



Participation Charter for EWWR Action Developers

Nature of the Action Developer

The Action Developer submitting a proposal for a EWWR action must be classified under one the following categories:

- Administration/Public Authority
- Association/NGO
- Business/Industry
- Educational Establishment
- Citizen(s)
- Other (for example a hospital, retirement home, cultural institution, etc.)

The action proposal will be validated by a national, regional or local EWWR Coordinator responsible for that area.

Dates of the actions

The EWWR action must take place exclusively during the European Week for Waste Reduction 2016, between 19 and 27 November 2016.

In addition to this the action may also showcase or be the result of actions on the 3Rs or clean-ups that have taken place before to the EWWR 2016.

Commitment of the Action Developer

- The Action Developer who leads a EWWR action must be easy and clearly identifiable
- The Action Developer is either a legal entity or an individual.
- Each action must be registered and officially validated by the (national, regional or local) EWWR Coordinator covering the area where the action will take place. Registrations will be made via the registration tool on ewwr.eu or, in some cases, via the registration tool on Coordinators websites.
- The EWWR action will be carried out in respect of the law and regulations of the country in which the action takes place and will obtain the permission necessary for its correct proceeding;
- The action will seek to promote and encourage positive habits and gestures;
- The action will be carried out in a spirit of openness and cooperation and not in a militant or combative manner;
- The action will not be used to serve a political or religious purpose and will not be in breach of good morals;
- The action will be non-profit and entry will be free;
- Under no circumstances shall the certified EWWR action be focused on a product or a brand;



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- The Action Developer commits to using the European Week for Waste Reduction logo and LIFE logo only within the framework of this registered EWWR action. The rights of use of these logos are restricted to this single action;
- The Action Developer commits to evaluate his/her EWWR action after it has taken place (quantitative and qualitative evaluation);
- Unless otherwise indicated via the registration form, the validated EWWR action will not be entered into the review and selection process for the European Waste Reduction Awards.

Nature of EWWR actions

Waste management in Europe today is largely influenced by a series of European regulations that are based on a waste management hierarchy which prioritises prevention in the first place (“the best waste is that which is not produced”). In keeping with this hierarchy, the European Week for Waste Reduction puts specific emphasis on the highest levels of the waste hierarchy.

In order to be validated, the proposed EWWR action must be focused on one or more of the following themes:

1. **Strict avoidance and reduction at source:** actions that aim to raise awareness about the urgency of reducing the quantity of waste we produce and giving advices on how to avoid or reduce waste at source (e.g. by promoting home composting or anti-advertising sticker for mailbox, opting for tap water, etc.), as well as actions to make the consumer consider the environment each time a purchase is made by opting for products that have little or no packaging, those that carry an eco-label (reduction of harmful content of the product), buying in bulk, choosing dematerialised gifts, etc.
2. **Reuse and preparing for reuse:** actions that seek to remind the public that products can have a second life, actions that promote delaying the purchase of a new product by instead opting for repair or reuse, and encourage the donation of products that are no longer needed, actions that aim to raise consumer’s awareness by opting for reusable products, by hiring items rather than buying them, etc.
3. **Waste sorting and recycling:** actions that aim to help people improve their waste sorting behaviour, to explain them how to close the loop of material resources, by encouraging people bringing waste to the proper collector, by organising visits of sorting and recycling facilities, etc.
4. **European Clean-Up Day:** actions that seek to attract the attention of people and the media around the amount of waste that is trashed in the nature and collect waste illegally dumped in forests, on beaches, on river shores, etc. These actions should as much as possible include a message about sustainable waste management and people’s responsibility towards waste and consumption, in particular by promoting waste prevention, providing tips on how to avoid littering, etc.





Moreover, every year, a specific **Prevention Thematic Day** will be proposed as a series of actions focusing on specific topics related to waste prevention (and that can cover the above mentioned themes 1 and 2):

- 2013: Reuse
- 2014: Stop food waste!
- 2015: Dematerialisation – Doing more with less!
- 2016: **Packaging Waste Reduction: Use Less Packaging!**

Any proposed action that is focused entirely on a theme other than those listed above will be rejected. For example, actions based on incineration or other ‘waste to energy’ treatment will be refused.

General issues surrounding waste management and the impact of waste may be addressed as part of a EWWR action, but due attention should be given to the priority of waste prevention in the waste management hierarchy.



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