



EWWR Webin@rs

Training session 8

28 June 2016

From 10:30 to 12:00 (CET)



This training session will focus on the new Communication Tools done by the **European Week for Waste Reduction (EWWR) Project**. These tools are designed for specific target groups, in order to offer and help all bodies interested to address these groups more specifically when organizing and implement waste prevention, reuse or recycling actions during the EWWR. Participants can learn in detail about best practices and experiences for **targeted communication toolkits** implemented and promoted by EWWR partners in each of all target groups: Schools, Businesses and Public Authorities and NGOs and several internal actions.

The session will end with a short introduction to the focus of the European Week for Waste Reduction 2016 (from 19 to 27 November) and its focus on **Packaging Waste** in the scope of the Prevention Thematic Days 2016.

>>>> **Schedule:**

10:30 Welcome by Catalan Waste Agency (ARC)

10:35 **Presentation of target communication toolkits and promotion pilot tests**

- > Educational Establishment : Eszter Tanka. National Waste Management Directorate for Hungary (NWMD)
- > Eco-restaurant, green commerce and ecotourism pilot test in Catalonia
Mireia Padrós Catalan Waste Agency (ARC)
- > Public Authority and Association/NGO: Eleonora Lano AICA, International Association for Environmental Communication (Italy)
- > Keep Clean and Run Let's Clean Up Europe practice. Eleonora Lano AICA

11:35 **Campaign and resources for Prevention Thematic Days 2016: Packaging Waste**
Maëva Voltz, Association of Cities and Regions for Recycling and Sustainable Resource Management (ACR+)

11:45 **Discussion and conclusions.** ARC

>>>>> [registration form](#)
>>>>> The meeting will be CONDUCTED in English
>>>>> Free access: **CISCO WEBEX**

