

No junk mail in letterboxes



Principle : If you want to get rid of all this unsolicited advertisement you receive regularly, put a "no junk mail" sticker on your mailbox: the amount of advertisement you receive will decrease significantly. This can be done for your own mailbox, but you can also help your neighbours to lighten their garbage bin by encouraging them to adopt the « no junk mail » sticker as well. Whether you live in an apartment building or in a residential area, there are plenty of people in your neighbourhood who can be informed of the possibility and efficiency of this solution. The idea is simple: "say no to unwanted ads".

Objectives of the action

The overall objectives of this – easy to implement – action are:

- ▶ **To reduce the amount of unwanted mail** you and your neighbours receive in your/their mailbox
- ▶ **To raise awareness on the fact that people can act**: you can easily say "no" to unwanted mail
- ▶ **To evaluate the impact on the amount of advertisement received** and the decrease of paper waste as such

Attention: For being considered as an EWWR¹ action, you need to register your action as member of a structure, such as a co-owners association.

Course of action

The steps for implementing your action are the following:

Before the EWWR (one month before)

- ▶ Prepare a **bulletin board** describing the sticker and the benefits it generates when putting on mailboxes. This board must be straight to the point in order to be quickly read. At the end of the description, propose your neighbours to order stickers for those who want them and leave some space where interested neighbours can express this wish. Also describe the methodology to collect and measure the unwanted mail (during 1 week before the EWWR, and during the EWWR (after placing the sticker)). Place the information/registration board in a public area where your neighbours will see it and attach a pen to the board;
- ▶ **Inform your neighbours** of the existence of the board and its objective when you see them. Optionally, you can also send them an email (and to the apartments' owners if they are different) and meet them by door-to-door solicitation after a few days;
- ▶ Once you receive all the registrations (at the latest 2 weeks before the EWWR), **collect the stickers at your local authority** (ask for a few more than the number of people who requested them, in case you manage to convince new people);



¹ EWWR: European Week for Waste Reduction

- ▶ Ask the neighbours who registered to **collect the amount of unwanted advertisement** they received during a random week before the EWWR;

Before the EWWR (one week before)

- ▶ **Distribute the stickers** to the neighbours in person and congratulate them for their action. Ask them to put the sticker on their mailbox on the first day of the EWWR and to collect the ads they receive during this week.

During the EWWR

- ▶ If appropriate, a small **'inauguration' moment** can be organised. At the entrance hall of the apartment building a poster can be displayed, explaining the use and advantages of the sticker.
- ▶ Place a **list** next to the board which can be filled in: in the first column their name (or house nr), in the second the results (in kg) of the first week - before putting the sticker - and in the third column the amount of advertisement received during the EWWR, after putting the sticker. In the fourth column will have to appear the differences between the two weeks;
- ▶ **Try again to involve the people** who have not responded to your solicitation by contacting them again after a while and show them that other neighbours have responded favourably to the initiative. You can also **show the results** which were obtained during the EWWR.

After the EWWR

Report the figures you collected to the official Organiser in your area. Your data will be processed.

Tools

- ▶ **"No junk mail" stickers**, available at your local authority or on www.ewwr.eu.
- ▶ A **registration board**, in order to register the names of people who want to affix a no ad sticker
- ▶ A **balance** to weigh the amount of advertisement which was collected.



Methodology to measure the paper reduction

- ▶ In order to be able to measure the amount of avoided advertisement, **collect** all the flyers, publications, small magazines, etc. you receive during one week.
 - ▶ At the end of the week, **weigh** the collected advertisement papers with scales. Register the results.
 - ▶ Put the **no junk mail sticker** on your mailbox.
 - ▶ **Collect** the unwanted advertisement you still receive during a week. **Weigh** and register the result.
 - ▶ Finally **compare** the results: you will know how much paper you have avoided by putting the sticker.
- To estimate the amount of unsolicited advertisement avoided in one year, multiply the above mentioned result by 52.

More information

▶ **About the European Week for Waste Reduction**

Brussels site of the EWWR: <http://www.bruxellesenvironnement.be/semainedelareductiondesdechets/> (in French or Dutch only)

European site of the EWWR : www.ewwr.eu

▶ **About the "no junk mail" sticker**

IBGE - www.bruxellesenvironnement.be > particuliers > autocollant anti-pub (FR)

This action was filmed during EWWR 2010: <http://www.vimeo.com/20733995>



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 of the following categories:

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





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





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**



A3 and A4 promotional poster



A3 size



A4 size





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

