

## Reuse packaging!



### Principle: a reused or avoided packaging= prevented waste!

Actions that focus on products/services that help reduce the use of disposable packaging or assimilated (like forks, knives and plates) can have a very effective and direct impact on the reduction of packaging waste (especially single-use plastic shopping bags). The action can be, for instance, a contest about the issue or may involve the concrete creation of reusable packaging (e.g. using other old products/materials). We have added many great ideas at the end of this factsheet, have a look!

Reusing is a great way to prevent waste as reusing items decreases the use of material and energy resources, reduces pollution and capital degradation to a higher degree than recycling! Find out more [here](#). Don't forget that items, or in this case packaging, can be reused for the same purpose but can also be repurposed.

### Why is reusing important?

- ▶ There is too much waste produced. *See More information section for more facts*
- ▶ Reuse has a strong value for sustainable development
- ▶ It has environmental, social and economic benefits

### Objectives

- ▶ Raise awareness about the amount of packaging waste produced every day
- ▶ Raise awareness that actions to reduce packaging waste can be taken on a daily basis

### What you need

- ▶ A **location** to hold the activity: a school room, a community hall, etc.
- ▶ **Tables and chairs** to enable participants to perform the activity.
- ▶ If it is a contest (e.g. a drawing contest), **support material** (paper, white plastic bags, etc.).
- ▶ If it is about creating a reusable packaging, **old products** to be used as raw material and **relevant tools**.
- ▶ **Measuring equipment**: weighing scales to weigh the reused products, etc.

### Preparing the action

#### *Before the EWWR (one month beforehand)*

- ▶ Define the concept (and the rules, if any): contest, kids acting as ambassadors for reusable bags, creation of reusable packaging, etc.
- ▶ Set-up logistics: location, transport of material, etc.
- ▶ Register your action with your official EWWR Coordinator.

*Have a look at the More information section for ideas!*



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## **Pre-EWWR (one or two weeks beforehand)**

- ▶ Prepare the material needed for the operation: tools, tables/stands, a camera/video recorder, etc.
- ▶ Prepare the equipment needed for the evaluation: scales, weighing table, 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; advertise via social networks and partners' channels (city hall, school hall, etc.).

## **Implementing the action = days of the action!**

### **During the EWWR**

- ▶ Manage the activity and go to meet participants to explain the purpose of the EWWR and of waste prevention
- ▶ Measure participation
- ▶ Monitor the quantity of products reused (or reusable items produced) by counting them
- ▶ Take pictures and videos

## **Evaluation and feedback**

### **After the EWWR**

- ▶ Calculate the final numbers of reused packaging. This will give you a comprehensive overview of how much waste you avoided by implementing this EWWR action.
- ▶ Send all the information in an excel file, along with pictures and other relevant feedback to your EWWR Coordinator
- ▶ Make sure that what is created is distributed and used
- ▶ Don't forget to send the feedback to the pictures, but also the pictures and videos

## **More information**

### **▶ Information material**

- [Challenges to boosting reuse rates in Europe](#)
- [Benefits of reusing and recycling bulky waste](#)
- [Environmental and economic benefits of reuse](#)
- [Generation and recycling of packaging waste](#)
- [Packaging waste statistics](#)

### **▶ [EWWR Guide of Good Practices](#)**

### **▶ [Tips to reduce packaging waste](#)**

### **▶ Examples of actions**

- [Let's make noise for Prevention!](#)(PT)
- [Ach du meine Tüte!](#)(DE)
- [The art of reducing waste by giving them a new life](#)(BG)
- [Creative reuse of materials for decoration purposes](#)(DK)
- [You make the difference](#) (IT)
- [I play sports without my canned drink](#) (BE)
- ["Porta la Sporta" \(Bring your bag\)](#)(IT)
- [A smiley in my sandwich box](#)(BE)



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- [Reuse of fruit and vegetable boxes](#)(ES)
- [Red Cross and Waste Prevention](#)(BE)
- [From Product Choice to Waste](#) (SE)
- [A year without waste bins](#) (BE)

## ► More inspiration

- [Ideas for repurposing packaging](#)
- [Ways you can reuse food packaging in your garden](#)
- [Packaging free shopping](#)

► EWWR Coordinator's website/contact: [www.ewwr.eu/en/coordinators/ewwr](http://www.ewwr.eu/en/coordinators/ewwr)

► European Week for Waste Reduction: [www.ewwr.eu](http://www.ewwr.eu) [contact@ewwr.eu](mailto:contact@ewwr.eu) [Facebook](#) [Twitter](#)



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