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E-NEWSLETTER #2

EUROPEAN WEEK FOR WASTE REDUCTION

Editorial

Following the success of the first edition, the European Week for Waste Reduction (EWWR) will take place on 20 – 28 November 2010.

As was outlined by organisers during the awards ceremony for the 2009 edition, the EWWR is a huge occasion to make known the initiatives launched throughout Europe.

The call for interest has been launched! And you too can participate as a project developer or organiser!

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["How to participate"](#)

CALL FOR INTEREST: HELP US TO ORGANISE THE EUROPEAN WEEK FOR WASTE REDUCTION ON 20 – 28 NOVEMBER 2010

As in 2009, a **call for interest was launched for the 2010 European public authorities competent in the field of waste reduction** to become an



EUROPEAN WEEK
FOR WASTE REDUCTION



official organiser of the EWWR in their territory. Reducing the quantity of waste in our bins is not an impossible mission but we need national, regional and local actors to encourage waste reduction initiatives in Europe.

Organisers of the Week will be noted for their role in **promoting the event**, as well as **coordinating the registering and validation of actions** from different actors (local authorities, associations, schools, businesses, etc.).

As official organisers, the participating authorities will benefit from the **visibility** of being involved in a European project, notably via the [official EWWR website](#) and the annual [Awards ceremony](#).

They will be able to call on the **experience** of organisers, who already participated in the 2009 edition with ideas for activities and best practices guide. They will also have the opportunity to participate in a education seminar that would help with organising the Week (see article below) and the use of the **communication tool kit** as support for the EWWR.

Organisers must sign a **participation charter** that will cover, notably, the use of the official graphic charter, as well as the registering and validation of initiatives put forward during the week.

It couldn't be simpler to take part, all you need to do is **fill in and send the Call for Interest form**, which is downloadable on the EWWR website section: "[How to Participate](#)", or simply send an email to request the form to: contact@ewwr.eu

Don't hesitate, get involved !

EUROPEAN WASTE REDUCTION AWARDS – SIX WINNERS ACKNOWLEDGED ON 15 MARCH 2010

The ceremony took place on 15 March 2010 and aimed to recognize **6 actions selected from the 2,672 EWWR actions** that were carried out during the European Week for Waste Reduction 2009. The awards ceremony took place in front of many personalities, notably Mme Evelyne Huytebroeck, Brussels Environment Minister, as well as representatives of the European Commission and the EWWR partners.



The actions rewarded were:

- **Category "Administration/public authority"**: **"Let's do it with Freda" (Estonia)**, an educative action on waste reduction aimed at children from 5 to 15 years.

- **Category "Associations/NGO"**: **"Enrenou de Roba" (Spain)**, a 10 hour marathon aimed at designing and creating new items out of 4 tonnes of second hand clothes.

- **Category "Business/industry"**: **"Eurest Reduces Waste" (Sweden)**, an action aimed at measuring the quantity of food waste in Eurest's collective restaurant chain (kitchens and clients), as well as providing practical advise in order to prevent food waste.

- **Category "Educational Establishment"**: **"You Make The Difference" (Italy)**, involving children who were the ambassadors for waste reduction to their fellow-citizens.

- **Category "Other"**: **"Parish Action on waste reduction" (Portugal)**, that brought together 310 participants on the theme of waste production during a mass and children's activities.

- **Jury's Favourite Award: "Welcome to Poubellec'h" (France)**, treasure hunt that allowed habitants of Crozon town to discover different behaviours that allow for waste reduction.

The other actions put forward during the 2009 edition were no less impressive and indeed emulated originality. See the EWWR website for a [complete list of actions, and details of who received awards](#) during the ceremony.

EWWR TRAINING SESSION: JUNE 2010 IN PORTO

This **17 – 18 June**, a training seminar for organisers and project developers will be held in **Porto**, under the aegis of LIPOR, Intermunicipal Waste Management Service of Greater Porto (Portugal) and Life+ project partner of the "European Week for Waste Reduction".



This free seminar will allow organisers to better prepare themselves for the EWWR in their region.

Don't hesitate to register yourself and benefit from this seminar!

More information:

- [LIPOR website](#). Contact: info@lipor.pt
- EWWR website: www.ewwr.eu

1ST MEETING OF THE TECHNICAL AND SCIENTIFIC COMMITTEE IN MARCH 2010

The **Scientific and Technical Committee (COSTEC)** for the European Week for Waste Reduction met on 16 March 2010 in Brussels. The participants, who represented the partners and organisers of the 2009 EWWR from Andorra, Brussels Capital Region, Catalonia, Scotland, Estonia, Flemish Region, France, Italy, Great Porto Region, Portugal and Sweden, made a **common assessment of the 2009 edition** and discussed various issues for **preparing the 2010 EWWR**.



In addition to the results in terms of participation and satisfaction concerning the first edition of the EWWR, the discussions concentrated mainly on the following points: the involvement of organisers and project developers, the means of facilitating the registration and validation process, possible improvements to the existing communication tools, as well as developing new communication tools for the 2010 edition of the EWWR, e.g. promotional videos and a common European media covered event.



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