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EUROPEAN WEEK FOR WASTE REDUCTION

Editorial

Organisers of the European Week for Waste Reduction, it's over to you! You are now in charge of motivating potential Project Developers and of recording their efforts.

This year on the EWWR website, in addition to the traditional posters and brochures, you can now find even more communication tools at your disposition.

A training seminar was held in Portugal and a European event will be launched at the beginning of the week in all participating territories as a starting signal for the EWWR. It will help to make this year's edition an even bigger success than last year.

All information detailed in this newsletter and on the website is at www.ewwr.eu

ORGANISERS KICK-OFF THE 2010 EWWR

After a successful first edition of the EWWR in 2009 (20 Organisers across 10 countries), this year the project is reaching even more countries with even more Organisers deciding to get involved in its implementation. To note, 19 of the 20 Organisers in 2009 have re-signed for the next edition and 8 new Organisers have joined their ranks, including five new participating countries (Denmark, Czech Republic, Malta, Finland and Austria). In total, **there are 28 Organisers from 15 countries**. These Organisers will coordinate, promote and validate the actions of the Week, from the 20-28th November 2010. For instance, the ADEME and the IBGE will be the official Organisers for France and Belgium.



A complete [list of Organisers](#) is on the EWWR website.

Starting now, Organisers can start **promoting the EWWR** in their territory, that is to say, contact the local government, NGOs, businesses, schools and other potential Project Developers to encourage them to participate in the EWWR, and provide them with all the various [communication tools](#). The tools and methodologies for the organisation and promotion of the week are available in the private area of the EWWR website and are ready for being used. Among the Organisers, some have already begun working on promoting the event, particularly those who were involved the previous edition. Moreover, many Project Developers have already signalled their interest in participating in the EWWR from 2010. That said, Organisers can now begin the **process of registration and validation** of those wishing to be Project Developers.

More information on the [role of Organisers](#) can be found on the EWWR website.

PROJECT DEVELOPERS, JOIN TOGETHER!

Now that the Organisers of the EWWR have been appointed, **Project Developers can propose the actions** they want to put forward during the 20-28th November 2010 to the appointed Organisers in their area. The initiatives covered by the EWWR are raising awareness of waste prevention for the public - whether small or large, for corporate staff, for consumers, etc.



These actions can take different forms, such as courses or seminars that focus on waste prevention, composting initiatives in buildings and schools, information booths at the entrance of supermarkets, etc. The EWWR website contains [many ideas](#) that can be completed, a great source for inspiration.

Project Developers may belong to one or more of the following categories:

- 1) **Administration / Public Authority**
- 2) **Association / NGO**
- 3) **Company / Industry**
- 4) **Educational establishment**
- 5) **Other** (eg hospital, nursing home, a cultural institution, etc.).

To have an action validated, it must meet certain [criteria](#), including cover one or more of the following issues on waste prevention: **too much waste, better production, better consumption, a longer life for products, less waste thrown away** (please note, recycling is not considered a valid action for waste prevention). Project Developers will also have various undertakings, such respecting the law and the freedom to take actions and will be required to sign a [participation charter](#) on these matters.

Project leaders are able to propose one or more actions to the [Organiser responsible for their area](#), or if they do not have an Organiser in their geographic area, they may contact the EWWR Secretariat directly by completing [the online registration form](#).

Project Developers can register their actions to their Organiser until the 5 November 2010, but there is no need to wait!

TRAINING SEMINAR IN PORTO: A SUCCESS FOR PARTICIPANTS IN THE EWWR

Last 17-18 June, Porto (Portugal) provided a [training seminar for the Organisers and Project Developers of the EWWR](#). The event, coordinated by and located at LIPOR, the intermunicipal waste management services of Greater Porto, was a certified "Carbono Zero Event" (a "Zero Carbon Event") and fulfilled all expectations of its participants and Organisers.



Over one hundred participants attended the seminar: they represented in particular the EWWR Organisers of various European countries, as well as many interested Project Developers (many of them Portuguese). Speakers at the seminar included both Organisers and Project Developers from Europe, who shared the expertise they developed during the EWWR's 2009 edition.

The topics on the **first day** included policies to reduce waste in Europe with examples from Portugal, a review of the 2009 EWWR and an overview of the upcoming 2010 edition. In addition, past Organisers and Project Developers shared their experiences regarding the preparation and implementation of the EWWR within the **5 themes** being: too much waste, better production, better consumption, a longer life for products, less waste thrown away. The day ended with **technical visits**.

During the second day, Organisers exchanged good practices on procedures for organizing the EWWR (for calling upon Project Developers, registration and validation of actions, reporting and evaluation) and aspects related to EWWR promotion and communication (such as a strategy for disseminating the communication tools). Organisers also discovered **new communication tools** that will be used this year, including a promotional video and a common media event, inspired by Brazilian *batucadas*.

IN NOVEMBER, MAKE NOISE TO REDUCE WASTE

At the [training seminar](#) held in Porto on 17-18 June, Organisers of the European Week for Waste Reduction discovered a preview of the new communication tools that will be implemented this year to promote the EWWR.

The new tools focus on the spirit of what the EWWR stands for - prevention of waste - in more dynamic and interactive ways. Examples include a **Facebook page** and online **quiz** on waste prevention. A **promotional video** will also be developed.

One of the most original new tools, that will likely make the most noise, is a common European event that will be put together made up of participants being percussionists throughout Europe to build the concept of a "flash mob". The idea, originally named as a "**Batucamob**" where *Batucada* means "beat" in Portuguese, essentially comes from the Brazilian tradition where spontaneous groups of people often come together and play percussion music. The idea for the EWWR is that anyone who can be a "noise maker" will be invited to gather in each Organisers country on the day of the opening of the EWWR (**Saturday 20 November**) to signal the beginning as well as the importance of the event being heard. In addition, trash cans, jugs and other containers will be used as the instruments to signify waste prevention. So, save up your trash and come make some noise!

