



Report on the implementation of the Prevention Thematic Days 2016

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) have so far been 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 2016 - Packaging Waste Reduction: Use Less Packaging!

In 2016, the Prevention Thematic Days focused on packaging waste reduction and how to encourage it.

Packaging waste represents a major issue in our current consumption lifestyle, especially when this waste is due to the useless ‘over packaging’ of products. Yet, packaging waste reduction does not always require so many efforts and each of us can help to contribute to this task!

Packaging refers to any materials used for the containment, protection, handling, delivery and presentation of goods. It has many benefits but in the European Union we are now using a very high amount of packaging. Each of us produces on average 156.92 kg of packaging waste per year, much of which is avoidable. This quantity needs to be reduced!

Implementing packaging waste reduction activities

In order to facilitate the promotion and organisation of activities related to dematerialisation activities during the EWWR 2016, Coordinators and Action Developers were provided with promotional posters as well as with factsheets on how to organise specific activities and other support documents.



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Examples of PTDS actions implemented in 2016

Green Maths (Hungary)

This action, entitled “Green Maths”, aims to connect environmental protection and mathematical studies. During the EWWR, the website of Zöld Matek (Green Maths) and its social media (newsletter, Facebook, Instagram, Pinterest, Twitter) were updated with information about the EWWR and its main messages. Every day, articles were published about a special topic of waste reduction. It included a short introductory text on the topic of the day, a maths test and a game.

In total 5 blog articles, 5 Maths tests, 5 online game, 1 newsletter, 10 Facebook posts, 5 tweets, 5 Instagram news, 5 Pinterest image, 10 Pinterest albums were published.



**Környezeti nevelés és
egy kis matematika**

The articles focused on the packaging of food, cleaning products and cosmetics, clothes and everyday household items, electric and electronic devices, and gifts. In the articles, special everyday practices were presented related to the first 3 steps of the waste hierarchy: prevention, reuse and recycling. It was a great opportunity for parents and teachers to discuss the practices on how to reduce waste with children.

Environmental educations should not be treated as a separate topic but it should be integrated into all the other subjects taught at school with interesting green-themed tasks and challenges. The main mission of this action is to fill this gap: with actual interesting green articles with free maths worksheets and continuous practical assistance to visitors. Thanks to playful learning, children could get to know the environmental problems indirectly and the solution to eliminate them. The materials created specifically for the EWWR have been widely disseminated and all of them are still available on the website.

More information: <http://zoldmatek.hu>

Ce n'est pourtant pas difficile (Brussels Region, Belgium)

This action took the form of a communication campaign targeting the customers of the grocery store 'Le Relais du Triporteur' that offers products in bulk. The customers were invited to think about the amount of waste resulting from their purchase in a typical grocery store, compared to a store where food can be bought in bulk. The reflection was started through a questionnaire about the cost and the weight of the waste from a typical shopping basket.

To prove its arguments, the store chose a recipe with a list of ingredients for a 4-people meal. They bought the necessary ingredients in a regular grocery store and the same ones in their own store that offers only products in bulk. Then, they compared the weight of the waste, the origins of the



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products, the cost and also an estimation of the time it took them. The action aimed to raise awareness of the public on the importance and impact that your choice of purchase can have.



The results were stunning: 1044 g of waste for the purchase made in a regular grocery store compared to 22 g of waste for the purchase made in bulk. The results and pictures were displayed in the store (bulk store) which was an efficient mean to show a concrete example to their customer of the importance and the impact of your choices regarding shopping. The effect was direct, and many customers expressed their astonishment. It launched some discussions and debates within the grocery store. Many customers were convinced by the experiment and told the story to people around them.

25 customers took part directly in the project, but by displaying the results also on the shop windows, it is also believed that passers-by have had the chance to read more about the action. It is a very easy and concrete action, which is an efficient mean for awareness raising activities.

Nudi o Vestiti? Comunicare con il Packaging (Torino, Italy)

Premise

This particular action was chosen to highlight the importance that eco-design and eco-packaging will have in determining a reduction in the environmental impact of packaging, and in general in reducing useless packaging.

Action description

The action “Nudi o Vestiti? Comunicare con il Packaging” (“Naked or dressed? Communicating with packaging”) carried by the Politecnico di Torino consisted mainly in an exhibition, organized in the Campus of the Design department of the Torino University, in which innovative and sustainable packaging from all over the world were gathered in order to vehicle the concept of eco-design to students.



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The goal was to take some products as examples and to read critically the choices made for the packaging, to promote sustainable eco-design. All products exhibited were accurately studied in order to certify that they responded to sustainable requirements. The exhibit was organized in 8 sections corresponding to 8 eco-guidelines:

- Function
- Materials
- Shape and volume
- Reuse and recycle
- Colours and symbols
- Message
- Information
- Visual identity

The project also:

- developed an on-line catalogue collecting packaging and description of each packaging in accordance to eco-sustainability criteria
- was promoted through a Facebook page, daily updated to highlight best practices in terms of packaging eco-design www.facebook.com/Nudiovestiti
- published a newsletter focusing on studies on paper and paperboard packaging innovation

Results



The action was promoted within the EWWR and also within the week of sustainability that was instituted in the Politecnico of Torino during that same week to involve alumni from different disciplines to focus on sustainability issues during the week. The exhibition was opened to all campus alumni from all departments and was mandatory for students of the “packaging design” course. The visit to the exhibit was also inserted in the course on environmental

requisites for products, thus reaching about 700 visitors overall. The Facebook page reaches over 1.000 contacts.

We are a sustainable community (Prats de Luçanès, Spain)

Lluçanès School is a Catalan public school with 140 pupils (ages 3 - 12) located in Barcelona. It is part of the Green Schools group, which promotes activities related to environmental conservation. Several actions took place during the EWWR:

Action 1: We are a sustainable community

It is a cross-curricular project enhancing sustainable actions in schools, institutions and towns. Experimental activities are carried out in cooperative learning groups and involve the whole community: pupils, teachers, families and local people. This project was designed to share good practices for a more sustainable use of natural resources in Europe. Six schools, from the United Kingdom, Romania, Italy, Portugal, Bulgaria and Spain, are part of this strategic partnership. The idea is to investigate and learn about three topics, adapting them to the context of each country:

- Reducing, Reusing, Recycling, Rethinking (Year 1)
- We use natural resources. Saving water. Using wood, our forest is alive (Year 2)
- Renewable energy resources. Solar power (Year 3)



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Action 2: Smart shopping

It was a communication campaign to raise awareness about the need to reduce packaging. To introduce the topic, students brought a real shopping list from home and had to rewrite it trying to reduce packaging. They, then, interviewed people in front of supermarkets about their shopping habits and promoted the prevention of packaging waste.



Action 3: Waste Diary

This action is based on keeping a record of the waste produced in a week on a Waste Diary. 100% of the school participated in this activity and they shared their ideas to reduce their packaging waste.



Action 4: Food waste warrior

Children of first cycle designed a warrior with special powers to fight against food waste. Once the warriors were finished they were shared with schools from other European countries. The most popular drawing was chosen to build a 3D model and exhibited in the school.

As a result of all these activities, the school has seen a clear decrease in the use of packaging, in particular the one coming from the children's houses.



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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 PTDs 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 in the partners' territories

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 PTDs actions
- Quantity of waste prevented¹
- Number of participants in each PTDs

Targets and indicators	Results
Implementation of PTDs 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 , 2014 , 2015 , 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 in the partners' territories	✓
Number of actions related to Prevention Thematic Days 2016	7072 actions
Number of coordinators implementing PTDs actions 2016	35/36
Quantity of waste prevented in 2016	6,160,136.32 kg
Number of participants in the PTDs 2016	2,263,040 p.

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



Results of Prevention Thematic Days 2016

Summary of partners' territories results:

The **Prevention Thematic Days 2016** on packaging waste reduction have been **implemented in all partners' territories**. Furthermore, in each territory, PTDs actions have been implemented by all categories of Action Developers, apart from the category Citizens in Catalonia and Others in Brussels Region. Besides these two exceptions, the targets set were fully achieved in all categories (see for more details below and in annex).

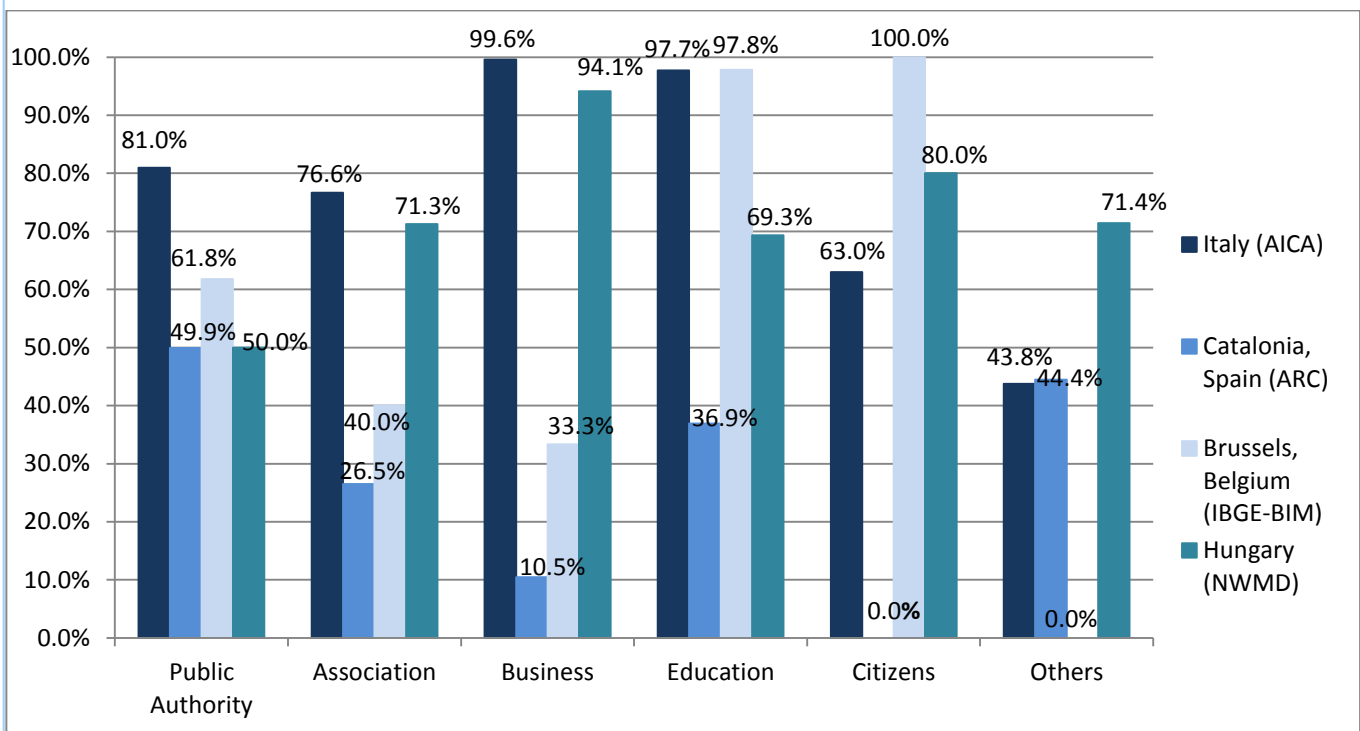
The factsheets and communication tools for the Prevention Thematic Days 2016 have been translated in all partners' languages and the support document has been developed in English. The results of the PTDs 2016 have been reported back from the project partners to ACR+.

In total, 5066 actions related to the PTDs 2016 have been implemented in the partners' territories. This represents 84.8% of the total number of actions in partners' territories. In these actions, roughly 4.23 million participants were reached and an impressive amount of 14,280,747 tonnes of waste was prevented. Please have a look at the annexes to see a detailed table of numbers of PTDs 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 PTDs has been set. In 2016, this target has been **overachieved by all four partner's territories**:

- Brussels Region, Belgium (72.0 %)
- Catalonia, Spain (41.5 %)
- Hungary (70.7 %)
- Italy (96.6 %).

Breaking the 10% target down per category of Action Developer the numbers show, that the target of 10% has been reached for 22 out of 24 cases:





The target of 10% actions related to the PTDs 2016 has not been reached in the following cases:

- Citizens category in Catalonia, Spain (0.0%): Missing the 10% target of PTDs actions is due to the very low total number of actions implemented by this category. With only 1 action implemented, 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 1030 actions, this category represents less than 0.1% of the EWWR actions in this territory.
- Others category in Brussels Region, Belgium (0.0%): The explanation for the missing target is similar as the one above. There were only 2 actions implemented by the “others” category, therefore the chances of having a PTDs action were very limited. Additionally, these two actions only represent 2.6% of the EWWR actions in this territory.



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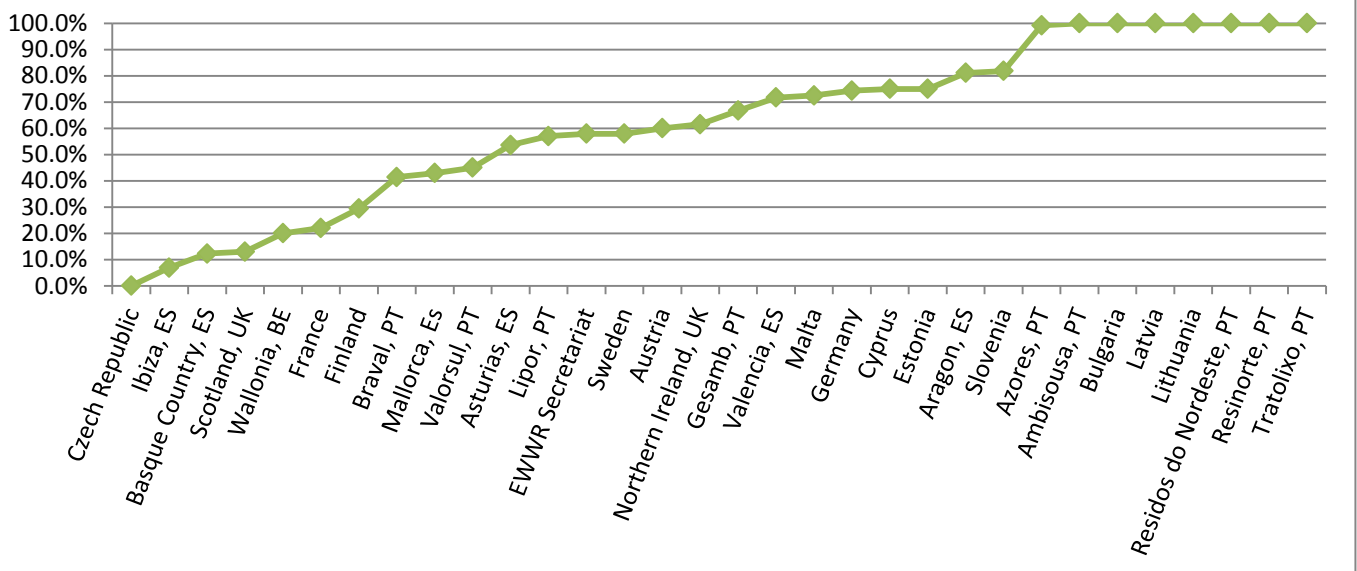
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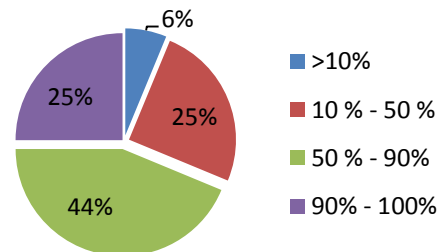
Summary of other EU territories' results:

The Prevention Thematic Days 2016 on packaging waste reduction have been implemented in 40 other European Union (EU) territories out of 41² (at least one action), which includes 10 EU territories under the coordination of the EWWR Secretariat and therefore represented as one in the graph below. Thus, **97.6% of all other EU territories** have implemented the PTDs in 2016 and **the target of 75% coverage has been reached**. The total number of actions related to the PTDs implemented in 2016 in other EU territories is 2,006. Based on the data collected in the pilot areas it can be assumed that with these 2,006 PTDs actions, over 640,000 participants could be reached and around 1,747 tonnes of waste prevented³.

In general it can be noted that actions related to the Prevention Thematic Days 2016 had a high share of total actions. 7 territories have reached a 100% of actions related to the Prevention Thematic Days, while the lowest results are in Czech Republic with no PTDs actions (0.0%):



The following graph shows that 69% of all other EU territories had a share of more than 50% of their actions being PTDs actions. Moreover, 25% of these territories counted between 90% and 100% of PTDs actions.



² There were also actions implemented outside the European Union, coordinated by several Coordinators from outside the EU: national Coordinators from Andorra and Montenegro, a regional Coordinator from the Canton of Sarajevo in Bosnia and Herzegovina, and a local Coordinator in Santo Domingo (Dominican Republic). Some actions were also implemented in Cambodia, Cuba and Tunisia, 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 2016 are estimated on the basis of the results collected in the pilot areas in action C.9: Quantity of waste prevented = 1,747,346.36 kg (871.06 kg*2,006), number of participants = 641,920 (320 * 2006).

Annexes PTDs actions implemented in 2016

Annex 1: Project Partners' territories

Territory		Public Authority	Association	Business	Education	Citizens	Others	Total (all categories)
Italy (AICA)	PTDs	345	82	3757	43	34	7	4268
	total	426	107	3772	44	54	16	4419
	%	81.0%	76.6%	99.6%	97.7%	63.0%	43.8%	96.6%
Catalonia, Spain (ARC)	PTDs	332	44	9	38	0	4	427
	total	665	166	86	103	1	9	1030
	%	49.9%	26.5%	10.5%	36.9%	0.0%	44.4%	41.5%
Brussels, Belgium (IBGE-BIM)	PTDs	21	8	1	45	2	0	77
	total	34	20	3	46	2	2	107
	%	61.8%	40.0%	33.3%	97.8%	100.0%	0.0%	72.0%
Hungary (NWMD)	PTDs	37	62	64	113	8	10	294
	total	74	87	68	163	10	14	416
	%	50.0%	71.3%	94.1%	69.3%	80.0%	71.4%	70.7%
TOTAL (all territories)	PTDs	735	196	3831	239	44	21	5066
	total	1199	380	3929	356	67	41	5972
	%	61.3%	51.6%	97.5%	67.1%	65.7%	51.2%	84.8%

	AICA	ARC	IBGE-BIM	NWMD	Total
Total PTD actions	4,268	427	77	294	5,066
Participants	4,153,026	43,895	9,156	24,606	4,230,683
Waste avoided (in kg)	14,238,085	19,161	2,444	21,059	14,280,749
Participants per action	973	103	119	84	320
Waste avoided per action (in kg)	3336.01	44.87	31.74	71.63	871.06

Annex 2: Other EU territories (not partners' territories)

Territory		Public Authority	Association	Business	Education	Citizens	Others	Total no. PTDs actions	Total no. actions	% PTDs actions/ total actions
National Coordinators										
Austria		1	2	0	0	0	0	3	5	60.0%
Bulgaria		1	1	2	1	0	0	5	5	100.0%
Cyprus		2	0	0	1	0	0	3	4	75.0%
Czech Republic		0	0	0	0	0	0	0	4	0.0%
Estonia		1	0	0	2	0	0	3	4	75.0%
Finland		2	0	1	0	0	2	5	17	29.4%
France		640	165	94	90	4	12	1005	4576	22.0%
Germany		196	63	93	16	10	7	385	518	74.3%
Latvia		1	0	0	1	0	0	2	2	100.0%
Lithuania		3	1	1	17	0	0	22	22	100.0%
Malta		16	4	7	36	1	2	66	91	72.5%
Slovenia		6	0	6	3	0	3	18	22	81.8%
Sweden		5	2	3	1	0	0	11	19	57.9%
Regional Coordinators										
BE	Wallonia	1	1	1	1	0	0	4	20	20.0%
ES	Aragon	17	1	6	6	0	0	30	37	81.1%
	Asturias	13	4	11	22	0	2	52	97	53.6%
	Basque Country	16	0	1	2	0	0	19	154	12.3%
	Ibiza	0	4	0	0	0	0	4	58	6.9%
	Mallorca	2	0	1	0	0	0	3	7	42.9%
	Valencia	31	0	0	0	0	2	33	46	71.7%
UK	Northern Ireland	8	0	0	0	0	0	8	13	61.5%
	Scotland	3	1	2	3	1	0	10	77	13.0%
Sub-regional and local Coordinators										
PT	Ambisousa	8	0	0	3	0	0	11	11	100.0%
	Azores	74	12	14	20	0	5	125	126	99.2%
	Braval	11	0	1	0	0	0	12	29	41.4%
	Gesamb	2	0	0	0	0	0	2	3	66.7%
	Lipor	25	2	6	26	11	11	81	142	57.0%
	Resíduos do Nordeste	1	0	0	0	0	0	1	1	100.0%
	Resinorte	4	0	0	0	0	0	4	4	100.0%
	Tratolixo	4	0	0	0	0	0	4	4	100.0%
	Valorsul	4	1	1	3	0	0	9	20	45.0%
The EWWR Secretariat (excl. Non-EU)		43	6	4	11	0	2	66	114	57.9%
TOTAL PTDs actions per AD category		1141	270	255	265	27	48	2006		

Territory	Public Authority	Association	Business	Education	Citizens	Others	Total no. PTDs actions	Total no. actions	% PTDs actions/ total actions
TOTAL actions per AD category	2827	962	1646	587	70	160		6252	
Percentage of PTDs actions per category	40.4%	28.1%	15.5%	45.1%	38.6%	30.0%	32.1%		

- Number of actions related to Prevention Thematic Days in other EU territories: 2,006
- Number of other EU Coordinators implementing PTDs actions: 31/32=96.9%
- Quantity of waste prevented⁴ in other territories: 1,747,346.36 kg (871.06 kg*2,006)
- Number of participants⁵ in each PTDs (other territories): 641,920 p. (320 p. *2,006)

Annex 3: Total (all EU territories)

Territory		Public Authority	Association	Business	Education	Citizens	Others	Total
Partners' territories	Total PTDs actions	735	196	3831	239	44	21	5066
	Total actions	1199	380	3929	356	67	41	5972
	Percentage of PTDs actions	61.3%	51.6%	97.5%	67.1%	65.7%	51.2%	84.8%
Other EU territories	Total PTDs actions	1141	270	255	265	27	48	2006
	Total actions	2827	962	1646	587	70	160	6252
	Percentage of PTDs actions	40.4%	28.1%	15.5%	45.1%	38.6%	30.0%	32.1%
ALL EU territories	Total PTDs actions	1876	466	4086	504	71	69	7072
	Total actions	4026	1342	5575	943	137	201	12224
	Percentage of PTDs actions	46.6%	34.7%	73.3%	53.4%	51.8%	34.3%	57.9%

- Total number of actions related to Prevention Thematic Days: **7,072**
- Number of EU Coordinators implementing PTDs actions: 35/36 = 97.2 %
- Quantity of waste prevented⁶: 6,160,136.32 kg (871.06 kg *7072)
- Number of participants⁷ in each PTDs: 2,263,040 p. (320 p. *7072)

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.