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E-NEWSLETTER #5

EUROPEAN WEEK FOR WASTE REDUCTION

Editorial

The third year of the EWWR project has started and all partners are concentrating their efforts on the preparation of the 2011 edition of the EWWR, which will take place from 19-27 November 2011.

This year again, we are hoping for more: more public authorities coordinating the week on their territory, more project developers getting involved, more awareness raising actions and, of course, more waste avoided!

The countdown has started: seven months to go before the EWWR. It is time to take action!

SECOND EDITION OF THE EWWR AWARDS: CONGRATULATIONS TO THE WINNERS!

[The awards ceremony for the 2010 EWWR](#) took place on Monday March 28, 2011 in Brussels before roughly 200 attendees, including the Brussels-Capital Region Minister for the Environment Evelyne Huytebroeck and several representatives of the European Commission and the LIFE+ Programme.



From 20 – 28 November 2010, [4,346 EWWR actions took place in 24 countries](#) throughout Europe and beyond. Of these, 90 were pre-selected by the various organisers and submitted to an independent jury of European waste management specialists representing each category.

Six awards were handed out in total: one for each of the five [Project Developer categories](#) plus the Jury's Favourite Award. They were handed out by Mr. William Neale, member of the Cabinet of the EU Commissioner for the Environment Mr. Janez Potočnik. Mr Potočnik had planned to attend, but was prevented from attending the ceremony by other commitments. He expressed his support to the EWWR through a [video message](#) that was shown at the end of the ceremony.

And the winners are:

- Administration & public authority: [Better than new: 100% old campaign](#) - **Environmental Authority of the Barcelona Metropolitan Area (Catalonia, Spain)** - A broad waste prevention campaign carried out across the Barcelona Metropolitan Area, which promotes various strategies, including repair and reuse, responsible consumption, preference for tap water and composting.
- Association & NGO: [Responsible purchase](#) - **Ecoscience Provence (France)** - A campaign implemented in collaboration with several supermarkets to encourage consumers to reduce waste by purchasing products with less packaging.
- Business & industry: [Reduction of glass packaging in the wine sector](#) - **Codorniu Group (Catalonia, Spain)** - A project that proved it is possible to reduce the weight of the glass in cava (sparkling wine) bottles by 11%, thus reducing the amount of waste and CO2 emissions, without negative impact on sales.
- Educational establishment: [Food Waste Reduction Challenge](#) - **St Mary's Episcopal Primary School (Scotland, UK)** - A project to reduce the amount of food and packaging wasted from lunches served from the school canteen and packed lunches that the children bring from home by collecting and weighing waste at the end of every lunchtime.
- Other: [Malta Reuse Map](#) - **Elisa Andretti (with the support of the University of Malta) (Malta)** - A project to create a sustainable market for reclaimed building materials in Malta, and to provide an instrument which could promote the creativity of people through the use of dismissed materials while raising awareness about the use of our limited resource and how this can also reduce waste.
- The Jury's favourite: [Waste Watchers](#) - **AERESS (Spain), in collaboration with RREUSE (European Coordination)** - The Spanish branch of a pan-European initiative, which collects old items no longer wanted by their owners and resells them in reuse centres that weigh and communicate the amount of items they sell, i.e. the amount of waste avoided.

Although only six actions were rewarded, all the EWWR stakeholders are to be thanked for making the EWWR and waste reduction a reality and a success. For this reason, a [short film](#) illustrating EWWR actions carried out throughout Europe and beyond in 2010 was also presented as a tribute to all the participants. You can also visit our [image gallery](#) to watch pictures of the ceremony.

Photo: 2010 EWWR Awards Winners, jury members and partners © F. de Ribaucourt

BECOME AN OFFICIAL EWWR ORGANISER IN 2011!

All European public authorities with competence in the field of waste prevention are now invited to become official organisers of the 2011 edition of the EWWR on their territory.



From 19th to 27th November 2011, a variety of actors including associations, NGO, schools, universities, administrations, businesses, etc. will implement waste prevention actions focused on the various stages of a product life cycle, ranging from production to consumption and reuse. **EWWR Organisers will act as coordinators of the EWWR by promoting the event and officially registering actions at the level of competence covered by their authority.**

Public authorities acting as EWWR organisers will benefit from the experience of a pan-European network proactively involved in the promotion of waste reduction and gain media visibility resulting from participation in a European project. In addition, they will have access to all the official EWWR communication tools and receive the support of the EWWR Secretariat all the way through the process.

To join the group of public authorities in charge of organising this crucial awareness raising event on waste prevention, **simply sign and send us back the [Organisers' Commitment Charter](#)**. Registrations will soon be over, so do not waste time, join the EWWR!

For further information, visit the [Organiser](#) section of the EWWR website and contact the EWWR Secretariat at contact@ewwr.eu.

THIRD MEETING OF THE TECHNICAL AND SCIENTIFIC COMMITTEE

The **Scientific and Technical Committee (COSTEC)** for the European Week for Waste Reduction met on 29 March 2011 in Brussels. Representatives of all the project partners as well as most of the organisers of the 2010 EWWR were gathered to evaluate the outcomes of the second edition of the EWWR and to prepare the third edition.



Each organiser had a chance to share his experience, suggest ideas and raise issues about the overall organisation of the EWWR. Among other topics, the organisation of a common action in 2011, the improvement of existing communication tools and the simplification of the administrative process were discussed. The project partners are now working to improve the general coordination of EWWR according to the comments of the participants.

The meeting of the COSTEC, which also serves as an exchange platform for waste prevention actors throughout Europe, proved a very constructive and successful event.

WHAT'S NEW IN 2011?

From 19 - 27 November 2011, awareness of waste reduction will be raised throughout Europe by a variety of actors in all kind of locations. We trust they will once again demonstrate their creativity and find new ways of showing how waste can be avoided.



We are also trying to identify new tools to make the EWWR an even more outstanding event. Indeed, in 2011, the [EWWR Website](#) will have a remodelled homepage, with an improved content display and new sections. For instance, it will be possible to directly access a brand new database of EWWR actions, which can be used either to have a glance at what is happening in your area during the week, or to know more about all activities implemented during previous EWWR editions.

Moreover, new activities will be planned, such as thematic common actions for organisers, to be implemented for specific flows, such as paper, food or objects, and which will actually quantify the amount of waste avoided.

There is still a great deal to be done, but we already feel that the 2011 EWWR will be a success, thanks to the commitment and talent of the EWWR participants.