

Waste material reduction workshop



Dematerialisation stands for using less or no material to **deliver the same level of functionality to the user**. It includes **improving the use of materials** or **shifting from products to services**.

As for the improved materials use there are two main solutions to apply this philosophy to waste material: avoiding the products or purchasing long lasting products.

Principle: If you avoid a disposable product, or if you use a reusable product instead, you save as much waste as the weight of disposable products it takes to get the same service

All the single-use or disposable products can be replaced by reusable or dematerialised ones (check our factsheet 'Dispose of the throw-away society!' (available soon). With this workshop, you can promote moving away from the throw-away society by making people aware that we can get the same or even better services from longer lasting and reusable products or by not using any product at all. This workshop can be implemented by anyone (local authority, business, school, NGO, or individual citizens).

Objectives

- ▶ Reduce waste material by promoting longer lasting or reused products
- ▶ Increase participants' awareness on waste prevention issues
- ▶ Encourage people to find alternatives to disposable products

What you need

- ▶ A **location** where to implement your workshop: workplace, school, supermarket, community hall, town square, etc.
- ▶ **Information and communication material:** get EWWR information material to inform participants about the packaging waste you want to avoid; get the [promotional poster](#) to advertise for your action and put it on strategic points or disseminate it via other communication means; inform target group about the action by giving out information on how it is important to reduce its waste material and how to do it (you can check the section [reduce](#) on the EWWR website)
- ▶ An **information stand** to explain the EWWR and the purpose of the action to visitors
- ▶ **Refreshments** (paying or free) are always welcome and can help to create a friendly atmosphere

Preparing the action

Before the EWWR (one month beforehand)

- ▶ Try to **calculate the amount or the weight** of waste that the disposable products you want to avoid would create during a year
- ▶ **Check our factsheet** on the harmful impacts of disposable products (available soon)



- ▶ **Find a local supplier** (if possible) of the longer lasting products that could replace the disposable products you want to avoid, or gather the tools and materials needed if you can make participants build those products themselves
- ▶ Find the different **internet platforms** that could be useful for dematerialisation in everyday life by using digital versions of the products (newspapers, books, e-mails, music, movies, videogames, etc.)
- ▶ **Create the event through social media or an event creator website** ([splashthat](#), [myevent](#), [eventbrite](#) or others) so you can control the amount of participants according to the venue
- ▶ If you plan to **organise a buffet**, get in contact with a **charity organisation to donate potential leftover food**
- ▶ **Register your action** with your official EWWR coordinator

2 weeks before the EWWR

- ▶ **Prepare the material** needed for the operation: tables/stands, chairs, drinks, camera/video recorder, tools (if you want to build the longer lasting products), etc.
- ▶ **Prepare the equipment** needed for the evaluation: scales, weighing, tables, etc.
- ▶ **Communicate:** invite journalists to an opening or closing ceremony and/or send out a press release to print and broadcast, display [posters to inform the public](#) and advertise via social networks and partners' channels (city hall, school hall, etc.)

Implementing the action = day of the action!

- ▶ **Welcome the participants** with a registration table so you can know the amount of participants and ask them to give their e-mail addresses for further communication after the workshop
- ▶ **Manage the activity** and go to meet participants to explain the purpose of the EWWR
- ▶ **Talk about reuse and waste prevention** in general (more information on [www.ewwr.eu](#))
- ▶ **Remember to take photos/videos**
- ▶ **Take notes and prepare a summary** of what has been said during the workshop so the participants can have a feedback
- ▶ **Monitor the quantity of products** avoided by weighting them, or by using [this pdf](#)

Evaluation and feedback

- ▶ **Insert the final number of products avoided** in worksheet 1 of this [excel](#) (this will give you a comprehensive overview of how much waste you avoided by implementing this EWWR action)
- ▶ Send the results, pictures, videos and other relevant **feedback to your EWWR Coordinator**

More information

- ▶ Find the electronic version of this factsheet here: www.ewwr.eu/en/support/prevention-thematic-days-2015
- ▶ Information material
 - Dispose of the throwaway society! (available soon)
 - Dare to be aware (available soon)
- ▶ Examples of actions
 - [Ticket without waste](#) (PT)



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- [Red Cross and Waste Prevention](#) (BE)
- [Green Meetings: Minimal waste during Annual EkoSkola Award Ceremonies](#) (MT)
- [Best Waste Reduction Idea Competition and Waste Awareness Training](#) (Scotland, UK)
- [From Product Choice to Waste](#) (SE)
- [Nappies Project](#) (PT)
- [A year without waste bins](#) (BE)

▶ EWWR Coordinator's website/contact: www.ewwr.eu/list-organisers

▶ European Week for Waste Reduction: www.ewwr.eu contact@ewwr.eu
[Facebook](#) [Twitter](#)

▶ Relevant stakeholders

- [Zero Waste Europe](#)
- [WRAP](#) (UK)
- [Amigos de la Tierra](#) (ES)
- [Both Ends](#) (NL)
- [Estratègia Catalana Residu Zero](#) (ES)
- [Humusz](#) (HU)
- [Retorna](#) (IT)
- [Za Zemiata](#) (BG)
- [Owaste](#) (DE)
- [Surfrider Foundation Europe](#) (FR)

▶ Interesting links

- [Reduce](#) - EWWR
- [Tips](#) - Zero Waste Home
- [Zero Waste Alternatives: The Ultimate List](#) – Trash is for Tossers

▶ Publications

- [Sustainable Development](#) – European Commission
- [Sustainable Consumption and Production](#) - UNEP



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