

Reduce excessive packaging



Principle: Products are packaged for many reasons: to protect the product from being damaged, to preserve the product and its qualities (flavour, smell, appearance etc.), and as a means of providing information. But sometimes we have to remove 2, 3, or even 4 layers of packaging before we can taste the simplest of biscuits, while the same biscuit can be found in a "family pack" which contains 2 to 3 times less packaging! When choosing between two similar products, the consumer can choose the one for which the producer has reduced the amount of packaging.

Common action No 4 is an awareness raising tool dedicated to: EWWR's "Lengthening a product's life / throw less away" themes

There are numerous reasons for excess packaging

Producers base the packaging around the product's design and marketing. Businesses and manufacturers can therefore choose whether or not to implement actions to reduce the quantity of waste that their products generate. But the success of these actions must be brought about through the joint efforts of consumers, distributors, packagers and packaging manufacturers. The consumer has an essential role to play as it is his decision whether or not to buy the products offered to him. As he is the one who purchases the packaged products and produces the waste, the consumer is involved in the prevention process. Through his demand and his behaviour, he is able to influence producer decisions.

Tips for reducing excess packaging

Limit packaging

► **Use canvas shopping bags and baskets when shopping**

Canvas shopping bags and baskets are a lot more durable than ordinary supermarket bags and can be used over and over again. Disposable bags are only used, on average, for around twenty minutes before being thrown away and are only reused once (as a bin bag, for example). When we don't need them, let's make the habit of saying no when offered plastic or paper bags in shops (grocer's, pharmacy, etc.). Think to take your baskets, canvas bags or durable bags with you!



► **Choose products that aren't excessively packaged**

Packaging has numerous functions. But the product is more important than the packaging! When choosing between two similar products, let's choose the one for which the producer has reduced the amount of packaging. And let's not forget that attractive packaging does not guarantee the product's quality! We can also choose concentrated products or eco-friendly refills. These options are often available for cleaning products, cosmetics and certain foods, but consumers rarely choose them.

► **Choose loose products**

Loose fruit and vegetables, pulses, cereal and nuts and bolts, cheese and meats from the counters, there are many ways to avoid certain types of packaging whilst even sometimes paying less. However, if we buy fresh, organically produced fruit and vegetables in supermarkets, they are, inevitably, in packaging in order for them to remain organic and not be mixed with other non-organic fruit and vegetables.

► **Choose the right volumes**

Small bottles of water, individual portions of cheese, products sold in small quantities, etc. These types of packs multiply the amount of packaging used. However, much of the time we can choose larger volumes in order to produce less waste and save the raw materials used to produce packaging.

Choose your products well to throw less away

► **Consider gifts that do not produce waste**

A cinema season ticket or a beauty treatment, a paragliding experience or a short break in a country cottage: more original than a physical "gift", at least it won't end up in the bin.

► **Choose products with an eco-label**

Whether a European or national eco-label, these official certifications guarantee the quality of our products and their lower environmental impact throughout their life cycle, so let's spot these logos and buy eco-labelled products.



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Target audience: Schools
Public services
Business/industry



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A waste-free tea party



A waste-free tea party is set up in the school community, in class or as a school event, or even at a leisure centre. It can also take the form of a "waste-free picnic", a buffet, or a waste-free meeting.

Objectives

Objective of the action: Educating children about waste reduction by measuring and weighing it. In order to do this, a step-by-step process must be followed, from the composition of a work group, to the analysis of differences obtained when the action has been carried out:

- ▶ **Create a work group:** teachers, management, school service teams (responsible for cleaning), parents etc.
- ▶ **Measure the waste produced during the tea party:** packaging thrown away by the children
- ▶ **Information on packaging, its uses:** necessary or superfluous
- ▶ **Implement actions to reduce the excess packaging used** by the children (and their parents)
- ▶ **Evaluate the effect of the actions:** reduced quantities thrown away, children have more balanced diets

The action

Pre-EWWR (At least one month beforehand)

Educate participants: teachers, management, authorities in charge of the establishment (LEAs, national education bodies, local councils), educational community:

- ▶ **Create a "waste-free tea party" work group** made up of teachers, management, support staff, pupils, parents, cleaning teams etc.
- ▶ **Description of the method used:** dates and duration of the operation, required materials, mobilisation and distribution of roles to various staff and pupils, educational messages, etc.
- ▶ **Design tools for announcing the operation and organising a measurement session:** adapt the activity presentation tools supplied by the Organiser (posters, waste measurement board)
- ▶ **Organise the collection of the waste which is thrown away.** The members of a work group share tasks amongst themselves: collectors, photographers, measurers, interviewers, reporters, etc.

Sorting and measuring, packaging weigh-in

- ▶ The children are asked to place their snack in front of them and open the different products.
- ▶ Survey and observe the children's behaviour
- ▶ The supervisor should analyse, with the children, the amount of packaging compared to the product contained inside, what the packaging is made from (work on materials) etc.



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- ▶ The supervisor then gathers together the packaging from all of the snacks and everyone notes the pile of waste produced by each type of packaging (drink, cakes, chocolate bars, fruits etc.),
- ▶ Waste from the snack is weighed, with the children (total waste production in g or kg). Each type of waste can be weighed separately according to the school's or activity centre's waste sorting methods. Otherwise, the waste can be put into large bin bag for the weigh-in then sorted afterwards.
- ▶ Waste can be measured on a daily basis or at any given interval (3 days, weekly, etc.). In both cases a weighing sheet must be completed.
- ▶ Analyse the measure results for the quantities thrown away by the children.
- ▶ Hand out the "Attack of the Muckwads" comic book and work on the waste prevention messages
- ▶ **Register your action by your official EWWR Organiser** and send a copy to contact@ewwr.eu. Once your action has been approved, you will be able download digital communication tools, posters, EWWR display, etc. **When signing up, include the following information next to the title or at the beginning of your operation's description- Common action 4 or Reduce excess packaging- Country- Name of Project partner for example**

ATTENTION: The Action must take place between 19-27 November in order to be considered part of the EWWR.

Pre-EWWR (2 weeks beforehand)

- ▶ Teacher: inform parents that a creative action is going to take place on the theme of waste. Parents are asked to think about the snacks that they give to their children. Send parents a letter telling them about the Week's action.
- ▶ Send out "Image use consent" forms (see appendix) to parents in order to obtain permission to photograph their child and use the photos as part of the Week.

Pre-EWWR (one week beforehand)

Identify the reasons for wastage

- ▶ Write a weigh-in report (what are the most common types of packaging, why food is packaged, is the packaging necessary or superfluous, is it recyclable etc.)
- ▶ Display the quantity thrown away (in the weighing table provided or on a blackboard for example)
- ▶ Identify ways to reduce packaging and raise children's awareness via a poster in the classroom...
- ▶ Get the pupils involved, draw "anti-packaging charts" for example
- ▶ Display the quantities of waste produced in the classroom: for example, ask the pupils to put packaging (clean) in bags or tubs at the classroom entrance for a day or over a period of several days
- ▶ Photo shoot (don't forget to have parents sign image use consent forms)



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- ▶ Create a group of "anti-packaging" ambassadors in the class for the establishment which is educating its children and have them sign the "anti-packaging" charts
- ▶ Book computers so that the children can play on the game "Operation Empty Garbage Bin" if possible

During the EWWR

Implement measures to reduce excess packaging

- ▶ Prepare teaching material on waste reduction (lesson or quiz)
- ▶ Parents give their children snacks with little packaging, a flask, reusable cutlery etc.
- ▶ The supervisor motivates the children to talk about waste reduction (What is waste? What is reduction? Why reduce waste? Do they produce a lot of waste? etc.)

Analyse the impact of the measures implemented to reduce wastage

- ▶ Second packaging measuring session. The result of this weigh-in is also recorded on the wastage weigh-in sheet.
- ▶ Compare the weight of waste produced before the Week and during the Week. The difference represents the waste avoided.
- ▶ Inform people about the action (Poster, quantities of waste avoided etc.)

Following the EWWR

- ▶ Make the project last, good practices etc.
- ▶ Group together and send the documents to the EWWR organiser for your area: a summary of waste reduction data for the whole establishment; the action report with all indicators (weight, number of children, number of people involved, etc.) , a copy of the weigh-in sheets, photographs of the action.
- ▶ Display the photographs taken during the photo shoot in the classroom, around the establishment etc.



Methods for measuring reduction in waste

- ▶ To weigh the waste:
 - Sort the waste and organise into categories (drinks, cakes packaging etc.). Put the waste into large containers or bin bags
 - Weigh waste using a set of scales.
 - The waste weigh-in can be carried out daily or at the end of the action.
 - Fill in the weigh-in sheet
- ▶ After the final weigh-in, sort the waste and put it in the correct containers. Recyclable waste should be put in the tubs reserved for this type of waste; organic waste can be made into compost if the establishment has a composting bin.
- ▶ Count the number of participants: include the children and teachers who have their snack in the classroom or in the dining hall.
- ▶ Carry out a "before and after" analysis



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- ▶ Analyse the effects of the measures implemented: changes and no change in behaviour between the 2 measures
- ▶ Send all documents (weigh-in sheet, Report, photos, press articles, etc.) to your official EWWR Organiser and a copy to contact@ewwr.eu by email in a single document (this document will enable us to develop an accurate review of the actions carried out in your area during EWWR).

Communication tools

Your Organiser should provide you with specific communication materials for shared action:

- ▶ An A3 poster upon which you can put the theme of your event as well as where it will take place
- ▶ An A4 poster
- ▶ A waste weigh-in table for recording the variations and quantities of waste produced

You may make any desired changes to this document simply by using Microsoft PowerPoint Personalise them for your event!

Access to these documents is granted if you mention that you are hosting a shared action when signing up with the Organiser.

Activities around the action

- ▶ The supervisor motivates the children to talk about waste reduction (What is waste? What is reduction? Why reduce waste? Do they produce a lot of waste? etc.) and, in particular, excess packaging.
- ▶ Promote ways to reduce waste production: drinks in cans or cartons → a water flask → jugs of water, tap water; cake packet → cake in a plastic box, chocolate bar → seasonal fruits etc.
- ▶ Children compare the two types of snacks.
- ▶ The teacher may ask the pupils to evaluate the operation and to make display boards containing photos and their evaluation of the situation.
- ▶ The children and the teacher can eventually extend this action to be carried out at other times when waste is produced: birthday parties, Christmas etc.
- ▶ To complete the action, the supervisor can have the children play the game Operation Empty Garbage Bin or test them on ways to reduce waste with the Muckwads cartoon.
- ▶ The supervisor may give the children a short questionnaire to fill in.



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Carrying out the action elsewhere

This action can by all means be set up in **Businesses and Public Services**: through "Waste-free meetings" and "Waste-free meals". The method is exactly the same. Bottles of water are replaced with jugs or flasks, food trays with salad bowls, disposable cutlery and plates are replaced with reusable ones etc.

For more information:

► On the European Week for Waste Reduction

The EWWR European website: www.ewwr.eu

► On preventing waste production

ADEME - www.reduisonsnosdechets.fr/jagis/home-gaspillage.html

FNE – <http://preventiondechets.fne.asso.fr/>

► Appendices

Participation charter
"Image use consent" form
A3 and A4 promotional poster
Weigh-in table



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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 of 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;
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- 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



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- 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



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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 - Children

I give my consent for **(Name of organisation)** to use any images (photographs or films) of my child taken during **shared action no. 4 (Reduce excess packaging)**, 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 child:

Name of parent/tutor:

Date and signature:

.....

Image use consent - Adults

I give my consent for **(Name of organisation)** to use any images (photographs or films) of my child taken during **shared action no. 4 (Reduce excess packaging)**, 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:

- ▶ **Parents of minors MUST sign this consent form.**
- ▶ **Those who have not signed this consent form will not be photographed or filmed**



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A3 and A4 promotional poster



A3 size



A4 size



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Weigh-in table

A3 size

EUROPEAN WEEK
FOR WASTE REDUCTION

**Picnic
without waste**

COMMON ACTION
Food waste
reduction

Monday, November 21st	Friday, November 25th
Bread 3 kg	Bread 1 kg
Yoghurt 1 kg	Yoghurt 750 g
Biscuits 2 kg	Biscuits 1 kg
TOTAL: 5 kg	TOTAL: 2,750 g

For more information: www.ewwr.eu



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