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European Week For Waste Reduction



www.ewwr.eu

Editorial

With the EWWR awards ceremony rewarding the best action of EWWR 2011 approaching, we are celebrating the success of the 3 years of the EWWR project!

Do not worry, the Week is still running in 2012 between 17th and 25th November! You can still become an organiser for this new edition!

It is also time to celebrate the 20th anniversary of LIFE programme as the EWWR would not have seen the light of the day without its support as well as thousands of projects related to the environment and nature conservation.

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

EWWR logo



New Organisers for the EWWR 2012

The EWWR Secretariat has extended the **deadline** to sign up as an [EWWR Organiser](#) for the 2012 edition. Interested public authorities are invited to submit their applications **by 31st May 2012**.

Given that the EU Member States have to adopt their [National Waste Prevention Programme](#) by 12th December 2013 at the latest as required by the [Waste Framework Directive](#), it is particularly interesting to be an organiser this year, in order to get some ideas to feed their prevention programmes or to implement communication campaigns during the Week.

The EWWR is already counting new Organisers, for instance Bulgaria, the region of Chania in the Greek island of Crete and of Merseyside in the UK.

In addition, the current and new EWWR Organisers are invited to take part to the annual EWWR Scientific & Technical Committee (STC) in **Paris on 18th June 2012**, where they will be able to share their experience and thoughts for the future of the Week with EWWR partners and organisers. The more Organisers will be present, the better it will be.

For further information contact the EWWR Secretariat at contact@ewwr.eu

International Conference and EWWR Award Ceremony 2012, 19-20 June 2012, Paris

The final conference of the LIFE+ 2009-2011 project EWWR will begin in the morning of **19th June 2012**, highlighting the main results of the EWWR during these 3 years.

Following an evaluation of the European Week of Waste Reduction 2009-2012 with a review of the project's efficiency, effectiveness and main outcomes, there will be a sharing of expertise by EWWR partners and discussion about the new prospects for the future of the EWWR. The day will continue with a conference on waste prevention communication strategies where 3 main topics will be discussed:

1. How does communication contribute to achieving waste prevention objectives?
2. Understanding what Europeans think about their waste, for more effective communication
3. Adapting strategies to regional particularities and engaging European citizens to take action: analysis, impact, effectiveness.

This first day will end with the prestigious [EWWR 2011 awards ceremony](#), in presence of high level representatives of the European Commission and French authorities. The best actions of each category (Administration, Educational establishments, Associations, Businesses and Others) selected by the EWWR jury will be presented and rewarded. There will also be a special award for the Jury's favourite action.

Maison de la Chimie



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On **June 20th** a technical conference will address the following issues:

- French Prevention Plans and Programmes: performance evaluation and first results
- Including prevention in “eco-exemplarity” developments
- Motivating stakeholders to reduce hazardous waste
- Combating food wastage in school cafeterias and company canteens
- Reusable nappies in local authority schemes

Considering that national waste prevention programmes, to be adopted by the 27 EU Member States by 12th December 2012, will be implemented for a significant part at local level, local authorities will find in these events a good opportunity to share experiences, gather information and learn about good practices that will help them to implement efficient waste prevention strategies.

Fees

Type of participant	Fee (euros)
General Public	100
Members of environmental associations	50

Venue “La Maison de la Chimie” International Conference Centre
Entrance on 28 bis, rue Saint Dominique
75007 Paris, France
Tel: +33 (0) 140 622 700 - Fax: +33 (0) 145 559 862
www.maisondelachimie.com

Contact info: Contact@ewwr.eu

Running for an award...

The selection of the finalists and the winners of the awards for the EWWR 2011 is now in process. The jury will communicate the winners during the EWWR Awards Ceremony on 19th June 2012. It is composed by 5 experienced members representing each one a category of Project developers:



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- Public Authorities: Assembly of the European Regions
- Business: Confindustria (the Confederation of Italian Industries), representing Business Europe
- NGO: European Environmental Bureau (EEB)
- Educational establishment: Foundation for Environmental Education
- Others: European Commission, DG Environment

A total of 89 actions have been nominated by the Organisers and the choice is hard for the jury that can only keep one winner per category, plus one favourite. You can check the nominated action on the [EWWR website](#). This year, 22 actions were nominated in the Public Authority category. They promoted the change of behaviour, for example to refill wine bottles instead of buying a new one, to raise resident's awareness of second hand 'vintage' clothes stores and encourage re-use of unwanted clothes or to make instruments with reused materials in funny workshops.

23 actions were nominated in the NGO/Association category with very different aims. As an example, the objective of one of the actions was to create a photo gallery showing good waste prevention practices. Others focused on a specific waste stream such as WEEE (Waste of electronic and electric equipment) or a specific area, for example a market where the use of bags or recipients was prohibited in order to promote more sustainable purchases.

The EWWR Organisers also nominated 14 actions in the Business category, with the aim of sensitizing customers to better consumption and less throwing away, for example cooking with food waste from a previous dish. Some of the actions

are also targeting businesses, for instance actions carried out to exchange information between businesses to save money, reduce waste going to landfill and to develop new businesses opportunities through networking events or online exchange facilities.

In the Educational establishments' category, 20 actions were nominated and creativity was the leitmotiv in actions implemented in schools. Several nominees focused on food waste in schools restaurants, involving staff and students. As an example, a school aimed to sensitize its children about food thrown away by installing a transparent tube in the canteen. Balls were inserted in it as an equal amount of wasted food.

Last but not least, 10 actions were nominated in the Others category. It involved very different actions and Project developers. One of these actions aimed at disseminating waste prevention information through social media such as Twitter and Facebook in order to link different societal actors together. Another action was to produce a piece of art using broken items and another one was to produce shopping bags from empty bags of dry food for dogs and cats.

The European Week for Waste Reduction and related projects.

Besides the [European Week for Waste Reduction](#), other European projects aim at fostering waste prevention strategies. For instance, the [Miniwaste](#) project, also co-funded by the LIFE+ Programme, attempts to identify and promote the best ways to reduce bio-waste (green waste and kitchen waste) since it usually ends up in an incinerator or a landfill.

Miniwaste project



The project gathered good practices on home and community composting, and developed a tool to assess bio-waste prevention strategies. Don't miss the final conference of Miniwaste on the 20th and 21st November 2012!

[Green Commerce](#) is also targeted on the food offer: it involves small retailers to campaign against climate change, to promote the environmental responsibilities in the retail sector and to reduce energy consumption and waste production by means of simple measures. Moreover, Green Commerce encourages innovation in businesses regarding environmental issues by publicizing and promoting successful case studies, in addition to raising awareness with consumers about best practices when shopping that will respect the environment.

The LIFE+ Programme [FENIX project](#) (2010-2012) aims to create a user-friendly and flexible tool for easily obtaining environmental lifecycle assessment (LCA) results on packaging waste management. The tool will also take into account economic and social factors and will be adaptable to different European realities.

[COR Campaña Objetivo Residuos](#) (Waste Objective Campaign) is a LIFE+ Programme project aimed at the inhabitants of Barcelona, Spain. The campaign's main objective is to change the citizens' daily domestic waste management behaviour (separation of the different fractions), and to promote the European Recycling Society.

For more information about European projects on waste prevention click [here](#)

LIFE celebrates its 20th anniversary!

The Single European Act of 1986 and the Fifth Environment Action Programme approved in 1993 mark the basis of the EU Environmental policy. On May 21st 1992 the LIFE Regulation came into effect and the LIFE programme became an essential tool to support it. Since then, LIFE has co-financed 3506 projects with a contribution of around 2.5 Billion Euros to the protection and conservation of the environment.

LIFE 20 logo



In order to celebrate the success of the EU's financial instrument for the environment, the LIFE units called past and present LIFE project to organise

events in May: an excellent chance to showcase LIFE projects to stakeholders, the public and the media. The projects events are taking place all around Europe. You can find them on [LIFE's website](#).

The LIFE units also organised a Photo and Text Competition: 20 pictures and 20 texts were selected and rewarded. Have a look at them on the [competition winners' page](#).

For further information, please contact the [LIFE external Monitoring team](#).

Agenda

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