



EUROPEAN WEEK FOR WASTE REDUCTION

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PREVENTION THEMATIC DAYS 2016

PACKAGING WASTE REDUCTION: USE-LESS PACKAGING



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THE ISSUE OF PACKAGING WASTE



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Packaging waste generation

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- Packaging waste generation per capita:
156,92kg/year/capita

= **3**  **KG /week/capita**

Source: Eurostat http://ec.europa.eu/eurostat/statistics-explained/index.php/Packaging_waste_statistics



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Share of packaging waste generated

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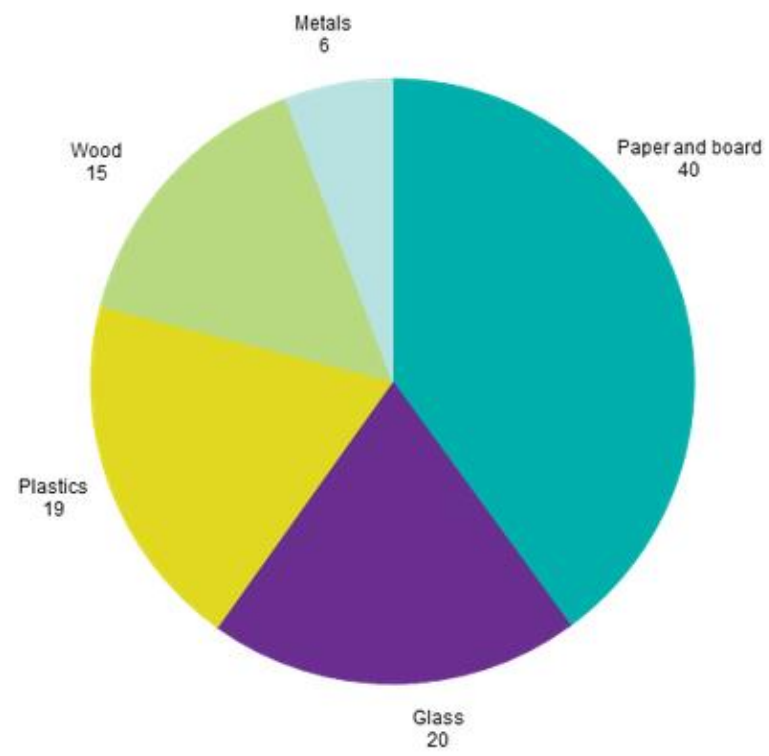


Figure 1: Shares of packaging waste generated by weight, EU-28, 2012 (%)
 Source: Eurostat ([env_waspac](#))





Why this theme?

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- Raise awareness on the issue of overpackaging
- An issue existing in all European countries
- Many actions can be taken to reduce packaging waste at different levels
- Promote the exchange of good practices



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PTIDS 2016 CONTENT



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PTIDs 2016 Factsheets

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- Waste diary *NEW*
- Tips to reduce waste in everyday life *NEW*
- Reusable cups system *NEW*
- Water bar *NEW*
- Zero Waste Lunch
- Creative Reuse
- Case studies: Reduce packaging: all ADs categories
- Targeted Communication Toolkit: - Businesses
 - Internal action (EN, CAT, ES, HU, IT): all categories



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Waste Diary Factsheet

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Packaging Waste Diary



It is difficult to be aware of the amount of packaging waste that we produce every day. In this respect, a waste diary can help! This action is based on keeping a record of the waste produced in a week, for which the Waste Diary is provided. The data collected should be discussed so that you can have a clear idea about the waste you produce and come up with solutions to avoid and reduce it. Then continue with another recording to see if there are improvements.

The objective of this action is giving participants a chance to reflect upon how to avoid the packaging waste produced. What can be changed in planning, shopping, storing, and cooking habits to prevent packaging waste?

Objectives

- ▶ Raise awareness about the amount of packaging waste produced every day
- ▶ Raise awareness among participants about good habits for waste reduction

What you need

- ▶ A packaging waste diary. Find here the EWWR Waste Diary.
- ▶ A location where you can hold the two meetings: Hold the meeting at the home of one of the participants or find a room in a community centre, at your work place, in a school or elsewhere.
- ▶ Information and communication material: Don't forget to advertise your action among friends, family and neighbours. Prepare information material on how to [avoid waste](#) to be handed out to participants during the first meeting. Have a look at the [More information](#) section below!

Preparing the action

Before the EWWR (at least one month beforehand)

- ▶ Decide on your target audience: Who do you want to reach with this waste diary action? Families, single households, couples, young professionals, your colleagues?
- ▶ Set a date for the two meetings and thereby determine the time frame for the action
- ▶ Send the waste diary and information on how to fill it in per mail to your target group or print it and give it out to them, together with the EWWR factsheet on how to reduce packaging waste

Pre-EWWR (two weeks beforehand)

- ▶ Enhance advertisement of your event
- ▶ Remind participants of the steps of this action:
 - One week before the day of the first meeting, participants start filling in their waste diary:
 - All packaging waste thrown away during the week needs to be recorded
 - Ask them to distinguish between the types of materials the packaging is made of (cardboard, glass, plastic and so on)



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Waste Diary



*Don't forget to print the waste diary on both side of the paper (& in black and white)

Find all instruction in the Packaging Waste Diary factsheet.

Day 1: How much packaging have you used today?

Morning:

Which product?	Which packaging?	How much?	How could I have avoided it?

Afternoon:

Which product?	Which packaging?	How much?	How could I have avoided it?



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Evening:

Which product?	Which packaging?	How much?	How could I have avoided it?

Day 2: How much packaging have you used today?

Morning:

Which product?	Which packaging?	How much?	How could I have avoided it?

Every-Day Life tips

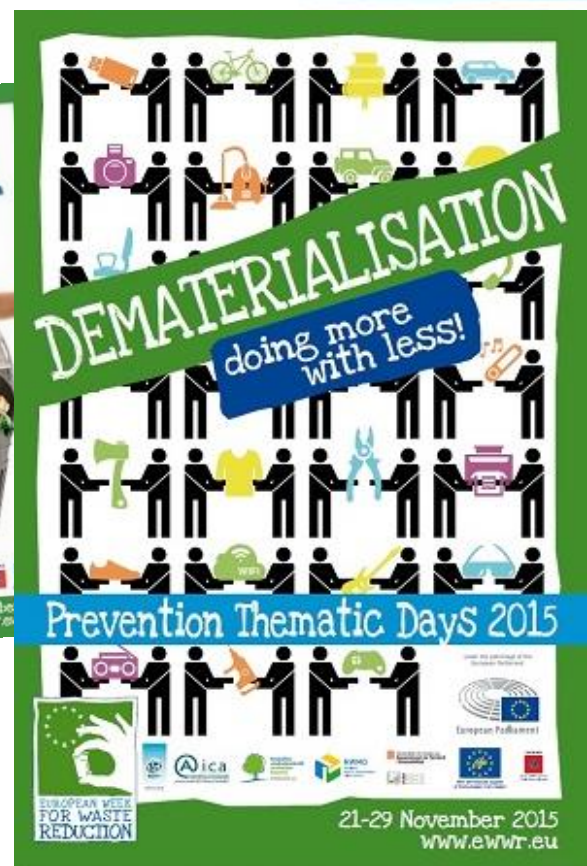
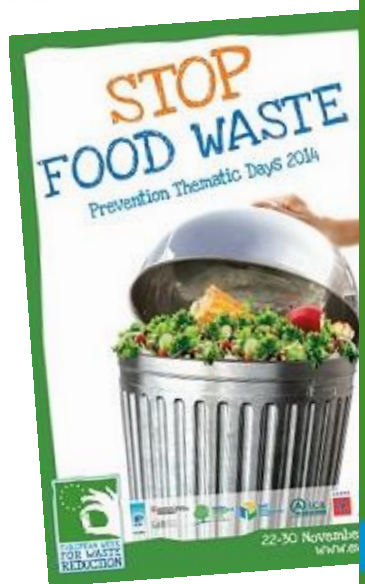
At the office, bring in your own mug for your tea!
Also you can use tea bought in bulk and tea-balls instead of bags!





Communication Tools

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New Poster!



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