions validated, amongst which a visit to the Ribadesella training centre for consumption, to compare prehistoric consumption model and its evolution in the present. Different materials are used to illustrate the differences.

More information: www.cogersa.es



Spain - Basque Country

Coordinator: IHOBE – Basque Country Government Environmental Management Public Society

111 actions validated, for instance a public awareness campaign promoting the correct separation of waste from a different perspective: economic cost savings for the municipality.

More information: www.ocru.net

Spain - Catalonia



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

926 actions validated, including actions from the NGO Nutrition Without Borders which contribute to reducing food waste, alleviate poverty and promote food sharing, through activities such the recovery of cooked food surplus or cooking workshops to improve dietary habits.

More information: www.arc.cat

Spain - Ibiza



Coordinator: Island Council of Ibiza

82 actions validated, for instance “Els teus residus et duen al cine!”, proposing great incentive for waste collection: Bring in 5 pieces of waste and be rewarded with a cinema ticket.

More information: www.conselldeivissa.es

Spain - Valencia



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

10 actions validated, including a “Recycling Fair”, involving everyone, and especially children, with games, stands and workshops on the topic of reuse of products instead of disposing them as waste.

More information: www.citma.gva.es



Sweden

AVFALL SVERIGE



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

27 actions validated, such as the "Waste Reduction Week Dalarna" aiming to inspire people, companies and organisations to plan and carry out waste reduction activities. It will include several theatrical dance shows, and many more innovative activities.

More information: www.avfallsverige.se

The Netherlands



Government of
the Netherlands



Coordinator: Ministry for the Environment

23 actions validated, for instance "Recyclerace", a unique initiative that challenges people to analyse their residual waste bag for usable waste.

More information: www.government.nl

UK - Northern Ireland

wrap
Northern Ireland



Coordinator: WRAP Northern Ireland

66 actions validated, including "Allstate Green Week" offering residents workshops as well as coordinating cookery demos and support exhibitions from the local Council on recycling.

More information: www.rethinkwasteni.org

UK - Scotland



Coordinator: Zero Waste Scotland (in cooperation with the Scottish Government)

12 actions validated, in particular "Upcycled Craft Sale" where highly skilled volunteers make great items of furniture from unwanted wood. For children, a workshop to make snowmen from odd socks will also be held.

More information: www.zerowastescotland.org.uk



UK - England: Warrington

WARRINGTON
Borough Council



Coordinator: Warrington Borough Council

1 action validated, the "Love Food, Hate Waste Talk", a workshop on reducing food waste at home.

More information: www.warrington.gov.uk

Andorra

Coordinator: Ministry of Environment



5 actions validated, for example the "Green School Day", an action dedicated to the world of books and bookcrossings, where people anonymously exchange their books, as well as to creative paper reuse practices such as making your own photo album with scrapbooking activities.

More information: www.mediambient.ad

Benin



Coordinator: Amis de l'Afrique Francophone-Bénin (AMAF-BENIN) - on behalf of Minister for the Environment of the Habitat and Town Planning

1 action validated, which aims to educate operators of mobile phones to reduce their production of mobile phone recharge cards and promote refills transfer credits to help reduce waste in cities and villages.

More information: www.amaf.site-fr.fr

BoSnia and Herzegovina Canton Sarajevo



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

5 actions validated, such as the "Green Product Competition" recognizing the most promising start-ups committed to building a new green economy. It will highlight product design initiative in resource conservation and community development.

More information: coor.ba



Dominican Republic Santo Domingo



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

8 actions validated, including the "Reciclado en Familia" bringing together families from the same neighbourhood to recycle, reuse and reduce solid waste from homes, schools, etc.

More information: fundacionpacma.com

Iceland



Reykjavíkurborg
þjónusta fyrir þig



Coordinator: Reykjavik City

6 actions validated, for instance "Give Experiences!", a Facebook game where people have the opportunity to write a fun example of a Christmas present in the form of an experience, instead of an object that eventually becomes trash.

More information: reykjavik.is

Montenegro



Coordinator: Environmental movement "OZON"

3 actions validated, such as "Education on waste management", a program for the professional development of teachers² by the Environmental Movement.

More information: ozon.org.me

EWWR Secretariat

Coordinator: ACR+



178 actions validated, including "Turtle Art Attack", where the public can engage in several activities, including building a turtle collage from recyclable plastic. It aims to raise awareness of how plastic that enters our seas can affect marine wildlife.

More information: www.ewwr.eu



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

1. 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 a wide range of audiences to change their 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.

Household waste has doubled in weight since 1970 and stayed at a high level since 15 years. In the EU28, **481 kg of municipal waste** was generated **per person in 2013**.^[1] The amount of municipal waste generated varies significantly across Member States, reaching up to almost 740 kg/capita in certain countries^[2]. 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 around 30% of waste treatment in 2013^[3]. Landfilling and incineration can have serious environmental impacts: landfilling, for example, takes up land space and may cause air, water and soil pollution, while incineration may result in emissions of dangerous air pollutants. Despite the fact that landfilling has lost its prominent place as a waste treatment practice in the past 20 years (having decreased from 68% in 1995 to 30% in 2013,^[4] the

^[1] Eurostat (download on 18.11.2015) : [Municipal waste generated by country in selected years](#) (kg per capita)

^[2] Ibidem

^[3] Eurostat (download on 18.11.2015) : [Municipal waste landfilled, incinerated, recycled and composted in the EU-27, 1995 to 2013](#)

^[4] Ibidem



target to reduce waste sent to landfills by 50%^[5] 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 2008^[6]. 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 incineration^[7]. 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.

2. 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,
- ✓ 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.

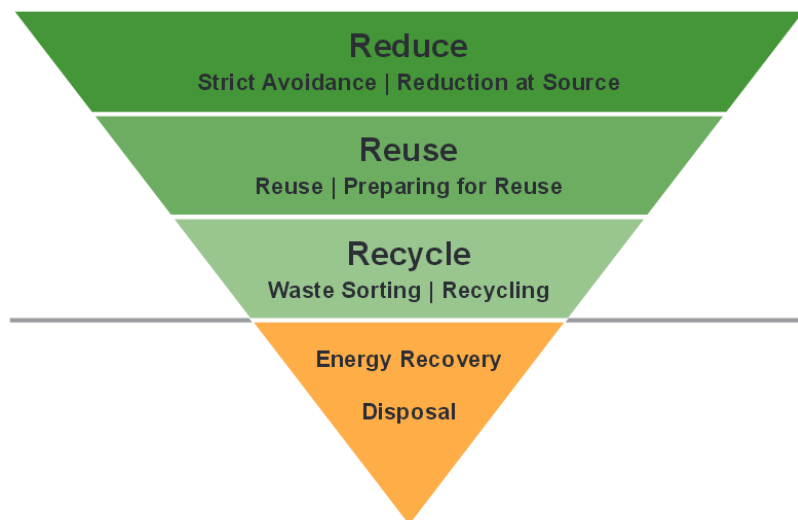
^[5] As required by the Directive 1999/31/EC on landfill of waste

^[6] European Environmental Agency, [The European environment — state and outlook 2010 – 2012 Update](#)

^[7] Eurostat (download on 18.11.2015) : [Municipal waste landfilled, incinerated, recycled and composted in the EU-27, 1995 to 2013](#)

3. 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.

4. 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 2015 (PTDs 2015): [Dematerialisation: Doing more with less!](#) These actions address dematerialisation through concrete ideas on how use less or no material and still deliver the same level of functionality to the user, with information campaigns to different targets aimed at changing behaviours and practical workshops with topics such as ecodesign or packaging waste reduction.
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.
 - ✓ This category also includes numerous actions related to the PTDs 2015, through activities such as repair cafés, reuse market, and other practical workshops.
 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 2015, by implementing Clean-Up activities in their area.

The third edition of the yearly European Clean-Up Day, "Let's Clean Up Europe!", will take place on 6-8 May 2016 all over Europe, trying to involve as many citizens as possible. In 2015, 3.383 European Clean-Ups have been organized during this second successful edition of "Let's Clean Up Europe!", involving more than 500.000 people, with over 3.600 tons of total litter collected. More information about Let's Clean Up Europe! is available under www.letscleanupeurope.eu



5. Where does the EWR come from?

EWR was launched in 2009 under the Life+ Programme and was renewed in 2013 under the same programme

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 a running period of 4-year under the current programme, though the EWR is actually a recurring event taking place once a year.

The EWR was originally launched in 2009, also with the support of the LIFE+ Programme, and then renewed in 2013 under the same programme.

Based on the original project, the EWR 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 2015, the Prevention Thematic Days will focus on "[Dematerialisation: Doing more with less!](#)"
- ✓ [Let's Clean Up Europe! - European Clean-Up day](#), tackling the litter problem
- ✓ Customized best practice guidelines and [targeted 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 EWR



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

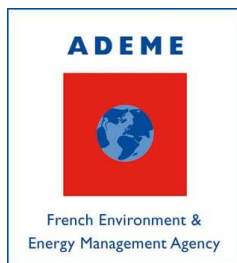
Project partners

 <p>www.acrplus.org</p>	<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>associazione internazionale comunicazione ambientale International association for the environmental communication</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>Generalitat de Catalunya Departament de Territori i Sostenibilitat</p> <p>Agència de Residus de Catalunya</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>bruxelles environnement leefmilieu brussel .brussels</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>



OKTF NHI, 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 OKTF NHI in direct contact with the principal actors from the waste industry in Hungary.

Project co-financer



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.

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.

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