

Paper waste prevention within administrations



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Introduction

Despite the evolution of information technology and the emergence of new digital communication devices, paper remains one of the main means of information dissemination and its worldwide consumption continues to grow.

Industrialized countries, which represent 20% of the world population, consume 87% of writing paper and printing¹, much of which is converted to waste.

Measures are therefore required that contribute to the responsible use of paper and to preventing the generation of paper waste in different areas –at work, in school, at home, etc.

As part of the annual European Week for Waste Reduction, the opportunity to implement a specific initiative to reduce paper waste generation in schools, government departments and businesses, in order to use this material more efficiently and more sustainably.

¹ Klaus Toepfer, Executive director, UN Environment Program, (...) VII International seminar *Cleaner production*, 29-30 April 2002.

Paper waste prevention in public administrations

The initiative is intended to help public administration employees realise that it is possible to reduce paper waste generation during a working day and to optimise the use of new technologies to store, document and share information, to send mail and to modify activities for which we usually use paper.

Paper and cardboard form the majority of waste generated by government departments, including offices. It is therefore essential to engage these large scale paper users to seek the best use of paper and cardboard.

Administrations may also be a channel of communication and effective outreach to spread this initiative and promote good practices with the aim of reducing paper waste generation within society.

The initiative must meet the following objectives:

- Quantify the volume of paper waste produced and raise awareness of how much we currently depend on this material
- Detect problems related to selective collection of paper
- Rethink the processes in place within the administration concerning the use of paper in order to reduce waste generation and avoid unnecessary use and wasting
- Reduce costs and increase the effectiveness of procedures
- Improve the brand image of the administration by highlighting its commitment to the environment
- Raise public and commercial awareness of the importance of responsible use of paper

Ensure the success of the event; the government agencies will have to focus on:

- avoid paper waste generation that day as much as is possible
- involve the whole team in organizing the event
- involve all staff in order meet the challenge and perform the tasks involved the event
- encourage staff to follow the instructions throughout the event
- the challenge creates an atmosphere that allows tasks to be accomplished creatively
- involve the public in the celebration of the Day by raising awareness about the importance of reducing paper waste generation
- involve the commercial sector by pointing out that thanks to its proximity to citizens, it acts as a driver for the dissemination of information and awareness raising

Note that if all administration human resources are mobilized, the event will be even more fruitful. Although it may be difficult to eliminate the generation of paper waste in the office, it is possible to make some adjustments. Hence the importance of choosing a day in which sending mail is very limited, if any is sent at all, and plan the day carefully so as to generate the paper waste only if this is really necessary.

Conditions for participating

- The administration agrees to use the logo of the European Week for Waste Reduction as part of this action. The right to use the logo will be limited to this event.
- The administration is committed to making a **general assessment** of the volume of paper waste generated during a working day.
- The administration is committed to assessing its participation in this event (qualitative and quantitative assessment) using **indicators** or methodologies contained in the information package. The administration will have to share the results.

1.1 WHAT TO DO AND HOW?

1.1.1 PHASE 1. PRELIMINARY ACTIVITIES

QUANTIFYING PAPER

Description

Before celebrating the event, it is important to conduct a general assessment of the volume of paper waste generated during a workday. This assessment can be done in three ways:

1. Assessment using indicators

This folder contains a series of indicators to estimate the savings that the participation in the event will involve (see point 2.1.3).

2. Monitoring

Some administrations have environmental management systems (EMAS or ISO) and have control of the paper waste produced each year. This allows to clearer estimation of the daily production of paper.

3. Basic eco-audit

To assess the volume of waste paper waste produced per day, calculate the total weight of paper from all recycled paper baskets of the entire administration, including those used for paper towels (in toilets or sinks). It is important to weigh only the paper elements, which must sometimes be removed from some general containers.

The assessment should be performed during a normal working day, without the knowledge of staff, to obtain unbiased data.

The results of this assessment will be key to determining the impact of the event in terms of production of paper waste, to be calculated as accurately as possible.

Human and material resources

- The persons in charge of paper collection, measuring the quantity produced and record it.
- Weighing scales

UPDATING DATABASES

Description

Before celebrating the event, it is important to update the databases (human team, suppliers, employees, institutions, businesses, etc.) and put in place systems that detect data errors.

It is particularly important to update the email addresses and telephone numbers and to ensure that all data is correct. The database will be carried out using a computer program such as Microsoft Office Access, for example, to facilitate research and update of information. To ensure confidentiality, it is advisable to request the data update by phone.



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The aim is to use email addresses and phone numbers to make the communications between the administration and its various contacts via email and telephone (voice calls or text and text messages) during a working day.

In case of lack of database, it is recommended to create one.

Human and material resources

- Computer
- Computer program for managing databases
- Those in charge of updating databases. Calculation of approximately one working day of 8 hours to update a database of 100 to 150 contacts. This estimate depends on the initial list and existing data record.

PREPARE REQUIRED TECHNICAL, TECHNOLOGICAL AND COMPUTER RESOURCES

Description

Most of the actions proposed in the context of the event require the use of different types of technical, technological and computer resources. It is important to first ensure that these resources will be available for use during the event.

When it comes to proposing alternatives to the use of paper, it is very important to take into account the environmental impact that they may entail, selecting the option with the smallest impact.

Technical, technological and computer resources

- Computers
- internet access
- USB memory devices
- Programs designed to make presentations (Power Point, Prezi, etc.)
- E-mail programs (Outlook or Lotus)
- Space available to implement the actions
- Television screen

Human and material resources

Person/s in charge of ensuring that resources are available to be used and operated correctly.

INFORM THE PUBLIC AND THE MEDIA

Description

The advance release of specific activities to be carried out as part of the event should be done sufficiently in advance. Therefore, planning how, when and for whom the distribution is made should be ensured and well managed to guarantee the success of the event.

If there is a willingness to be present in the media in order to disseminate the event, appointments must be pre-set with selected channels to participate in different programs and forums. It will therefore have to have an updated database on the media we are interested in.



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Human and material resources

- Updated database on the media
- Person in charge with managing the media presence
- Press releases before, during and after the event
- Person in charge with planning and coordinating the dissemination of activities of the event over different target audiences

1.1.2 PHASE 2. REDUCING PAPER WASTE

IN THE OFFICE

TURN OFF THE PRINTER AND PHOTOCOPIER

Description

One of the golden rules of the event is to minimise the generation of paper waste. Therefore it is suggested to turn off all appliances that involve production of paper during the day, ie:

- photocopiers
- printers
- fax machines

Other mechanisms can also transmit data, such as technological resources, computer programs and Web resources.

When it comes to proposing alternatives to the use of paper, it is very important to take into account the environmental impact that they may entail, selecting the option with the smallest impact.

Technological resources and computer programs

New technologies provide us with infinite possibilities for working and transferring information without needing to print out documents, thus enabling us to speed up our work. As soon as possible, it is preferable to:

- Use computers to take notes at meetings
- Use USB memory devices to store and transmit data
- Use the options offered by e-mail programs (Outlook or Lotus), such as calendar and task control
- Use computer programs (if available on the internet) that can allow taking notes on the computer screen as a reminder (Quick notes, Stickies.net, Spaaze.com, etc.)
- Digitize materials
- View documents on screen
- Use electronic forms
- Create a platform for online document management (or not) accessible to all members of the administration or for people who need to carry out their tasks. This platform will provide access to data and enable sharing them. If it is online, it will access data from anywhere.

Web Resources

Internet offers a wide range of resources, many of which are free and accessible for everyone, and that enable you to work digitally as part of specific tasks: most of these resources can also allow sharing documents and thereby facilitate the transfer of information.



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Examples of Web resources that allow:

- Publish and share presentations: *Slideshare, etc.*
- Create and share documents online: *Google docs, Prezi, etc.*
- Create timing diagrams and share them online: *Dipity, etc.*
- Send and/or share large documents (over 10 Mb): *Dropbox, Senduit, Yousendit, etc.*

Human and material resources

- Turn off all appliances including: photocopiers, printers, fax machines, etc.
- Computer e-mail programs
- Download and/or availability of computer programs or online programs that can digitize data
- Computers provided with internet access

COMMUNICATE WITHOUT PAPER

Description

Internal and external sending and receipt of documents involve the production of a large volume of paper. During the event, participants, should not receive any type of paper material or send any of the following:

Internal communications

- letters
- circulars
- brochures
- payroll
- other elements of internal communication (notes, lists, opinions, etc.)

External communications

- advertising material (catalogues, brochures, etc.)
- letters
- periodicals (newspapers and magazines, newsletters, etc.)
- invoices and quotes

Other mechanisms can also transmit data internally and externally, such as technological resources, computer programs and online resources.

Technological resources and computer programs

New technologies provide different mechanisms to transfer and access information without having to print documents on the one hand and share documents on the other. Wherever possible, we must always:

- send documents by e-mail
- access documents online
- register to receive or consult online the publications to which we are subscribers

Web Resources

The internet offers a wide range of resources, which many are free and accessible for everyone, that enable you to work digitally, as part of specific tasks:



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- Programs to create and share content (Google Docs, Slideshare, Prez, etc.)
- Digital publications (newspapers, magazines, newsletters)
- Consultation of supplier catalogues
- Viewing and downloading of documents in digital format

When it comes to proposing alternatives to the use of paper, it is very important to take into account the environmental impact that they may entail, selecting the option with the smallest impact.

Human and material resources

- Availability of electronic mail for all staff who should receive or send data
- Computers provided with internet access
- Computer programs that can digitize documents

USE REUSABLE ELEMENTS

Description

In addition to the tasks directly related to the functions of each employee, the working day includes other actions, such as breakfast or lunch. In this context, some administrations provide a restaurant or a canteen where the staff can eat. These actions may involve the generation of paper waste. During the " event, participants will have to replace paper by other fabric.

- **paper napkins:** all those who eat breakfast at school are invited to bring a cloth napkin.
- **kitchen paper:** kitchen staff or any centre should ensure the provision of kitchen towels to be used during the day.
- **paper towels:** during the Day, use of automatic towels should be encouraged.
- **paper cups** of the coffee machine: the centre's staff is encouraged to bring a reusable glass or cup to drink coffee from the coffeemaker. The coffee machine must also be prepared to prevent the automatic distribution of cups.

Human and material resources

- Textile wash towels
- Cloth napkins
- Automatic hand towels
- Kitchen towels
- Reusable cups (porcelain, glass)
- Person in charge of preparing the coffee machine



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TRAINING SESSION ON GOOD PAPER WASTE PREVENTION PRACTICES

Description

With the goal of providing the company's staff with practical information to enable them to reduce paper waste generation, a one or two-hour training session is proposed to offer advice and look at good practices related to the responsible and efficient use of paper in the workplace.

The training session would be led by an expert in this area, whether from the company itself or an external company, and may encompass the following two aspects:

- Introduction to document management: with the goal of providing the tools and know-how to create, receive, send, register, classify and store files or documents in digital format.
- Good paper waste prevention practices: in order to incorporate new habits that enable the optimisation of paper use and that foster paper reuse in daily activity.

Human and material resources

- Person in charge of organising and coordinating the course.
- Available space and resources for the proper organisation of the course (computer, projector, whiteboard...)

COLLECTION OF PROPOSALS TO REDUCE PAPER WASTE GENERATION

Description

The event can also be an opportunity to encourage members of the human team of government to make proposals to reduce paper waste generation.

Employees are among the best people to ask which tasks that could be carried out without paper or with a small quantity of paper or reusing it.

During the event, a forum accessible to all employees could be opened in order to gather all these proposals and actions before further work on their implementation. In the absence of an intranet, an e-mail address could be used as a mailbox so that all interested individuals will be able to send their proposals. A person given responsibility for managing this mailbox.

An example of good practice to be conducted under this action is contained in the Action Sheet of the European Week for Waste Reduction: Competition for ideas to reduce waste.

Human and material resources

- Create an email address or a forum on the intranet.
- Person/s in charge of setting up the forum or e-mail, collect and manage the proposals made.



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HIGHTEN PUBLIC AWARENESS

MEDIA INFORMATION

Description

All of the Public Administration's departments can inform and raise public awareness to help reduce paper waste generation. They can firstly inform the public about their actions to minimize paper waste generation, and also raise awareness about the need to minimize paper waste generation, to launch motivation actions and provide the tools to do so.

Within this framework, public administration agencies may use different types of media: digital means at its disposal-such as the site of the town, to publish news, articles, etc.- or social networks; contacts with journalists from local or provincial radio and television programmes to arrange an interview or to schedule a forum for debate on the event and broadcast it.

Human and material resources

- Computer provided with internet access
- Digital media (website, social networks, local television, etc.).
- Updated databases on the media
- Person(s) responsible for contacting the media and promote the participation
- Person(s) available to appear in the media
- Press release

FORMALIZING THE COMMITMENT TO REDUCING PAPER WASTE GENERATION

Description

To make a formal commitment to reduce the amount of paper waste generated in a public administration agency, the supreme executive authority of a government may sign a letter of commitment that formally obliges work towards achieving the set target. During the event, this document should be submitted in digital format.

In the case of a Local Authority, for example, the letter of commitment could be signed at the Plenary Session. It is important that this signature is then made public, either through the internet (e-mailing, information on the site and on social networks, etc.) or in the media by sending press releases with images for illustration.

Human and material resources

- Person(s) in charge of drafting the letter of commitment.
- Photographer in charge of taking pictures of the signing of the commitment
- Person(s) in charge of drafting and sending press releases and information to be transmitted over the internet
- Updated databases

INFO POINT ON E-ADMINISTRATION

Description

Today, Public administrations offer citizens the opportunity to conduct a series of steps online. During the event, it would be useful to take this opportunity to explain to people how to use the e-public administration and its benefits.

It is suggested to install an Info Point in the Citizens' Affairs Offices or to other locations



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involved in these processes. These Info Points should be supported by the Citizens' Affairs Department and one or two computers with internet access may explain clearly to the public how the e-administration works and help them carry out their procedures through internet.

The Info Point can also act as a broadcasting channel of the event and raise public awareness. The idea is that the staff in charge of informing the public informs those who attend the event and raise their awareness of the importance of reducing paper waste generated at home by giving advice and offering simple practices that help them opt for responsible use in their everyday lives.

Human and material resources

- Citizens' Affairs Department Staff
- Computers with internet access
- Computer programs and applications

STOP PUB

Description

Advertising, no thanks

To help minimize the amount of advertising that we receive in mailbox, one option is to invite people to stick the sticker "no junk mail" on the mailboxes as an action intended to prevent junk mail. Stickers can be made during registration in the European Week for Waste Reduction.

To broadcast the initiative, public administration agencies can use the communication channels available to them, such as social networks, their websites, etc.

For more information on this event, see the action: Stop adverts in buildings

Unwanted Advertising

Whether in the mailboxes or on the street, the distribution of advertising generates a stream of growing waste paper. Many municipalities have decided to act by municipal ordinances for control of dynamic advertising.

The public administration agencies can bring to the attention of the citizens they have the right to terminate unwanted advertising and inform them about the mechanisms available to do so. They can also inform companies about the rights citizens enjoy and the duty of merchants to respect them.

To disseminate this, governments may use the communication channels available to them (social networks, website, newsletter, etc.) or develop specific advertising material. For their part, companies can also make the diffusion through trade associations.

Human and material resources

1. Person in charge of preparing the information materials and managing the dissemination achieved through the Administration' communication channels
2. Production and distribution of stickers against the junk mail are required



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ENRENOU DE PAPER (JUMBLE OF PAPER)

Description

To ensure continuity of the *Clothing Jumble Sales* and *Furniture Jumble Sales* organized within the framework of the European Week for Waste Reduction in 2009 and 2010, the idea is to adapt action to the generation of paper waste by advertising that people receive in their mailboxes or in the streets. The aim of Paper Jumble Sale is to highlight the paper as a raw material and focus on its reuse in creating new products and diverse objects.

Advance information on the event will be conducted through the channels of communication available to the Local Authority (website, program activities, social networks, municipal newsletter, calendar, etc.) and then local media (press, radio, etc.) to promote public participation and facilitate registration.

Human and material resources

Team in charge of the organization and coordination of the event

Booking with adequate area that will host the event

Person in charge of disseminating the activity

Materials needed to conduct the activity (advertising material of paper, tables, scissors, fungible materials, etc.).

MAKE PUBLIC SERVICES AVAILABLE TO CITIZENS THROUGH ELECTRONIC CHANNELS

Description

Administrations are putting all public services available to citizens through electronic channels. This transition from a paper-based administration to a system based on new technologies is not yet complete.

On the occasion of the event, public administration agencies could identify and reform services that are not yet available through electronic channels to ensure the eventual transition from paper to electronic format.

This would update the communication channels, to achieve significant savings in paper and more effective approaches as well as the provision of services. Citizens would reduce the time spent on their dealings with administrations and avoid the generation of paper waste and move to these agencies.

Human and material resources

Person(s) in charge of identifying and reviewing the services offered that cannot be made electronically.

WORKSHOP: GIFTS + DURABLES

Description

The Christmas holidays are a time when the amount of gifts offered and received generates a large production of paper waste. To raise awareness of the public and retailers on this issue and propose new ways of packing the gifts, a practical workshop is proposed in order to learn from other creative ways how to wrap gifts with reusable packaging (handkerchiefs, cloth bags, basketry, etc.): a nice way to personalize gifts and packaging.



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The workshop will last a minimum of two hours and be provided at a particular time that enables the public to attend. To facilitate the work of the presenter and encourage the effective participation of the public, the number of places will be limited to 20-25 people. If the interest is greater than this, we could propose several sessions, or assign the activity to two trainers.

Advance dissemination of the workshop will be conducted through the channels of communication available to the Local Authority (website, program activities, social networks, municipal newsletter, calendar, etc.) to promote public participation and facilitate registration.

Human and material resources

1. Booking an adequate area that will host the workshop
2. Person in charge of coordinating the dissemination of the activity
3. Person(s) in charge of leading the workshop
4. Equipment required for implementation of the workshop (packaging products, different models of reusable packaging, tables, scissors, etc.).

BUSINESS INFORMATION DEPARTMENT

Description

Businesses, especially those in the food industry, consuming a large amount of packaging (paper and other materials) to pack the products purchased by their customers. Most of these containers end up in the trash when the customer arrives at the house and put away their shopping.

In this context, the idea is to conduct an awareness campaign aimed at merchants during the event to know how they usually do so when they deliver their products to their customers and give them practical information about the actions they can take to reduce the use of packaging. An orientation team will then visit the merchants of the city to conduct a small survey aimed at assessing the usual practices of each institution in terms of packaging products. Based on their feedback, the educator will provide practical information on the impact that the use of excess disposable packaging brings about on the environment and present available options to reduce paper waste generation by promoting the use of reusable components (containers, cloth bags, etc.).

Before the visit, the initiative will be disseminated in schools to encourage their participation. We can also contact trade associations by telephone or e-mail informing them of the event and time set for the visit.

Human and material resources

Person/s in charge of coordinating and managing the service and its dissemination
Person/s in charge of the information service
Equipment required for the implementation of the service (service information identification, computer to store survey responses, etc.).



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1.1.3 PHASE 3. HOW MUCH PAPER WASTE DO WE AVOID GENERATING ON THE EVENT?

Once the event is over, it is essential to take stock of the event, actions taken and measures implemented. Having quantified the paper waste that has not been produced during the day will show us the results that can be obtained in just one day. These calculations can be performed using different indicators and methods.

Results must also be disseminated by publishing them on the internet using the evaluation form.

Here are three systems that can make an approximate calculation of the effects of a day in the department in terms of reducing paper waste production. The department should choose one of these three options, all valid, from which it will obtain a certain volume of generation of paper waste that must appear on the evaluation form.

Indicator

The following indicator can make a rough calculation of production of waste paper generated by the centre.

Produced paper:

- The average production of waste paper in offices is estimated at about **50 grams / employee/day**, or 10 DIN-A4/employee/day. This indicator is based on daily activity in the office (not including, for example, updates to files).

Source: lavole

Register

Some administrations have environmental management systems (EMAS or ISO) and monitor the paper produced each year. This allows more accurate estimation of the daily production of paper waste and provides an average per day (based on an average of 224 business days).

Calculation of the paper produced: the volume of paper waste generated per business year/days in administrations.

Basic Eco-Audit

The volume of paper waste generated obtained after the completion of the eco-audit should be mentioned on the assessment form. See point Prior activities, [sheet 1](#).

1.1.4 PHASE 4. WHAT TO DO TO SAVE PAPER WASTE ALL YEAR ROUND?

Respect for the environment has become a major theme of today's society, especially because of the deterioration of the planet in recent years.

A major part of the procedures and tasks conducted in administrations requires paper use. Administrations and their staff must be aware of the consequences of poor management of natural resources and waste generated by their activities.

The Administration is also a channel for transferring information and raising awareness of citizens which can serve as important engine to promote the responsible use of paper in the city and motivate the involvement of different sections of the population.



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The adoption of new habits and application of new procedures that reduce paper waste production and improve management are key aspects. To achieve this, there are several effective practices that will ensure the continuity of the event:

TO REDUCE PAPER WASTE GENERATION, WE MUST:

- Analyse the procedures in place in the administration to minimize the generation of paper and cardboard waste.
- When printing, choose the double sided printing and two pages per sheet, etc.
- Review the templates of the various documents (size of logos, margins, font size, templates designed for double side printing, removal of blank pages, etc.) and minimize colour prints.
- Review the weights and focus on the use of lighter weight paper.
- Reduce the sending and receiving of unwanted mail by leaving the distribution lists that are not most interesting.
- Reduce printing, prints and photocopies of documents according to their actual demand.
- Make full use of the paper when printing.
- Use the front and the back of sheets.
- Reuse envelopes and promote the use of "return" envelopes (sending and receiving).
- Circulate periodicals and reports rather than distributing individual copies.
- Make notepads from recycled paper.
- Eliminate unnecessary forms and procedures or modify the design to use less paper.
- Keep documents in digital format rather than making copies in print.
- Optimize space and print more words on each page (smaller font, narrow margins, etc.).
- Conduct a preview of documents on screen before printing to avoid incorrect printing.

OPT FOR ECO-PUBLISHING

- Apply the criteria of [eco-publishing](#) on the level of design, paper, inks, production process, packaging and distribution.

PRIORITIZE ENVIRONMENTALLY CERTIFIED PAPER

- Encourage the use of recycled paper.
- Ensure that paper has been manufactured with reduced environmental impact, which is guaranteed by certain certification bodies (Blue Angel, FSC, PEFC, etc.)
- Avoid using brand new paper and its derivatives, including newspaper, packaging, toilet paper, kitchen roll, office documents, and publications. If you do use it, ensure that it holds forest management certification with sustainability criteria (FSC, PEFC...).
- As much as possible, choose recycled products (envelopes, dividers, sub-dividers, positive paper, packaging paper, special papers, and toilet paper).



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BENEFIT FROM AND MAKE RESPONSIBLE USE OF TECHNOLOGY RESOURCES)

- Create a platform to access files from anywhere.
- Ensure electronic distribution of documents prior to meetings to all participants.
- Use USB memory or email to transfer documents.
- Use free resources of the internet to create and share content (Google Docs, Wikis, Slideshare, Spaaze, Prez, etc.)

INVOLVE SUPPLIERS

- Buy in bulk by requiring the supplier to reduce packaging, as much as possible.
- Use office equipment that can print and photocopy on recycled and double sided paper.
- Whenever possible, place orders via email.
- Establish a referral system of cardboard boxes to distributors for reuse.
- Request electronic invoices from suppliers.

OPTIMISE THE USE OF PACKAGING

- Eliminate unnecessary packaging.
- Promote the use of reusable crates for shipping and receiving products.
- Reuse packaging materials such as cardboard.

RAISE AWARENESS AS TO THE ADVANTAGES OF SAVING PAPER

- Communicate to employees that the efforts they provide to reduce paper waste generation cannot only save money on paper, but also in terms of shipping and storage space.
- Promote the habit of "Think before you print." Employees should ensure that they truly need copies to avoid excess.
- Send periodic notices to reduce the amount of copies and prints.

ENGAGING THE PUBLIC TO PREVENT PAPER WASTE GENERATION

- Check items in paper sent to various agencies. Prioritize the items in digital format, avoid mass mailings and fully optimize the use of paper in the information and disclosure media.
- Conduct regular awareness campaigns to promote responsible use of paper and inform the public about the benefits of reduced paper waste generation.
- Provide tools and resources to disclose the environmental criteria to consider when buying paper (eco-labels, recycled paper and chlorine-free paper, etc.).
- Stickers promoting "No junk mail" and the mechanisms available to denounce the unwanted publicity.



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Useful links

- Waste Scan
<http://www.ewwr.eu/quiz>
- Promo video
<http://www.ewwr.eu/node/52736>
- Operation “Empty Bin”
<http://www.operationpoubellevide.com/en/ademe>
- Attack of Muckwads
<http://invasion-des-megapoubs.eu/>
- Videos and themes for the European Week for Waste Reduction
<http://www.ewwr.eu/videos/2010>

OTHER EXPERIENCES AND USEFUL INFORMATION

- European Week for Waste Reduction
<http://www.ewwr.eu>
- Recycled paper websites
<http://www.fsc.org/>
<http://www.blauer-engel.de/en/index.php>
<http://www.pefc.org/>
<http://www.eco-label.com/>
- Calculating the advantages of using recycled paper
<http://www.papercalculator.org/>

EXAMPLE OF ONLINE RESOURCES

<ul style="list-style-type: none"> • Google docs http://docs.google.com 	<ul style="list-style-type: none"> • Dropbox www.dropbox.com
<ul style="list-style-type: none"> • Pageflakes www.pageflakes.com 	<ul style="list-style-type: none"> • Senduit www.senduit.com
<ul style="list-style-type: none"> • Wikispaces www.wikispaces.com 	<ul style="list-style-type: none"> • Yousendit www.yousendit.com
<ul style="list-style-type: none"> • Slideshare www.slideshare.net 	<ul style="list-style-type: none"> • Prezi www.prezi.com
<ul style="list-style-type: none"> • Dipity www.dipity.com 	<ul style="list-style-type: none"> • Spaaze www.spaaze.com



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Participation Charter – Common Actions (Optional)

Nature of the Project Developer

The Project Developer submitting a proposal for a EWWR action, which will be validated by a national, regional or local Organiser of the Week, must be classified under one the following categories:

- Administration/public authority
 - Association/NGO
 - Business/industry
 - Educational establishment
 - Other (for example, hospital, retirement home, cultural institution...)
-

Dates of the actions

The EWWR action must take place exclusively during the European Week for Waste Reduction: between the 19th and 27th November 2011 inclusive.

Commitment of the Project Developer

- EWWR actions will be led by Project Developers who can be clearly identified and who are either legal entities or individuals (*individuals may be accepted as official EWWR Project Developers on the condition that their statute is recognised by a municipality, for example: a master composter*);
- Each action must be registered and officially validated by the (national, regional or local) Organiser covering the area where the action will take place. Registration will be made via a form.
- 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
- Unless otherwise indicated on the registration form, the validated EWWR action will automatically be entered into the review and selection process for the European Waste Reduction Awards.



Too much waste



Less waste
thrown away

Target audience: Administrations





Commitment of the Project Developer – Common Actions

- The Project developer commits to using the European Week for Waste Reduction logo, LIFE logo and adaptable posters only within the framework of this registered EWWR action; the rights of use of the logo being restricted to this single action;
- The Project Developer commits to evaluate his/her EWWR action after it has taken place with the indicators noticed in corresponding common action sheet (For example, for the “Reduce excessive packaging” action, the weight of prevented packaging waste)

Nature of the “Common actions”

Waste management policies in the European member states are more and more influenced by EU laws, based on a hierarchy in which “waste prevention” stand in the first place.

The **Common Actions** aim to obtain **figures** of prevented waste thanks to defined actions. A Project Developer that implements a common action has to evaluate the waste quantities before/after the action. These info should be sent to EWWR Organiser in charge of the event on its territory.

A common action should necessarily address one of following waste flows:

- **Theme 1 - Paper waste reduction**
- **Theme 2 - Food waste reduction**
- **Theme 3 – Repair/Reuse**
- **Theme 4 –Excessive packaging reduction**

Any action addressing another theme that these presented above will be considered as a « classical » action and shall not being accounted as a « common action » (if this action meet EWWR actions requirements)

Date :

Name of the Project Developer

Please send back this participation charter to contact@ewwr.eu



Too much waste



Less waste
thrown away

Target audience: **Administrations**





Example of the "Image use consent" form

The European Week for Waste Reduction is a project supported by the European Commission's LIFE+ Programme. This Week will take place for the third time from 19-27 November 2011. (For more information: www.ewwr.eu)

The European Week for Waste Reduction aims to reach out to the public as much as possible to:

- Promote sustainable waste reduction actions across Europe
- To highlight the work accomplished by various actors through concrete examples of waste reduction
- Raise awareness about waste reduction strategies and about the policies of the European Union and its Member States on this subject

The EWWR is a project which aims to educate people about the steps they can take to prevent waste production. The event is part of this project.

Image use consent - Adults

I give my consent for **(Name of organisation)** to use any images (photographs or films) of my child taken during **common action no. 1 (Paper waste reduction)**, at **(Event location)**, **(Date and time)** for use in the promotion or report for this event, and I relinquish all rights to payment or ownership for any use of these photos.

Name of person photographed:

Date and signature:

.....
.....

Attention:

- ▶ **Those who have not signed this consent form will not be photographed or filmed**



Too much waste



Less waste
thrown away

Target audience: Administrations



A3 and A4 promotional poster



A3 size



A4 size



Too much waste



Less waste
thrown away

Target audience: Administrations



With the financial support of the
European Commission



Weigh-in table

A3 size

EUROPEAN WEEK
FOR WASTE REDUCTION

Title of
your action

COMMON ACTION
Theme of your
Common action

For more information: www.ewwr.eu



Too much waste



Less waste
thrown away

Target audience: Administrations

