



European Week For Waste Reduction



www.ewwr.eu

Editorial

2012: transition year!

After a successful EWWR 2011, the LIFE+ project that launched the Week in 2009 will conclude this summer.

In parallel, the preparation of the next edition of the Week has started and the call for coordinating EWWR activities in 2012 is now open.

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

7035 actions in 32 countries in 2011!

According to the last count, **7035 EWWR actions** were implemented in 2011, under the coordination of the 34 local, regional or national organisers and with the support of the European Secretariat of the Week. Once again, the previous year's record has been broken! (4346 actions registered in 2010).

These actions covered the **various steps of the product and waste cycle**, from production (e.g. eco-design competitions) to consumption (e.g. comparative shopping trolleys). **Various places** frequented in our daily life became the theatres of these actions: offices, supermarkets and shops, schools, or even in less common locations like airports or hospitals.

Take a look at some actions implemented in 2011 by visiting the photo & video sections of the website or thoroughly consider all these actions through the [EWWR database](#) and get inspired for the next edition of the Week

The next step will be the selection of the **EWWR Awards** finalists and winners by a European jury representing the five EWWR categories (Administrations, Educational establishments, Associations, Business, Others). The names of winners of the 2011 edition will be publicly announced during the [EWWR Awards ceremony](#) that will take place in Paris on 19 June 2012 (see article below).

pic#1



Results of EWWR common actions

Common replicable actions were the new event of the European Week for Waste Reduction 2011. Factsheets and practical tips on flagship themes of waste prevention helped Project developers around Europe to reproduce successful ideas.

The 5 themes for the Common actions were: Paper waste reduction, Food waste reduction, Excessive packaging waste reduction, Repair/reuse and Clean-up days. The most important goal of these pan-European actions was set on the assessment of avoided waste by specific series of actions. This is to show that the EWWR does not only impact on European citizens' behaviour, but also on waste quantity itself.

Common actions were **popular** among Project developers. Hjerring in Denmark can be mentioned as an example, where two school classes competed to collect the unnecessary packaging waste at their homes and to give good advice on how to avoid packaging waste. The Serritslev school class collected 38 kg packaging waste while the Bakter school class collected 25 kg. Another action in Grand Toulouse regional council, France, reduced the consumption of paper and paper-cups from 55kg to 45kg

Approximately 50 **Clean-up days**, during which people collected waste illegally dumped in nature, took place during the EWWR 2011. These awareness raising actions took place for instance at a riverbed in Bosnia, near a port in Turkey, on a beach in the island of Corsica in France and in the surroundings of various hotels around Europe and beyond. At a clean-up day across the country in Malta a total of 380kg of waste was collected by 184 students, and in Catalonia three clean up days collected 1,850 kg of waste. During the event in Malta a [website](#) for suggesting areas as targets for clean-up was launched.

pic#2



International conferences and EWWR Awards ceremony in Paris, 19-20 June 2012

The [LIFE+](#) project that launched the EWWR started in 2009 and will end in July 2012. The final conference of the project and a technical conference on waste reduction will take place in Paris (Maison de la Chimie) on 19 and 20 June

On the first day, the conference will address, in particular:

- an overview of prevention policies and a progress statement on the implementation of the Waste Framework Directive by Member States;
- how communication contributes to waste prevention;
- EWWR achievements from 2009 to 2011;
- EWWR Organisers best practices in terms of awareness raising actions about waste prevention;
- EWWR perspectives.

The day will end with the **EWWR Awards** ceremony that will reward the best actions implemented in each of the five categories (Administrations, Educational establishments, Associations, Business, Others), in the presence of representatives from the project partners, EWWR Organisers and the European Commission.

The second day will be a **technical day** organised by the the French Environment and Energy Management Agency (ADEME) about specific issues faced by local and regional authorities regarding waste prevention. This day will give the opportunity to learn more about the first results of waste prevention plans, and will address several issues, in particular food wastage, eco-exemplarity, real nappies and the involvement of stakeholders in waste prevention policies.

More information on the [EWWR website](#)

Be an EWWR Organiser in 2012!

All European public authorities with competence in the field of waste prevention are now invited to become official Organisers of the 2012 edition of the EWWR, **from 17th to 25th November 2012**, on their territory. Due to the success of the EWWR, an increasing number of organisations including associations, NGOs, schools, universities, administrations, businesses, etc. are willing to implement waste prevention actions during the Week.

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.

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 the official EWWR communication tools and receive some support from 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 be open until 31 March, 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.



Agenda

- **25 March to 25 September 2012** â€“ [World Clean Up 2012](#)
 - **31 March 2012** â€“ Deadline to register as EWWR Organiser for EWWR 2012
 - **19-20 June 2012** â€“ International conference on EWWR, technical day on waste prevention and EWWR Awards ceremony, Paris
 - **October 2012** â€“ [Pre-waste](#) project final conference, Brussels
 - **17-25 November 2012** â€“ 4th edition of the European Week for Waste Reduction
 - **21 November 2012** â€“ [Miniwaste](#) project final conference, Rennes
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