



Report on the implementation of the Prevention Thematic Days 2015

Prevention Thematic Days

The actions implemented in the EWWR address the “3Rs”: Reduce waste, Reuse products, Recycle material. The “3Rs” represent the options which should be considered first when elaborating a waste management strategy. Following [this hierarchy](#), waste prevention (including strict avoidance, reduction at source and reuse) should thereby always be the first priority.

Accordingly, waste prevention holds a strong place in the European Week for Waste Reduction. To highlight this, four different Prevention Thematic Days (PTDs) will be implemented during the Week throughout Europe, one per edition of the EWWR:

- [2013: Reuse](#)
- [2014: No food waste](#)
- [2015: Dematerialisation: Doing more with less!](#)
- 2016: Packaging waste

For each theme, factsheets describing awareness-raising actions are proposed, together with other specific additional tools.

Prevention Thematic Days 2015 - Dematerialisation: Doing more with less!

The consumption of products (including their production, transport and distribution), represents nearly 50% of emissions contributing to climate change. If not transferred into reuse schemes, these products will eventually become waste that needs to be managed. That waste requires more collection and treatment infrastructures, the cost of which puts a strain on the budgets of local and regional public authorities. It is therefore of crucial importance to reduce waste at the source. One way to put this into action is smart consumption.

What is dematerialisation?

Dematerialisation stands for using less or no material to **deliver the same level of functionality to the user**. Concretely this includes two aspects:

a) Shift from products to services

Replacing products with services, sharing and borrowing products, and the organisation of group services instead of individual ownerships is one aspect of dematerialisation. In everyday life this could involve renting tools from a neighbour or colleague, being part of a car sharing network instead of owning a car, listening to music via digital music distribution systems instead of buying CDs, etc.



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b) Improved material use

Another aspect of dematerialisation is the absolute or relative reduction in the quantity of materials required to satisfy needs in society. That would include **increasing the efficiency of material use** (using less materials for a specific function) and **substituting materials** (exchanging heavy materials with light materials), but also **reusing products**.

In 2015, the Prevention Thematic Days focused on the issue of dematerialisation and how to encourage it.

Implementing dematerialization activities

In order to facilitate the promotion and organisation of activities related to dematerialisation activities during the EWWR 2015, Coordinators and Action Developers were provided with promotional posters as well as with factsheets on how to organise specific activities and other support documents.

Factsheets

A compilation of factsheets on actions related to dematerialisation and to “how to do more with less” has been developed for Action Developers. This compilation aims at helping interested Action Developers to organise such activities. Apart from presenting general information on the topic and a concrete activity, the factsheets contain many tips on preparing and implementing the action, as well as a compilation of examples:

1. [Ecodesign contest](#)
2. [Shared economy: Setting up a sharing network](#)
3. [Campaign on dematerialised presents](#)
4. [Material waste reduction workshop](#)
5. [Paper waste reduction](#)
6. [Packaging waste reduction workshop](#)
7. [Repair fair/café/workshop](#)
8. [Reuse markets](#)
9. [Swapping](#)
10. [Creative reuse](#)

These factsheets were developed in English and also made available in Catalan, Dutch, French, Hungarian, Italian, and Spanish; which are the languages of the project partners.

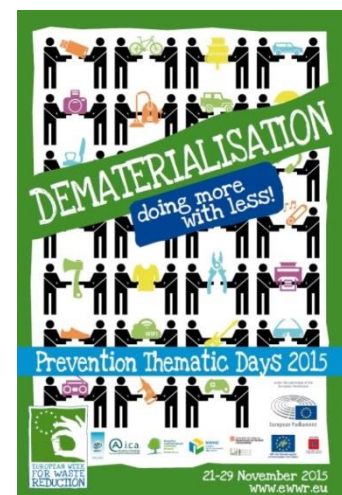
Support documents

These two support documents present the theme of dematerialisation with key facts and data. The aim is to give the participants a better understanding of the PTD topic.

- [Mass production/consumption and its impacts: Dare to be Aware! \(EN\)](#). Also available in [Catalan](#).
- [Mass production/consumption and its impact: Dare to be Aware! In brief \(EN\)](#). Also available in [Catalan](#).

Promotional poster

A promotional poster has been developed for the Prevention Thematic Days 2015, aiming at encouraging citizens to organise a EWWR action on dematerialisation or to take part in an action in their area. The poster (see example on the right) was translated in the languages of the partnership and is available for all Action Developers in [English](#), [French](#), [Italian](#), [Spanish](#), [Hungarian](#), [Dutch](#), [Catalan](#).



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Examples of PTDS actions implemented in 2015

Every Day an idea, our exhibition from waste (Hungary)

The action "Every Day an idea, our exhibition from waste" was organised during the EWWR 2015 at the Székely Mihály primary school. It aimed to teach children what is an environmental conscious behaviour, why and how to sort waste properly, and how to be rationally un wasteful and frugal. This action focused on creative reuse.



During this action, not only the primary school students and teachers were involved, but also the local kindergarten pre-schoolers and secondary school students, their parents and pensioners. The invitations were carried out via personal meetings, social media and email in order to avoid paper waste generation.

The action started with a separate waste collection contest: paper, cardboard, PET bottles, bottle caps, CD and other recyclable materials were collected. Children could bring in materials from home, but a collection system was also created in the school for waste generated there: office paper, cardboard, school milk cups. With Do It Yourself (DIY) lessons, the collected materials were given a new life. The goal of 365 masterpieces, one for each day of the year, was achieved very quickly: jewellery, flowers, birdfeeder, dolls, door mat, bags and a huge picture made out of 2665 bottle caps with a size of 285x170 cm. Paper waste was used to create board games and storing boxes. Metal cans candleholder, picture, and glass were used to create some Christmas gifts.



An exhibition was organised to show the result of these creative activities. The exhibition was made interactive with the help of board games and memory games, also created out of waste materials. Local civil organisations and companies were invited. The visitors spent approximately 1 hour to see the exhibition and try out the games as well.

Results

This action was disseminated widely on the internet and local TV was present during the opening ceremony. 603 visitors attended this event and 2000 were reached through social media and online article. Through a questionnaire filled by participants, it was calculated that 10.000 bottle caps, 40-50 kg PET bottles/CDs/ used textiles and metal cans, 100 kg paper, cardboard, newspaper were collected. Approximately 1/3 of these materials were used up for the creative activities, the remaining amount was taken to the nearest selective yard together with the children. Based on the feedback of the visitors the amount of waste could be decreased min.15 - 20 % with this action.

In terms of future impact, the following activities will continue:

- Separate waste collection will continue and plastic caps will be collected as well for charity
- DIY lessons waste materials will be used to create something useful
- The importance of waste reduction, recycling and reuse will be built in the teaching materials for children.

The National Social Security Office (NSSO) has started several projects in response to the government's wish to reduce paper consumption:

- The digitalisation of the management of incoming mail via the use of an electronic file - EDE.
- The use of shared document storage spaces via e-mail or EDE for internal documents.
- The gradual digitalisation of mail sent to all in line with the requirements of security and privacy (Ebox, secure portal, etc.).



During the European Week for Waste Reduction 2015, the NSSO launched a competition for the best ideas from staff via an Intranet article and personalised posters with the Dematerialisation 2015 campaign, the NSSO logo and its mascot Eugeneke (namely Eugène Poubelle, the "invent-tor" of selective sorting). The posters are in two of Belgium's national languages, French and Dutch. The prizes are also dematerialised such as the Brusselscard which provides entry to museums in Brussels and access to public transport.

This initiative was part of the action programme set up by the NSSO in the framework of obtaining the EMAS registration. In the meantime, they have also obtained ISO14001 certification for their environmental management actions.

The action concerned all the staff directly (competition participants, people who contributed to the action's implementation) and indirectly. The project has helped to promote the environmental results of dematerialisation actions and to highlight their strategic importance.



The actions' participants belonged to many different services: the Environment Service, which proposed the action; the Organisation and Development Department which has a cross-cutting vision of all the dematerialisation projects in progress; the Revenue Department, which manages hardware and software applications for the dematerialisation of file management; the Communication service for the Intranet article, the Printing shop for the layout and printing of posters about the competition for best ideas; and the Logistics department for the monitoring of paper indicators.

Four sets of dematerialisation, and more widely eco-management, proposals were received. An evaluation jury was organised with the following criteria, Criterion 1: feasibility 40%, Criterion 2: innovation 20%, Criterion 3: savings 40%. It was estimated that 12 participants were directly involved.

In terms of lasting impact, Dematerialisation and Green IT aspects are presented in the NSSO's EMAS action programme. An assessment of the carbon footprint of the impact of the NSSO's activity is planned for 2017.

For more information:

- Video of the action available in French and Dutch: <https://vimeo.com/153223999>



Amaroma. Meno carta piu' servizi (Roma, Italy)

Dematerialization and reduction of paper waste



AMA S.p.A. is the largest operator in Italy in the integrated management of environmental services. All the activities are designed to protect and enhance the city environment.

In the last years, Ama made organisational and structural choices that have had an impact both on the internal organisation structure and the behaviour of Roman citizens. In order to make these choices, Ama used internal technological structure and its website, encouraging an easier access to solve users' problems and increasing people's awareness in the use of digital tools to reduce paper use.

1. Online Submission of requests for business services

108,132 applications were received in 2014 and 89,190 in October 2015. The number is rising, for these services:

- Reports and complaints for cleaning and waste collection, automatically linked to the company database system for case management
- Service requests for bulky collection (free or for a fee), asbestos reclamation.
- Waste Fee: requests for registrations and fee changes. Electronic transactions for the payment of the invoice. Online booking of appointments for fees issues that cannot be solved online.

Positive effects

- Annual saving of more than 600,000 sheets A4 of over 30 tons of paper
- 107,000 practices and subsequent no paper copies, easily store and searchable, without the use of warehouses.
- Employment of staff people in other departments.
- Increase of citizens' use of online tools to be informed and ask for services, as demonstrated by the 265,726 registered users of the Ama website.

2. Progressive computerisation of internal business services

The progressive computerisation of internal business services was carried out for documentation and online communications in order to reduce paper use.

- Replacement of paper paycheck and creation of an online access system for all 7,800 employees.

Positive effects

- Annual saving of 140,000 sheets A4 and 126,000 envelopes of 0,7 tons of paper
- Reduction of printers wastes, employment of staff people in other departments.

Ama developed and updated the e-newsletter tools, email correspondence, e-invoicing for suppliers, electronic signature, PEC, advanced systems for management, monitoring, sharing of business activities and services of database.



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Replacing paper serviettes with cloth serviettes (Barcelona, Spain)

La Farigola de Vallcarca School is a Catalan public lay infants and primary school (ages 3 - 12) with 219 pupils located in Barcelona. This year, at the suggestion of the school's Green Commission (made up of parents and teachers), the activity initiated during the EWWR was to **replace paper serviettes with cloth serviettes**.

The action was carried out in the different classes with working proposals and in the school's dining room. All the school's pupils took part in proposing the activities and the pupils who use the dining room service carried out the action.

The objective of the activity:

- To replace paper serviettes with cloth serviettes and reduce paper consumption
- To be aware of where paper or cellulose comes from
- To be aware of the amount of paper serviettes used and its repercussion on nature
- To be aware that by undertaking a small action in our school we can improve the world

Family activity: Before beginning the activity, the school informed the pupils' families by email of the idea to replace the paper serviettes with cloth serviettes brought from home for use in the school dining room, as well as of the academic activities to be undertaken in the school.



The activity in the dining room: The use of cloth serviettes in the dining room began formally on the first school day of the EWWR, Monday 23 November and continues to this day. The results of the classroom activity have been displayed on the dining room walls.

The classroom activity: Classwork and reflection on the subject was coordinated in the different years. Various subjects related to the action were dealt with in accordance with the pupils' degree of maturity, increasing the difficulty level with the older children. The activity was carried out from 23 to 27 November. The results obtained have been disseminated through digital presentations, a video and a mural in the dining room.

Following the activity discussions were held in the classrooms to gather the opinions and conclusions of the pupils. In staff meetings the academic activity was evaluated, as well as its continuity in the curriculum. Pupils, teachers, monitors and kitchen staff considered the curricular and dining room activities to be very positive. The dining room activity of bringing a cloth serviette began on 23 November and is ongoing.



Amount of waste prevented:

Paper serviettes are made from wood, specifically the pulp made with small trees that can't be used to make furniture or construction materials. Approximately 24 trees are needed to produce a ton of paper. If a paper serviette weighs about 1gr, with a ton of paper 37,260 paper serviettes can be made (37 tons of paper waste). This means that in a dining room used by 151 people it is possible to save one tree per school year. If all the pupils in all the schools in Barcelona (200,963 children up to the age of 14) took this action in their school dining rooms, it would save almost 50,000 tons of paper waste.

For more information:

- Video of the action: www.youtube.com/watch?v=MbwL5bJQ8k8&feature=youtu.be



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Targets, expected results and indicators of success

Several **targets** and **expected results** have been set for the actions C.6 (Develop concept and coordinate Thematic Days) and C.9 (Implement thematic days in 2013, 2014, 2015 and 2016 in partners' territories) in the project proposal:

- Implementation of PTD in a maximum of territories, 75 % coverage (out of the total of coordinators) is targeted
- Methodologies and communication tools implemented and tested during all four PTDs (2013, 2014, 2015 and 2016) in Italy, Brussels Region, Hungary and Catalonia
- Four reports on the implementation of the PTDs (2013–2016) for Italy, Hungary, Catalonia and Brussels Region
- Films and other communication material on actions implemented during the PTDs (2013–2016) in the four pilot locations
- At least 10% of actions should be related to the PTDs

Indicators of progress have been defined as follows for the actions C.6 and C.9:

- Number of actions related to Prevention Thematic Days
- Number of coordinators implementing PTD actions
- Quantity of waste prevented¹
- Number of participants in each PTD

Results of Prevention Thematic Days 2015

Summary of partners' territories results:

The Prevention Thematic Days 2015 on dematerialisation have been implemented in all partners' territories in all categories of Action Developers, apart from the category Citizens in Catalonia which will be explained further in the document. Besides this exception, the targets set were fully achieved in all categories (see for more details below and in annex)

The factsheets and communication tools for the Prevention Thematic Days 2015 have been translated in all partners' languages and the support document have been developed in English. The results of the PTDs 2015 have been reported back from the project partners to ACR+.

In total, 6115 actions related to the PTDs 2015 have been implemented in the partners' territories (89.8%). In these actions, roughly 10.31 million participants were reached and an impressive amount of 2,727.6 tonnes of waste was prevented. Please have a look at the annexes to see a detailed table of numbers of PTD actions implemented in each of the Action Developers categories in the partners' territories as well as the calculation of participants and waste prevented.

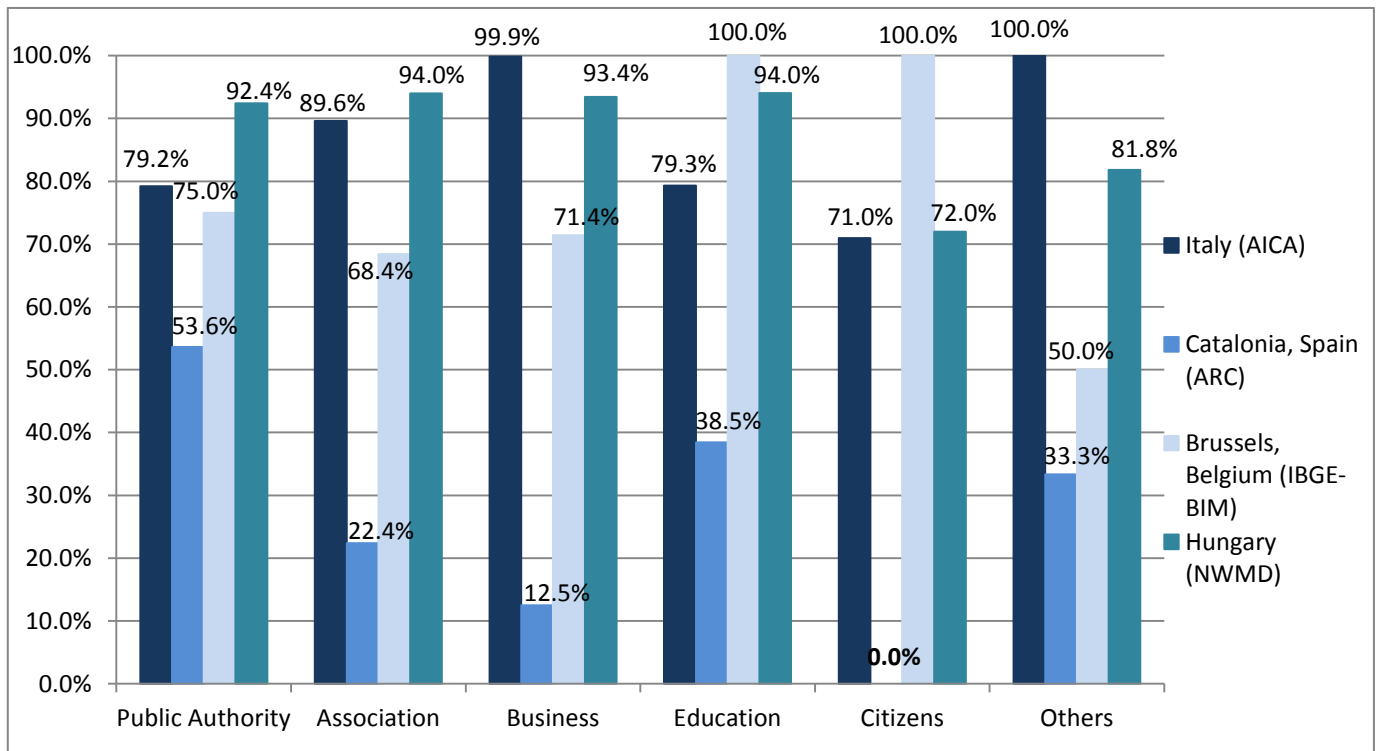
In the project proposal a target of 10% of actions being related to the PTD has been set. In 2015, this target has been overachieved by all four partner's territories:

- Brussels Region, Belgium (88.1 %)
- Catalonia, Spain (40.8 %)
- Hungary (92.3 %)
- Italy (98.2 %).

¹ Quantities will be estimated on the basis of the results collected in the pilot areas in action C.9.



Breaking the 10% target down per category of Action Developer the numbers show, that the target of 10% has been reached for 23 out of 24 cases:



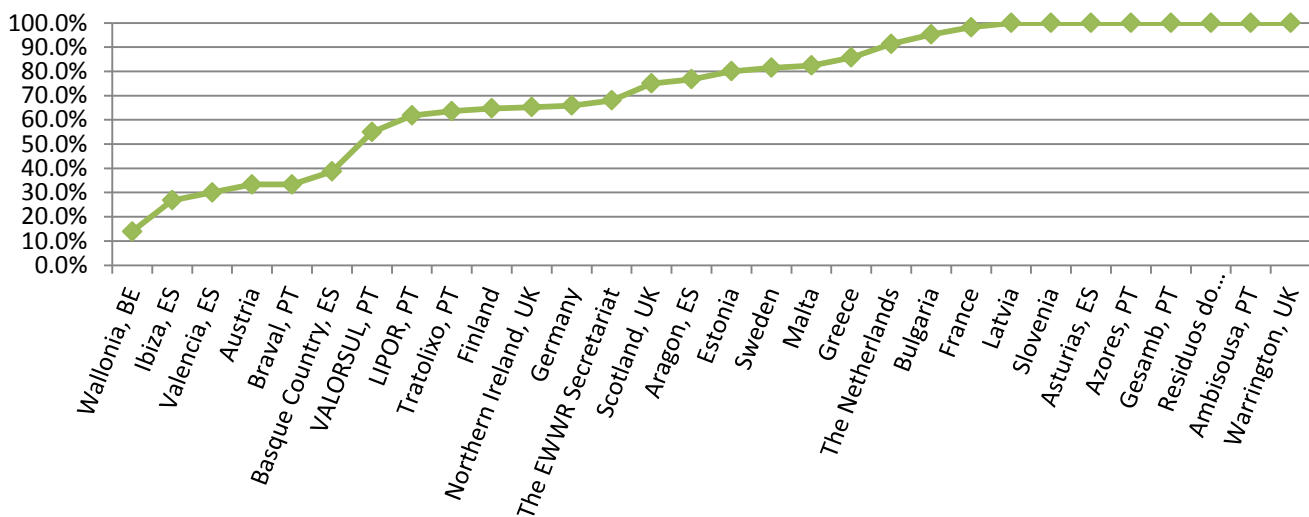
The target of 10% actions related to the PTDs 2015 has not been reached in the following case:

- Citizens category in Catalonia, Spain (0,0%):** Missing the 10% target of PTD actions for the citizen category is due to the very low total number of actions implemented by this category. With only 1 action implemented by this category, the results could only have been 0% or 100%. Moreover, it should be taken into consideration that compared to the total of EWWR actions implemented during the EWWR in Catalonia: 1 action implemented by citizens for to a total of 926 actions, this category only represents 0.1% of EWWR actions in this territory.

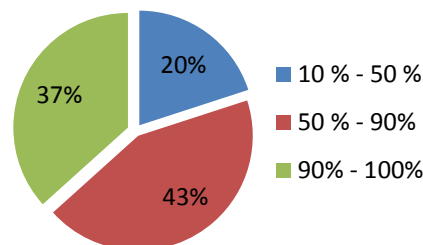
Summary of other EU territories' results:

The Prevention Thematic Days 2015 on dematerialisation have been implemented in all 39 other European Union (EU) territories², which include 10 EU territories under the coordination of the EWWR Secretariat and therefore represent as one in the graph below. The PTDs had thus coverage of 100% in the territories outside of the partners' territories which means that target of 75% coverage has been reached. The total number of actions related to the PTDs implemented in 2015 in other territories is 4539. Based on the data collected in the pilot areas it can be assumed that with these 4539 PTD actions, around 2.88 million participants could be reached and 932.8 tonnes of waste prevented³.

In general it can be noted that actions related to the Prevention Thematic Days 2015 had a very high share of total actions. Eight territories have reached a 100% of actions related to the Prevention Thematic Days, while the lowest is 13.9% (Wallonia, Belgium) which is still above the required target of 10%:



The following graph shows that 80% of all other EU territories had a share of more than 50% of their actions being PTD actions. Moreover, almost 40% of these territories counted between 90% and 100% of PTD actions.



² There were also actions implemented outside the European Union, coordinated by several Coordinators from outside the EU: national Coordinators from Andorra, Montenegro and Benin, a regional Coordinator from the Canton of Sarajevo in Bosnia and Herzegovina, and local Coordinators in Santo Domingo (Dominican Republic) and Reykjavik (Iceland). Some actions were also implemented in Moldova and Switzerland, under the coordination of the EWWR Secretariat. These actions are not covered in the statistics of this report, as they are not European Union member states.

³ Number of participants and quantities of PTDs 2015 are estimated on the basis of the results collected in the pilot areas in action C.9: Quantity of waste prevented = 932,809.89 kg (205.51 kg*4539), number of participants = 2,877,726 (634 * 4539).

Annex PTD actions implemented in 2015

Project Partners' territories

Territory		Public Authority	Association	Business	Education	Citizens	Others	Total (all categories)
Italy (AICA)	PTD	240	112	4787	23	22	5	5189
	total	303	125	4793	29	31	5	5286
	%	79.2%	89.6%	99.9%	79.3%	71.0%	100.0%	98.2%
Catalonia, Spain (ARC)	PTD	346	30	13	15	0	1	405
	total	645	134	104	39	1	3	926
	%	53.6%	22.4%	12.5%	38.5%	0,0%	33.3%	43.7%
Brussels, Belgium (IBGE-BIM)	PTD	21	13	5	78	1	1	119
	total	28	19	7	78	1	2	135
	%	75.0%	68.4%	71.4%	100.0%	100.0%	50.0%	88.1%
Hungary (NWMD)	PTD	61	78	71	205	18	9	442
	total	66	83	76	218	25	11	479
	%	92.4%	94.0%	93.4%	94.0%	72.0%	81.8%	92.3%
TOTAL (all territories)	PTD	668	233	4876	321	41	16	6155
	total	1042	361	4980	364	58	21	6826
	%	64.1%	64.5%	97.9%	88.2%	70.7%	76.2%	90.2%

	AICA	ARC	IBGE-BIM	NWMD	Total
Total PTD actions	5,189	405	119	442	6,155
Participants	10,088,670	75,295	12,133	134,243	10,310,341
Waste avoided (in kg)	2,626,774	22,712	13,509	64,631	2,727,626
Participants per action	1,944	186	102	304	634
Waste avoided per action (in kg)	506.22	56.08	113.52	146.22	205.51

Other EU territories (not partners' territories)

Territory		Public Authority	Association	Business	Education	Citizens	Others	Total no. PTD actions	Total no. actions	% PTD actions/ total actions
<i>National Coordinators</i>										
Austria		0	3	0	0	0	0	3	9	33.3%
Bulgaria		4	1	0	13	1	1	20	21	95.2%
Estonia		2	0	1	1	0	0	4	5	80.0%
Finland		5	2	4	0	0	0	11	17	64.7%
France		0	1837	400	656	37	390	3320	3380	98.2%
Germany		56	80	80	9	5	14	244	370	65.9%
Greece		5	0	1	0	0	0	6	7	85.7%
Latvia		1	0	0	0	0	0	1	1	100.0%
Malta		26	5	5	59	3	0	98	119	82.4%
Slovenia		3	0	6	1	0	0	10	10	100.0%
Sweden		17	0	2	0	0	3	22	27	81.5%
The Netherlands		2	4	10	1	3	1	21	23	91.3%
<i>Regional Coordinators</i>										
BE	Wallonia	2	2	1	0	0	0	5	36	13.9%
ES	Aragon	18	0	4	1	0	0	23	30	76.7%
	Asturias	43	11	27	105	0	1	187	187	100.0%
	Basque Country	21	1	16	4	0	1	43	111	38.7%
	Ibiza	6	3	13	0	0	0	22	82	26.8%
	Valencia	2	1	0	0	0	0	3	10	30.0%
UK	Northern Ireland	31	1	0	11	0	0	43	66	65.2%
	Scotland	5	2	0	1	0	1	9	12	75.0%
<i>Sub-regional and local Coordinators</i>										
PT	Porto District (LIPOR)	64	14	3	61	9	11	162	262	61.8%
	VALORSUL	35	0	4	5	0	1	45	82	54.9%
	Braval	1	0	6	0	0	0	7	21	33.3%
	Regional Government of Azores	66	7	12	8	0	2	95	95	100.0%
	Tratolixo	1	5	0	1	0	0	7	11	63.6%
	Gesamb	3	0	0	0	0	0	3	3	100.0%
	Resíduos do Nordeste	2	0	0	0	0	0	2	2	100.0%
	Ambisousa	5	0	0	0	0	0	5	5	100.0%
UK	Warrington	1	0	0	0	0	0	1	1	100.0%
The EWWR Secretariat (excl. Non-EU)		70	21	15	6	3	2	117	172	68.0%
TOTAL PTD actions per AD category		497	2000	610	943	61	428	4539		
TOTAL actions per AD category		796	2090	731	1004	101	455	5177		
Percentage of PTD actions per category		62.4%	95.7%	83.4%	93.9%	60.4%	94.1%	87.7%		



- Number of actions related to Prevention Thematic Days in other EU territories: 4539
- Number of other EU Coordinators implementing PTD actions: 29/29=100%
- Quantity of waste prevented⁴ in other territories: 932,809.89 kg (205.51 kg *4539)
- Number of participants⁵ in each PTD (other territories): 2,877,726 (634 p. *4539)

Total (all EU territories)

Territory		Public Authority	Association	Business	Education	Citizens	Others	Total
Partners' territories	Total PTD actions	668	233	4876	321	41	16	6155
	Total actions	1042	361	4980	364	58	21	6826
	Percentage of PTD actions	64.1%	64.5%	97.9%	88.2%	70.7%	76.2%	90.2%
Other EU territories	Total PTD actions	497	2000	610	943	61	428	4539
	Total actions	796	2090	731	1004	101	455	5177
	Percentage of PTD actions	62.4%	95.7%	83.4%	93.9%	60.4%	94.1%	87.7%
ALL EU territories	Total PTD actions	1165	2233	5486	1264	102	444	10694
	Total actions	1838	2451	5711	1368	159	476	12003
	Percentage of PTD actions	63.4%	91.1%	96.1%	92.4%	64.2%	93.3%	89.1%

- Total number of actions related to Prevention Thematic Days: **10694**
- Number of EU Coordinators implementing PTD actions: 33/33 = 100 %
- Quantity of waste prevented⁶: 2,197,723.94 kg (205.51 kg *10694)
- Number of participants⁷ in each PTD: 6,779,996 (634 p. *10694)

⁴ Quantities are estimated on the basis of the results collected in the pilot areas in action C.9.

⁵ Number of participants is estimated on the basis of the results collected in the pilot areas in action C.9.

⁶ Quantities are estimated on the basis of the results collected in the pilot areas in action C.9.

⁷ Number of participants is estimated on the basis of the results collected in the pilot areas in action C.9.



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