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EUROPEAN WEEK FOR WASTE REDUCTION

Editorial

EWWR 2010 is here! Congratulations to the Organisers and Project developers who are taking part this year. Initial results are impressive. We are doing even better than last year, which was already a big hit! More than 4000 actions have been implemented in 2010, confirming the success of the EWWR and following the same path as other famous thematic "European Weeks".

More information about waste prevention and the EWWR is available at www.ewwr.eu

MORE ACTIONS, MORE COUNTRIES, MORE PEOPLE INVOLVED!

According to the last count, **4327 EWWR actions** are being implemented in 2010. Last year's record has been broken (2672 actions were implemented in 2009)!

In order to coordinate and promote the 2010 Week, 19 of the 20 Organisers across 10 countries who took part in 2009 are taking part this year. In addition 13 new Organisers have joined the ranks, including six new participating countries (Denmark, Germany, Malta, Finland, Slovenia and Austria, along with associated Organisers from outside Europe; the Dominican Republic and a region in south east Brazil). In total, **there are 32 Organisers across 18 countries**, mobilising stakeholders and validating their actions, that is an increase of more than 50% compared to last year. The complete [list of Organisers](#) and actions can be found on the EWWR website.



Moreover, the **EWWR Secretariat** has promoted the week and coordinated registrations from areas not covered by any EWWR Organiser. We have therefore received projects from other countries including: Cyprus, Greece, Lithuania, Norway and Switzerland.

There has also been an increase of more than 50% in terms of area and population covered. The EWWR's umbrella has grown from around 1.85 million km² and 190 million inhabitants in 2009 to an estimated 2.6 million km² and 302 million persons in 2010. In addition, the EWWR could also have an impact on some 590.000 km² and 22 million persons in Brazil and the Dominican Republic.

To promote the EWWR, Organisers have each received a variety of communication tools. Along with some classic tools (posters, leaflet, web banners, etc.), new tools had been developed for 2010 including: [a Facebook page](#), an online game, an electronic comic strip and [a trailer video](#) available in 22 languages. Judging on the number of the Project developers involved, the Organisers' communications have worked!

EWWR ACTIONS 2010: FROM A SIMPLE EMAIL TO THE DRESSING UP OF A CITY UNDER THE COLOURS OF WASTE PREVENTION!

During the week 4327 actions are taking place all over Europe (as well as some even outside European borders). Implemented by administrations, private companies, schools, local governments, NGOs or other organisations, these actions are aimed at reaching the biggest number of people, be that the man on the street or a targeted audience, in order to raise awareness about waste prevention.



One word to summarise these actions: **diversity**. If you are travelling in countries participating in the EWWR this week, you might talk with students acting as waste prevention ambassadors, admire pieces of art (made of bottle caps, plastic bags or clothes), compare trolleys (one regular and one containing less packaged products) presented at the entrance of supermarkets, visit reuse centres or an exhibition of furniture made of reused cardboard, eat in restaurants with tailor-made food waste reducing menus, taste different types of water (bottled water and tap water) at water fountains, watch a giant sculpture representing an ogre made of the quantity of waste produced per person per year, or take part in competitions and treasure hunts about waste prevention.

It is impossible to list all of the actions here, but you can have a look for yourself on the [EWWR website](#) (all validated EWWR actions are listed). From the EWWR website, you will also have access to Organisers' websites which lists the programme of EWWR activities by area.

Although most actions are implemented in only one area, some of them belong to wider initiatives, either at national level, for instance the "Love Food, Hate Waste" campaign and "The Real Nappies" campaign in the United Kingdom, or at international level, like the "Waste Watchers" campaign. The principle of Waste Watchers is being promoted by the [RREUSE network](#) during the EWWR. Reuse centres in five European countries will weigh the second hand items they sell after having collected, repaired and repackaged these items.

Several Project Developers and Organisers also implemented one or several BatucaMobs, in the street or at school (see next article for more details).

THE BATUCAMOB: A COMMON ACTION TO MAKE BINS RING OUT FOR WASTE REDUCTION

This year, the European Week for Waste Reduction started with one of the most original actions developed in this project. A European-wide event took place in several countries at the same time (Saturday 20 November at 11.00am). Percussionists and sometimes dancers built the concept of a "flash mob". The idea, named as a "**BatucaMob**" where Batucada means "beat" in Portuguese, essentially comes from the Brazilian tradition where spontaneous groups of people come together and play percussion music. On the opening day of the EWWR, people from several countries were invited to signal the beginning as well as the importance of the week.



BatucaMobs took place in Andorra (Encamp), Catalonia (Barcelona, Cornellà de Llobregat, Molins de Rei), France (Paris, Nantes, Le Tampon), Portugal (Porto and Lisbon), Belgium (Brussels), Italy (Marsala, Rossano, Clusone, Rieti, Corbetta and Vittuone, Tortona, Venaria Reale, Torino, Arenzano, Venice), Ireland (Cliffs of Moher), the UK (Belfast), the Dominican Republic (Santo Domingo) and Brazil (Belo Horizonte). In some places, several BatucaMobs occurred at the same time, while others have also been organized in schools during the week. The biggest BatucaMob to be organized was the Brazilian one (are you surprised?), with a gathering of some 500 musicians in a giant feast of percussions, rhythm and dances.

Videos will be available on the [EWWR website](#) soon.

THE NEXT STEPS OF THE EWWR

The EWWR comes to an end in a few days. But the fun is not over yet. Indeed, the most interesting actions carried out during the 2010 Week will be selected for the [EWWR Awards](#) competition. A European jury, made of representatives of each Project developers' category will reward the most outstanding EWWR actions during a **ceremony that will take place on 28 March 2011**, in parallel with a European conference on waste prevention.



Moreover, since the 2010 Week is almost over, we have to think about the **EWWR 2011** that will take place between **19 and 27 November 2011**. A call for appointing the official Organisers will be launched at the beginning of 2011. We are counting on your involvement, so stay mobilised!