

Logo ewwr



European Week For Waste Reduction



www.ewwr.eu

Editorial

EWWR 2011 is about to start! Congratulations to the Organisers and Project developers who are taking part this year.

For the third edition of the EWWR, we hope to break last year's record, when more than 4000 actions were implemented.

This edition is important since it will be the last one under the current LIFE+ project, which gave rise to the EWWR.

Have a good Week!

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

The EWWR covers more territories every year

There are **34 Organisers across 20 countries taking part in the European Week for Waste Reduction 2011**. The Organisers are doing an important job mobilising stakeholders and validating their actions, as well as coordinating and promoting the Week in their territory.



All Organisers who participated in 2010 are taking part again this year. The five new Organisers who have joined the ranks are: The Netherlands, Sarajevo Canton in Bosnia Herzegovina, Northern Ireland, Oxfordshire and the Basque Country.

At **national level**, the European Week for Waste Reduction will take place in Andorra, Denmark, Estonia, Finland, France, Germany, Ireland, Italy, Malta, Portugal, Slovenia, Sweden, the Netherlands and the Dominican Republic.

At **regional and local level**, the EWWR is being organised in the three Belgian Regions (Brussels-Capital Region, Flanders, Walloon Region), as well as the Styrian region of Austria, many parts of Spain (Asturias, the Basque Country, Catalonia, Navarra, Valencia) and the UK (London, Northern Ireland, Scotland, Wales, the cities of Belfast and Warrington, the regions of Buckinghamshire and Oxfordshire), along with the Sarajevo Canton (Bosnia and Herzegovina) and the Brazilian region of Minas Gerais.

In addition, **the EWWR Secretariat** (run by ACR+) promotes the Week and coordinates registrations from areas not covered by any EWWR Organiser. [You can contact the EWWR Organisers from this page](#)

Communicating the EWWR: you have the tools

The European Week for Waste Reduction aims to gather multiple communication actions about waste prevention for a single week. In order to help EWWR Organisers to **spread the word** about the Week, a variety of communication tools have been developed.



The [logo, posters, leaflet, and web banners](#) - supported by the [EWWR website](#), where all EWWR tools are available - help define the EWWR "brand". The website also includes tips on waste prevention, examples of communication activities implemented all over Europe and, since recently, you can have a look at [all EWWR actions](#) registered so far.

More **interaction** with the EWWR's audience has been sought through the development of a [Facebook page](#) to help get closer with your community (don't hesitate, like it!). An [online game](#) allows you to test your knowledge and compete with your friends to see who reaches the highest score. The electronic [comic strip](#) about "the attack of the killer muckwads" illustrates that everybody can be a hero when waste reduction is concerned. Other tools include a [video trailer](#) available in 22 languages and more frequent polls on the website, the latest of which allows you to vote for your favourite type of action (mass e-mailing campaigns, video contests, measuring generated and avoided waste, digital games or quizzes).

In order to ensure that the EWWR **lasts**, adaptable versions of the posters and other tools have been developed and are now available for the Organisers. For Project Developers,

methodologies on how to implement some [awareness raising actions](#) and also [common actions](#) will surely provide them with helpful information in order to build up their own actions. So, don't hesitate: reuse ideas!

How much waste can we avoid?

The European character of the Week is reinforced by introducing **Common Actions across Europe** in 2011. Similar actions will be happening simultaneously in various European territories during the Week.



What are the common actions?

Common Actions are actions that are implemented during the EWWR in **different places in Europe using the same methods and sharing the objective of highlighting their real impact on waste reduction**. The EWWR Secretariat provides the Organisers and Project Developers specific background documents, methods and communication tools for their implementation. There are **five categories** of Common Actions, focusing on various symbolic issues:

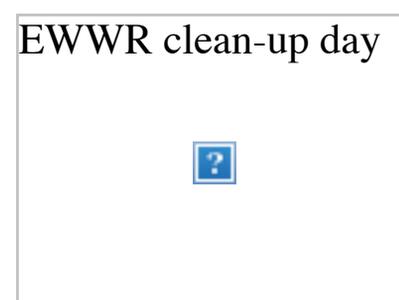
1. **Paper waste reduction**
(Day without paper, Stop unwanted adverts in buildings)
2. **Food waste reduction**
(Less Waste in canteens)
3. **Repair/reuse**
(Waste Watchers, Repairing workshop)
4. **Excessive packaging waste reduction**
(Wastefree meeting)
5. **The Clean-up Day**
(see next article for more details)

What are their objectives?

- To create a **pan-European community of actions** during the Week and reinforce the link between the participating territories
- To **measure the waste avoided** by targeted actions implemented during the Week and to **report back about it**
- To **attract the interest** of European, national and local media
- By measuring the waste avoided, the actions will pursue an important objective: **the assessment of the real impact on waste reduction**. There will be an evaluation of the actions' results at European level. This is to show that the EWWR does not only impact on European citizens' behaviour, but also on waste reduction itself.

Together, let's clean-up Europe!

In addition to the common actions on paper, food, packaging and reuse, a **Clean-up day** is included in the Week, focusing on the issue of waste in general, illustrated by the waste illegally dumped in nature. During the Clean-up day action, waste will be collected, and the amount measured.



The potential effect of awareness-raising is significant: seeing the amount of waste found in their region makes people responsive to communication on waste prevention.

Like for other common actions, a **methodology** is available on the [EWWR website](#) and explains the mains steps to follow before, during and after the clean-up day to make it a success. The key elements to keep in mind are the identification of the place to clean up, the involvement of local authorities and of as many volunteers as possible, and the weighing or estimation of the amount of waste collected.

These clean-up days will be a rehearsal for the European and global clean-up initiative that will take place in 2012, under the coordination of the [Let's do it!](#) initiative. In order to publicise their action, the people involved in clean-up days have the chance to **map the location** of illegally dumped waste on a map developed by the Let's do it! initiative. This [World Waste Map](#) will serve as a coordinating and inspiring tool, by showing the situation near one's home and at the same time creating a sense of togetherness when realizing the worldwide scope and the major changes cooperation can create.

Have a look at what is going on in your country

There is also big news for the EWWR in terms of the tools on the website. You can now search a [database](#) that includes all the actions validated since the first EWWR edition as well as the actions registered for the Week in 2011.



The database can be **searched by theme, area, type of audience and many more categories**. It is very user-friendly; you can for instance search what actions are taking place in your area for this year's EWWR. If the action has been nominated or rewarded by a EWWR award, you can also access the full description of the action. **The search function is available in all 6 languages** of our website, whereas the content of the actions is in English. It is possible to make an automatic translation of the action once you have accessed it, which is useful to get an idea of what is going on in other countries.

Some interesting actions for the forthcoming Week include a design contest in Sweden, where functional things are created with material from a collection station, and a waste-measuring project with six families in Italy to aim to reduce the consumption of everyday packaging. Explore more actions on our database and discover ideas for your own actions!



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