



Report on the implementation of the Prevention Thematic Days 2013

Prevention Thematic Days

The actions implemented in the EWWR address the “3Rs”: Reduce waste, Reuse products, Recycle material. The “3Rs” represent the options which should be considered first when elaborating a waste management strategy. [Following this hierarchy](#), waste prevention (including strict avoidance, reduction at source and reuse) should thereby always be the first priority.

Accordingly, waste prevention holds a strong place in the European Week for Waste Reduction. To highlight this, four different Prevention Thematic Days (PTDs) will be implemented during the Week throughout Europe, one per edition of the EWWR:

- [2013: Reuse](#)
- 2014: No food waste
- *2015: Dematerialisation
- *2016: Hazardous waste prevention

*To be confirmed on the basis of the latest political developments and priorities at EU level.

For each theme, factsheets describing awareness-raising actions will be proposed, together with other specific tools.

Prevention Thematic Days 2013 - Reuse

The first Prevention Thematic Days that took place during the EWWR in 2013, focused on reuse.

Promoting reuse activities has a strong value for sustainable development because it not only promotes environmental protection through waste prevention but also contributes to social aims such as the fight against poverty, social inclusion and equality, job creation, and many more.

The Prevention Thematic Days 2013 on reuse were implemented in cooperation with various actors of the social economy, for instance the [RREUSE Network](#) that had implemented the campaign “Waste Watchers”, now called “Reuse more, Throw less” already in the past.

Implementing reuse activities

In order to facilitate the promotion and organisation of activities related to reuse during the EWWR 2013, Coordinators and Action Developers were provided with promotional posters as well as with factsheets on how to organise specific reuse activities.

Factsheets

A compilation of factsheets on specific reuse activities has been developed for Action Developers. The compilation aims at helping interested Action Developers to organise reuse activities. Apart from presenting general information on the activity, the factsheets contain tips on preparing and implementing the action as well as a compilation of examples:

- [Collection for reuse](#)
- [Creative reuse](#)
- [Give box](#)
- [Repair fair/café/workshop](#)
- [Reused packaging](#)



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- [Reuse markets](#)
- [Swapping](#)

These factsheets were developed in English and also made available in Catalan, Dutch, French, Hungarian, Italian, and Spanish (languages of the partnership).

Communication tools

In order to support the implementation of the PTD, a specific poster was developed by ACR+ and translated in the languages of the partnership (see on the right).



Examples of PTD actions implemented in 2013

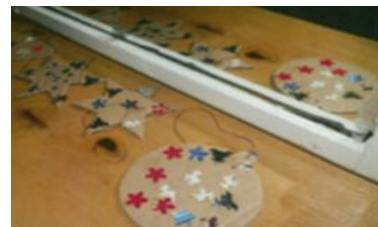
On the wings of wind selectively (Dudar, Hungary)

The city council of Dudar implemented this action for the first time. Dudar is a small village in the North-western part of Hungary with 1800 inhabitants. The city council tried to involve as many actors as possible and managed to activate activists from the primary school, the kindergarten, as well as local civic organisations and clubs. The Kindergarten teachers volunteered to hold creative workshops, teachers of the primary school and the cultural association became responsible for organisational, preparatory and supervising tasks, and the club of seniors took care of catering services during the actions, providing participants with bread and tea. In addition, the owners of local shops and local catering facilities were asked to collect plastic bottles, carton boxes, beer caps, and corkwood plugs.

During the EWWR 2013, several actions were implemented all over the village, amongst them different reuse activities.

Creative reuse workshop

Pre-schoolers made bracelets out of PET bottles and created Christmas tree decorations from carton and colourful paper. Primary school children created bird feeders out of PET bottles and corkwood plug flowers, under the coordination of secondary school students.



Donation and collection of items and redistribution amongst the financially underprivileged inhabitants: mainly clothes and books, but also food and household electronic device

Producing reusable bag

With donated leftover textiles from a local shop, secondary school children were given the opportunity to create their own gym make-up bags



Flea market and toy exchange

As a result, 112 participants reused 50 PET bottles, 12 kg textile and 5 kg carton paper.¹

¹ Unfortunately there are no numbers available regarding the amount of second-hand textiles, books, and other items donated, exchanged, or sold.



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RecupDay (Ixelles, Brussels Region, Belgium)

With the help of different NGOs and citizen's initiatives², the Municipality of Ixelles organised a comprehensive "RecupDay" during the EWWR 2013. The event consisted of information stalls that provided information in a playful, practical and easily accessible way as well as workshops intended to teach participants new skills related to reduce, reuse, and recycle. Together with several actions focusing on reduce and recycle, different REUSE activities were implemented during the day.



Give it or take it

630 objects (clothes, household and interior design articles, books, childcare articles, etc.) were donated by the public (the day before the event); 420 objects found a new owner during the RecupDay. The remaining 210 objects were entrusted to the Oxfam association for its second-hand shops.



Creative reuse workshop: Gift wrapping



Other creative reuse workshops:

- Jewellery made from bottle caps, electric wires, etc. (see picture on the left)
- Christmas decoration
- Bicycle bags made from advertising banners

Information stall: "Repair-café" initiative

In this initiative, volunteers propose monthly the free repair of small electrical household appliances, clothes, bikes, and other objects.

ReinVESTIAMOLI! Diamo nuova vita ai vestiti usati (Milan, Italy)

This action has been implemented by HUMANA People to People, a non-profit organisation based in Milan, Italy. During the EWWR 2013, HPP Italia has collected using clothes in its shop in Milan.

The Action Developer has realized a swap party and in this way raised awareness among the participants on Reuse like virtuous practice to prevent the creation of waste. This association formed to collect clothes in Italy for sale or onward distribution in order to provide support to international development projects in the South of World. Around 600 people participated in this PTD action and more than 300 objects (clothes but also accessories such as bags, shoes and jewellery) were donated by the public.



² Worms, The know-how Fair, The Responsible Consumers Network, The Free Market, The Repair Café.



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4th Vic Schools Exchange Market (Vic, Catalonia, Spain)

The 4th Vic Schools Exchange Market is a project carried out by the Vic Network of Schools for Sustainability, a network that groups together all the city's schools with the goal of getting pupils to focus on environmental and sustainability issues within each school.

The activity consisted of a market for the exchange of certain kinds of items (sports material, books, comics, games and toys) between primary school pupils aged between 8 and 10 (3rd and 4th years). The pupils bring along a maximum of 4 items from their homes that they no longer use and want to get rid of, in order to exchange them.



On the days leading up to the market, the pupils work on the concepts of waste reduction and recycling in school, find out how the market works and bring in the items they would like to exchange. They weigh all the items in school to determine the total amount of waste that will be prevented in the market. On the day of the market, the weights are displayed on a poster so that everybody can see them.



After learning on how the market will work, the children got some time to browse the items on display, keeping with their hands behind their backs without touching anything. Once the browsing time is up, it is time for the exchanges to get under way.

The children have to look for the owner of the item that they are interested in and propose exchanging it for the item that they have brought, initiating a negotiation process. The exchanges are always negotiated exclusively between the children without the intervention of any adult, so that it is up to the children to value the item they wish to exchange. There is no money involved at any time.



If an agreement is reached, the exchange is sealed with a handshake between the children. The children can make as many exchanges as they like and it is also possible to re-exchange items.

The evaluation of the event showed that between 80% and 90% of the items brought to the market have been exchanged.

Targets, expected results and indicators of success

Several **targets** and **expected results** have been set for the actions C.6 (Develop concept and coordinate Thematic Days) and C.9 (Implement thematic days in 2013, 2014, 2015 and 2016 in partners' territories) in the project proposal:

- Implementation of PTD in a maximum of territories, 75 % coverage (out of the total of coordinators) is targeted
- Methodologies and communication tools implemented and tested during all four PTD (2013, 2014, 2015 and 2016) in Italy, Brussels Region, Hungary and Catalonia
- Four reports on the implementation of the PTD (2013–2016) for Italy, Hungary, Catalonia and Brussels Region
- Films and other communication material on actions implemented during the PTD (2013–2016) in the four pilot locations



- At least 10% of actions should be related to the PTD

Indicators of progress have been defined as follows for the actions C.6 and C.9:

- Number of actions related to Prevention Thematic Days
- Number of coordinators implementing PTD actions
- Quantity of waste prevented³
- Number of participants in each PTD

Results of the Prevention Thematic Days 2013

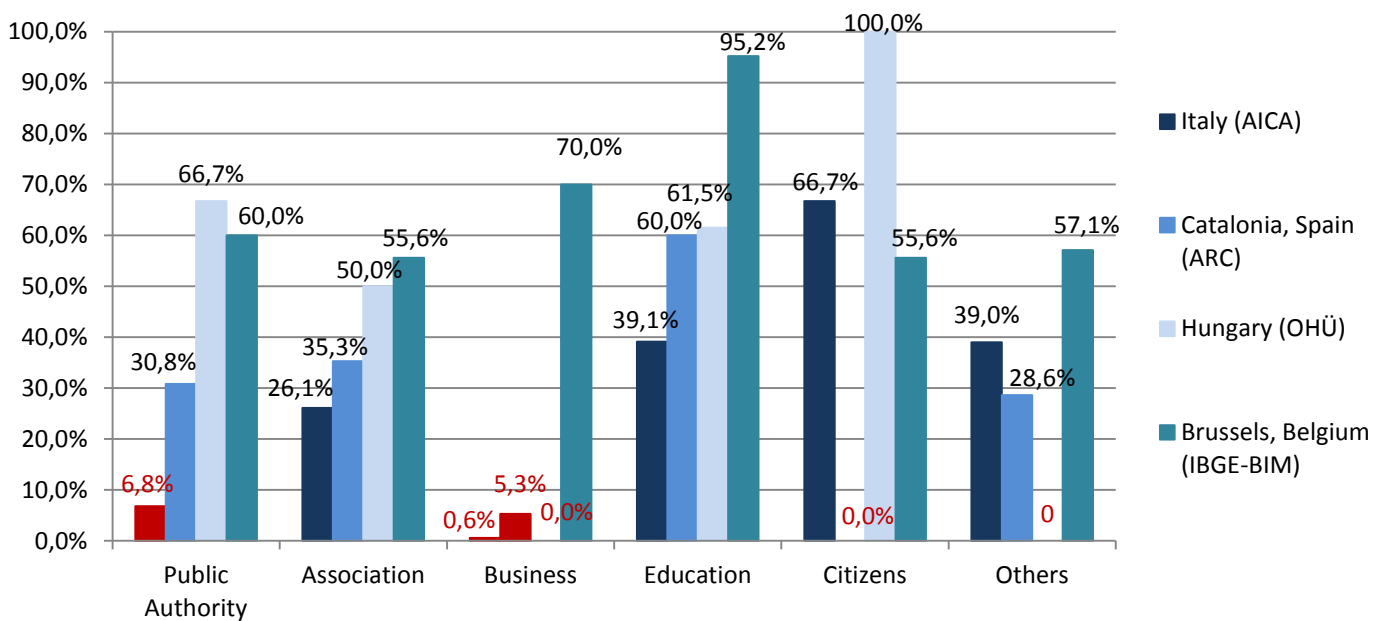
Summary of partners' territories results:

The Prevention Thematic Days 2013 on reuse have been implemented in all partner's territories, in almost all categories of Action Developers with full achievement of the targets set. The methodologies (factsheets) and the communication tools to the Prevention Thematic Days 2013 have been translated to the partners' languages and have been tested and implemented in all partners' territories (see annex). The results of the PTDs 2013 have been reported back from the project partners to ACR+.

In total, 523 actions related to Prevention Thematic Days in 2013 have been implemented in the partners' territories. In these actions, roughly 43.895 participants were reached and an amount of impressive 52,3 tonnes of waste was prevented. Please have a look at the annexes to see a detailed table of numbers of PTD actions implemented in each of the Action Developers categories in the partners' territories as well as the calculation of participants and waste prevented.

In the project proposal a target of 10% of actions being related to the PTD has been set. In 2013, this target has been reached in 3 of the 4 partner's territories: In Brussels Region (72,7%), Catalonia (26,9%) and Hungary (57,1%). In Italy, the target has not been reached (3,1 % actions related to PTDs), which is partly because of the high total number of actions implemented in Italy (5399 actions) and the fact that most of those actions actually came from a general awareness raising activity replicated in all offices of a bank.

Breaking the 10% target down per category of Action Developer the numbers show, that the target of 10% has been reached for 19 out of 24 cases (see graph below):



³ Quantities will be estimated on the basis of the results collected in the pilot areas in action C.9.



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The target of 10% actions related to the PTDs 2013 has not been reached in the following 5 cases⁴:

1. Public Authority category in Italy (6,8%)
2. Business category in Italy (0,6%)
3. Business category in Hungary (0%)
4. Business category in Catalonia (5,3%)
5. Citizen category in Catalonia (0%)

These results can be explained as follows:

1. Public Authority (6,8%) and Business (0,6%) categories in Italy

The target of 10% actions related to the Prevention Thematic Days has not been reached for the categories “Public Authority” and “Business” in Italy. The project partner covering Italy in the EWWR is AICA. For the Business category most of the actions have been developed by one Action Developer, Intesa Sanpaolo. Those actions implemented by Intesa Sanpaolo were a general awareness-raising activity replicated in all Intesa Sanpaolo offices, but not related to the Prevention Thematic Days, which explains the low numbers in this category.

In the Public Authority category most of the activities implemented in Italy were related to the reduce action theme: reduction at source and strict avoidance, this explains why the target of 10% has not been achieved in this category.

In general, AICA assumes that the number of actions implemented in the scope of the Prevention Thematic Days will increase in 2014, since the topic of “no food waste” is very popular on all levels.

2. Business category in Hungary (0%)

In Hungary, only 2 actions have been implemented in total in the Business category. The companies that have implemented these two actions are both specialised in recycling, this is why they foster this type of initiatives with their actions.

3. Business category (5,3%) and citizen category (0%) in Catalonia

a) The small share of total actions in these two categories: The number of Action Developers in the Business and Citizens categories is only 7% / 1% of the total number of actions. It is thus very much lower than most of the other Action Developer categories.⁵ The Action Developer category Business has had a small share of all Action Developer categories since the beginning of the EWWR in 2009 in Catalonia (between 7% and 12%). The Action Developer category Individual Citizen has been newly introduced to the EWWR in 2013. Being the first year of implementation, the outcome was very low in 2013: Only one citizen implemented an action in the EWWR 2013. This was a clean-up activity and does thus not apply to the PTDs 2013 theme.

b) Measuring: The distribution of actions amongst the different action themes reveals that the majority of actions touch more than one action theme. 38% of all actions implemented in Catalonia are registered under the Reuse theme, but only 48% of them selected to be involved in the PTDs 2013.⁶ One of the reasons for them not considering their action as a PTD action is that in Catalonia, the Prevention Thematic Days 2013 were supposed to be implemented preferably during the first day of the EWWR 2013, on 16 November 2013.

⁴ There were no actions implemented by Action Developers in the category “Others” in Hungary.

⁵ Public Authorities 56 %, Associations 16 %, Educational Establishments 17 % and Others 4 %.

⁶ This is a different approach of measuring than what has been applied for other territories: On other territories all actions implemented under the “reuse theme” were counted as actions implemented under the Prevention Thematic Days.



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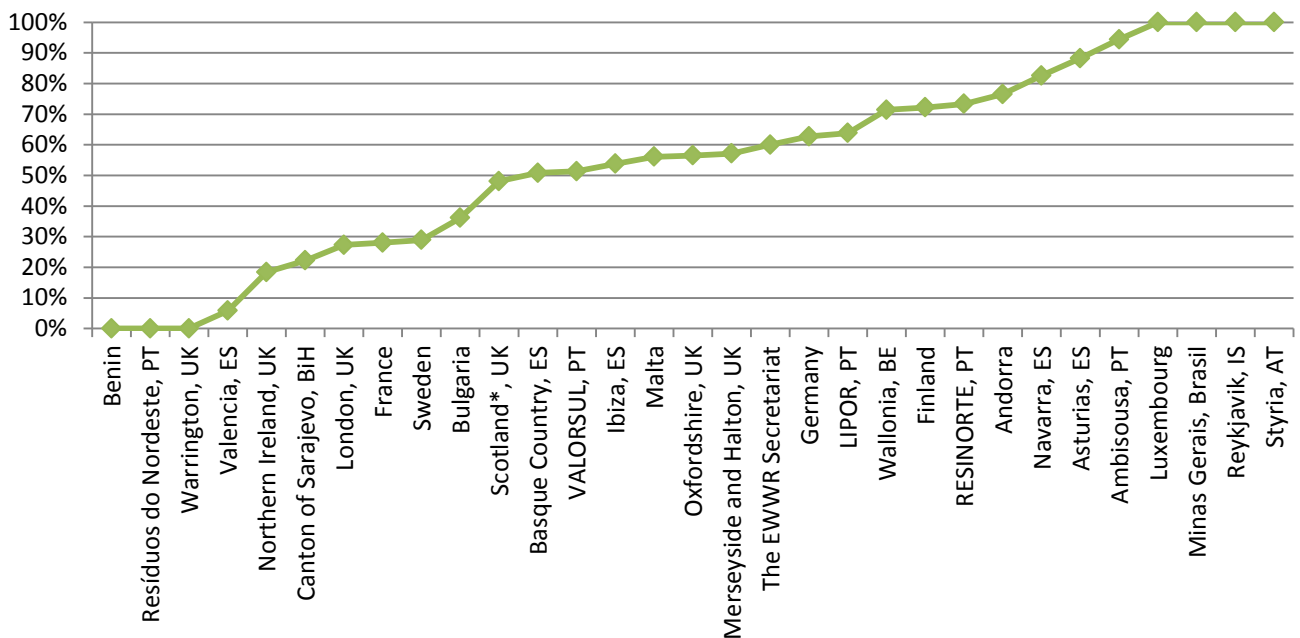
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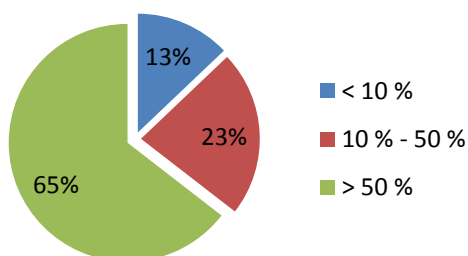
Summary of other territories' results:

The Prevention Thematic Days 2013 on reuse have been implemented in 28 out of the 31 other territories; the PTDs had thus coverage of 90 % in the territories outside of the partners' territories which means that target of 75 % coverage has been reached. The total number of actions related to the PTDs implemented in 2013 in other territories is 2002. Based on the data collected in the pilot areas it can be assumed that with these 2002 PTD actions, around 380000 participants could be reached and 240 t waste prevented⁷.

In general it can be noted that actions related to the Prevention Thematic Days 2013 had a very high share of total actions. Only in 4 territories the share of PTD actions was lower than the 10 % target (Benin, Resíduos do Nordeste (PT), Warrington (UK) and Valencia (ES)):



The following graph shows that two thirds of all territories had a share of more than 50 % of their actions being PTD actions.



⁷ Number of participants and quantities of PTDs 2013 are estimated on the basis of the results collected in the pilot areas in action C.9: Quantity of waste prevented = 240240 kg (120*2002), number of participants = 378378 (189 * 2002).

Annex: PTD actions implemented in 2013

Project Partners' territories

Territory		Public Authority	Association	Business	Education	Citizens	Others	Total (all categories)
Italy (AICA)	PTD	41	35	26	34	2	32	170
	total	602	134	4482	87	3	82	5399
	%	6,8%	26,1%	0,6%	39,1%	66,7%	39,0%	3,1%
Catalonia, Spain (ARC)	number	128	42	10	27	0	2	209
	total	415	119	190	45	1	7	777
	%	30,8%	35,3%	5,3%	60,0%	0,0%	28,6%	26,9%
Brussels, Belgium (IBGE-BIM)	number	30	15	14	60	5	4	128
	total	50	27	20	63	9	7	176
	%	60,0%	55,6%	70,0%	95,2%	55,6%	57,1%	72,7%
Hungary (OHÜ)	number	4	3	0	8	1	0	16
	total	6	6	2	13	1	0	28
	%	66,7%	50,0%	0,0%	61,5%	100,0%	--	57,1%
TOTAL (all territories)	number	203	95	50	129	8	38	523
	total	1073	286	4694	208	14	96	6380
	%	18,9%	33,2%	1,1%	62,0%	57,1%	39,6%	8,2%

	AICA	ARC	IBGE-BIM	OHÜ	Total	Average
Total PTD actions	170	209	128	16	523	131
Participants	950	17945	18000	7000	43895	10974
Waste avoided (in kg)	3000	38500	9301 ⁸	1500	52301	13075
Participants per action	6	86	141	438		167
Waste avoided per action (in kg)	17,65	184,21	72,66	93,75		92

⁸ Comment IBGE-BIM: This is an extrapolation. Among the 128 PTD organizers, only 15 have quantified the waste avoided (1090 kg), the extrapolation has thus been made from these numbers. (128 projects - 9301 kg). Action developers are not motivated to complete the assessment questionnaire. We will try to put more emphasis on the importance of quantified return for subsequent editions. Some data on the PTDs are easy to obtain, such as the number of actions as they are officially registered. But data on results, obtained via the evaluation questionnaires, are not sufficient to define clear results because of the following reasons:

- Not every Action Developer handed the evaluation form in
- The evaluation forms mostly don't mention the obtained results.
- Since no two actions are the same, it's very difficult to make extrapolations

Other territories (not partners' territories)

Territory		Public Authority	Association	Business	Education	Citizens	Others	Total PTD actions	Total actions	% PTD actions/ total actions
National Coordinators										
Andorra		11	0	1	1	0	0	13	17	76,5%
Bulgaria		6	0		7		0	13	36	36,1%
Finland		21	0	1	3	0	1	26	36	72,2%
France		398	322	13	17	0	4	754	2691	28,0%
Germany		51	35	14	5	1		106	169	62,7%
Luxembourg		1	0	0	0	0	0	1	1	100,0%
Malta		5	10	2	17	3	0	37	66	56,1%
Sweden		8	2	1	1	1	0	13	45	28,9%
Benin		0	0	0	0	0	0	0	2	0,0%
Territory		Public Authority	Association	Business	Education	Citizens	Others	Total PTD actions	Total actions	% PTD actions/ total actions
Regional Coordinators										
AT	Styria	5	0	1	1	0	0	7	7	100,0%
BE	Wallonia	6	13	0	1	0	0	20	28	71,4%
ES	Asturias	30	6	3	24	0	4	67	76	88,2%
	Basque Country	22	4	4	0	0	1	31	61	50,8%
	Ibiza	9	7	0	4	1	0	21	39	53,8%
	Navarra	15	3	0	0	0	1	19	23	82,6%
	Valencia	5	10	0	3	0	0	18	308	5,8%
UK	Northern Ireland	65	12	11	326	2	10	426	2320	18,4%
	Scotland*	12	23	7	2	0	3	50	104	48,1%
BiH	Canton of Sarajevo	0	2	0	0	0	0	2	9	22,2%
BR	Minas Gerais	1	1	1	0	0	0	3	3	100,0%
Territory		Public Authority	Association	Business	Education	Citizens	Others	Total PTD actions	Total actions	% PTD actions/ total actions
Sub-regional and local Coordinators										
IS	Reykjavik	1	1	0	1	0	0	3	3	100,0%
PT	Ambisousa	9	3	1	38	0	0	51	54	94,4%
	LIPOR	57	13	6	34	47	14	171	268	63,8%
	Resíduos do	0	0	0	0	0	0	0	3	0,0%

	Nordeste									
	RESINORTE	4	0	0	7	0	0	11	15	73,3%
	VALORSUL	10	0	0	9	0	1	20	39	51,3%
UK	London	3	0	0	0	0	0	3	11	27,3%
	Merseyside and Halton	4	0	0	0	0	0	4	7	57,1%
	Oxfordshire	1	0	0	0	0	12	13	23	56,5%
	Warrington	0	0	0	0	0	0	0	7	0,0%
The EWWR Secretariat		40	40	11	2	1	5	99	165	60,0%
TOTAL PTD actions per AD category		800	507	77	503	56	56	2002		
TOTAL actions per AD category		2471	818	839	683	1483	335	6629		
Percentage of PTD actions per category		32,4%	62,0%	9,2%	73,6%	3,8%	16,7%	30,2%		

Total (all territories)

Territory		Public Authority	Association	Business	Education	Citizens	Others	Total
Partners' territories	Total PTD actions	203	95	50	129	8	38	523
	Total actions	1073	286	4694	208	14	96	6380
	Percentage of PTD actions	18,90%	33,20%	1,10%	62,00%	57,10%	39,60%	8,20%
Other territories	Total PTD actions	800	507	77	503	56	56	2002
	Total actions	2471	818	839	683	1483	335	6629
	Percentage of PTD actions	32,40%	62,00%	9,20%	73,60%	3,80%	16,70%	30,20%
ALL territories	Total PTD actions	1003	602	127	632	64	94	2525
	Total actions	3544	1104	5533	891	1497	431	13009
	Percentage of PTD actions	28,3%	54,5%	2,3%	70,9%	4,3%	21,8%	19,4%

- Number of actions related to Prevention Thematic Days: 2525
- Number of coordinators implementing PTD actions: 31/34
- Quantity of waste prevented⁹: 232.300 kg (92kg *2525)
- Number of participants¹⁰ in each PTD: 421675 (167*2525)

⁹ Quantities are estimated on the basis of the results collected in the pilot areas in action C.9.

¹⁰ Number of participants is estimated on the basis of the results collected in the pilot areas in action C.9.