

Packaging waste 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, for example by avoiding or reusing packaging instead of using disposable ones.

Principle: A reused or avoided packaging = prevented waste!

Packaging waste accounts for a considerable volume of waste that has to be processed. How can this be reduced? There are several solutions, to be adopted at the source. During the EWWR, you can invite your friends, neighbours, family, colleagues, or others to participate in a workshop which will explain them how to reduce their packaging waste by taking a few simple actions every day.

Objectives

- ▶ Reduce packaging waste by avoiding packaging and by promoting reusable items and packaging
- ▶ Increase participants' awareness on waste prevention issues
- ▶ Encourage people to find alternatives to disposable packaging

What you need

- ▶ A **location** where to implement your workshop (workplace, school, supermarket, community hall, etc.)
- ▶ **Information and communication material:** Advertise for your packaging waste reduction workshop by putting up promotional posters on strategic points or via other communication means and inform target group about the action by giving out information on how it is important to reduce packaging waste, and how to act
- ▶ 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)

- ▶ Check **the amount or the weight** of waste that single use packaging creates every year if used on the 'Dispose of the throwaway society' factsheet (available soon)
- ▶ **Find a local supplier** (if possible) of reusable packaging, or **gather the tools and materials** needed if you would like to offer the option for participants to create their own reusable packaging
- ▶ **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, a camera/video recorder, tools (if you want to manufacture the reusable packaging), etc.
- ▶ **Prepare a calculation** to evaluate the amount of waste that you will prevent (if you need some help, check the 'Dispose of the throwaway society' factsheet (available soon))
- ▶ **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/reused by weighting them, or by using [this pdf](#)

Evaluation and feedback

- ▶ **List the types of packaging waste avoided** (disposable cups, single-use plastic bags, plastic packaging, paper, etc.)
- ▶ **Insert the estimation of packaging waste avoided** in worksheet 1 of this [excel](#) (this will give you a comprehensive overview of how much waste participants will avoid by implementing this EWWR action)
- ▶ **Send the results**, pictures 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)
 - [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 \(BG\)](#)
 - [Qwaste \(DE\)](#)
 - [Surfrider Foundation Europe \(FR\)](#)

- ▶ Interesting links
 - [Reduce](#) – EWWR
 - [Packaging waste statistics](#) - Eurostat
 - [Packaging-free shopping on the rise in Europe](#) – Zero Waste Europe
 - [Marine Litter](#) – Surfrider Foundation Europe

- ▶ Publications
 - [Generation and recycling of packaging waste](#) – European Environment Agency
 - [Effectiveness of packaging waste management systems in selected countries: an EEA pilot study](#) – European Environment Agency

