



The European Week for Waste Reduction

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The continuation of a success story



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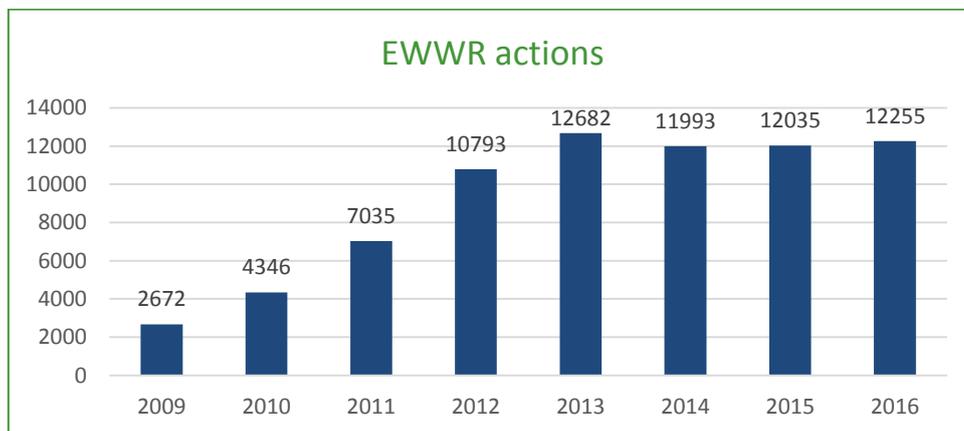


The European Week for Waste Reduction

The **European Week for Waste Reduction (EWWR)** is a LIFE project that aims to **raise awareness about waste prevention in Europe**. It encourages a wide range of audiences (public authorities, private companies, civil society as well as citizens themselves) to get involved and to implement awareness-raising actions about sustainable resource and waste management during a single week.

Every year in the last week of November, volunteers implement awareness-raising actions all over Europe and beyond. Since its first edition in 2009, **more than 73,800 EWWR actions** have been organised!

Thanks to the increasing success of previous editions from 2009 to 2016, nowadays the EWWR plays a **key role in awareness-raising on the 3Rs: Reduce, Reuse and Recycle**.¹ Moreover, it is **the biggest gathering of awareness-raising actions** about waste prevention in Europe.²



Wide recognition from EP and EC

The 2016 edition of the EWWR was held from 19 to 27 November 2016 and has proved to be triumphant once again with more than 12,200 actions implemented. We invite you to have a look at the [press file](#) for further details about the results of the 2016 edition.

The previous EWWR edition in 2015 was held **under the patronage of the European Parliament**. The EWWR has furthermore received **wide recognition from the European Commission** in the past years:

- **2014:** The EWWR was elected as a “**best of the best**” **LIFE project** at the 10th edition of the [LIFE Environment Awards in 2013](#). The EWWR project is thus one of 6 projects that are recognized as **the most exemplary environmental projects**.

¹ One feature of the EWWR is the Let's Clean Up Europe (LCUE) campaign. Every spring, clean-up actions on beaches, in forests, or in parks are implemented; combined with awareness-raising activities on the underlying problems and potential solutions – reduce, reuse, recycle!

² To get a better idea of how these actions can look like, please have a look at the exemplary EWWR actions in annex III of this document.



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- **2014:** The **2014 edition** of the EWWR took place **under the patronage of Mr Karmenu Vella**, European Commissioner for the Environment, Maritime Affairs and Fisheries.
- **2013:** The 2013 edition took place under the **patronage of the former European Commissioner for the Environment, Mr Janez Potočnik**.
- **Since 2011:** The EWWR is referred to on the homepage of [DG Environment's website on waste prevention](#).
- **2011:** The European Commission report on the [Thematic Strategy on the Prevention and Recycling of Waste](#)³ cites the EWWR explicitly
- **2011:** European Commission DG ENV's [Guidelines on the preparation of food waste prevention programmes](#) mention the EWWR

Impact of EWWR actions: waste prevention, reuse, recycling

One of the main objectives of the current EWWR LIFE+ project is to assess the impact of communication actions on concrete behaviour change regarding consumption and waste management patterns.

From the evaluation conducted after the 2015 edition of the EWWR it can be concluded that the EWWR does indeed have a substantial direct and indirect impact. For the European Week for Waste Reduction 2015, 40 national and regional Coordinators from 33 countries registered 12,035 actions which were carried out by Action Developers all over Europe and beyond. The evaluation of the 2015 edition of the EWWR showed:

- That more than **20 Million people** were directly involved in EWWR actions in 2015
- More than **150 Million people** were reached indirectly (people who heard about the project, saw a poster, received a letter, etc.)
- More than **69,000 tonnes** of waste was prevented, recycled or reused in EWWR actions.
- For the actions in the scope of the thematic focus of 2015, "**Dematerialisation – doing more with less!**"⁴, a total amount of more than 2,500 tonnes of waste was prevented⁵; for the actions in the scope of the European Clean-Up Day in 2016, **Let's Clean Up Europe**, a total amount of 6,000 tonnes collected litter was reported.⁶

In 2016 the EWWR was organized by 43 Coordinators in 32 countries which lead to the implementation of 12,255 actions. A similar impact as in previous editions is expected.

Outputs of the LIFE project

The concrete impacts of the European Week for Waste Reduction are achieved thanks to the large number of materials that have been developed by the EWWR Secretariat with the support of all EWWR partners. In order to help actors to come up with ideas for actions, a number of tools have been created during the EWWR LIFE project⁷, including [targeted toolkits](#) for the project's key target

³ REPORT FROM THE COMMISSION TO THE EUROPEAN PARLIAMENT, THE COUNCIL, THE EUROPEAN ECONOMIC AND SOCIAL COMMITTEE AND THE COMMITTEE OF THE REGIONS on the Thematic Strategy on the Prevention and Recycling of Waste SEC(2011) 70 final /* COM/2011/0013 final */

⁴ In the scope of the Prevention Thematic Days (PTDs)

⁵ Data extracted from EWWR 2015 evaluation report (www.ewwr.eu/docs/ewwr/Evaluation_Report_EWWR_2015.pdf) and the PTDs 2015 report (www.ewwr.eu/docs/PTD/Report_PTDs_2015.pdf).

⁶ Data extracted from LCUE 2016 evaluation report: www.ewwr.eu/docs/ewwr/Report_Lets_Clean_Up_Europe_2016.pdf.

⁷ For a complete list see annex III.

audiences, action factsheets and communication tools on specific waste prevention topics such as [Reuse](#), [Stop food waste](#), and [Dematerialisation – doing more with less!](#), [Packaging waste reduction – Use Less Packaging!](#), the methodology and communication tools for annual [clean-up days](#), a large database of [best practices](#) of [reduce](#), [reuse](#), [recycle](#) actions, a number of [videos and pictures](#) and a comprehensive set of [communication materials](#): logo, leaflet, promotional posters, information board, exhibition panels on the 3Rs (reduce, reuse, recycle), roll-up, web banners, email signatures, badges, shopping list, “no junk mail” stickers, board game. These tools are mostly available in 7 European languages and partly in even more languages.⁸

The Future of the European Week for Waste Reduction

The European Week for Waste Reduction has over the years established itself as the biggest awareness-raising initiative on waste prevention in Europe and has proven its substantial impact on people’s behaviour. In June 2017, the current funding of the EWWR through the LIFE+ programme of the European Commission will come to a term, but for all partners, Coordinators, and the large number of volunteers involved it is undoubted that the EWWR needs to be continued in the future.⁹

► What do we suggest?

A large number of outputs and tools have been produced during the LIFE project of the European Week for Waste Reduction. In the years to come the EWWR can thus mainly profit from those tools and documents. The key elements to be implemented in the future are the annual EWWR editions (including updated communication tools and promotion), the annual Coordinators meeting, the annual awards ceremony usually combined with an international conference on related topics, and the focus on one specific waste prevention topic each year. Furthermore, the Let’s Clean Up Europe campaign will be maintained and further developed and promoted.

► What do we need?

In order to continue the European Week for Waste Reduction as described above, the **EWWR European Secretariat needs to be maintained**. Keeping the EWWR Secretariat is essential to develop, coordinate and implement these activities, and helps to keep and further develop the European spirit of the EWWR project. In order to implement those activities, a yearly budget of 69,590 € would be needed:

EWWR edition in November	22,910 €
Annual thematic focus	3,560 €
Promotion	2,300 €
Coordinators meeting (physical)	10,900 €
Awards ceremony	20,560 €
Let’s Clean Up Europe	9,360 €
TOTAL	69,590 €

⁸ The EWWR Secretariat is regularly encouraging EWWR Coordinators to take the translation to their language into their hands, and has thus already ensured a number of additional language versions.

⁹ The current funding for the EWWR initiative via the LIFE+ programme of the European Commission ends with the end of the EWWR+ LIFE+ project in June 2017.



For a detailed breakdown of costs please see annex I. All features are explained in further detail here below.

Furthermore it needs to be recognised that the success of the EWWR is to a large extent thanks to the efforts and engagement of the EWWR Coordinators. The EWWR Coordinators are the pillars of the initiative, without their enthusiasm and great efforts the European Week for Waste Reduction would not function. The EWWR Coordinators are listed in annex II.

► What are the activities implemented by the Secretariat?

1. **Coordinating the annual EWWR editions:** Organising & coordinating the annual EWWR editions, recruiting, coordinating, and guiding the national, regional, and local Coordinators, managing online content on website & social media (including the online commitment tool www.ewwrcommitment.eu), updating the communication tools, producing retrospective movies.
2. **Promoting of the EWWR:** Drafting and sending of 2 newsletters, 2 press files, and 4 press releases per year, promoting the EWWR on conferences and to potential new Coordinators.
3. **Developing tools for the annual thematic focus:** 3 factsheets and communication tools.¹⁰
4. **Coordinating the Let's Clean Up Europe campaign:** Promoting the annual Let's Clean Up Europe campaign, recruiting new initiatives to become part of LCUE, providing support to the national, regional, and local Coordinators, developing website & social media content, updating the communication tools, creating retrospective movies.
5. **Organising Coordinators meetings:** 1 virtual and 1 physical meeting per year. Trello (www.trello.com) could be used as an additional platform for exchanging ideas on a regular basis.
6. **Organising Steering Committee meetings:** 3 virtual and 1 physical meeting per year.
7. **Organising the annual awards ceremony:** Coordinating the award selection procedure, inviting winners and Jury members to the ceremony, organising the ceremony logistically (room and material, catering, animator, welcome hostesses), promoting the event, design and print the programme and a flyer/leaflet, organising the visual capturing of the event (photographer, video recording, movie), coordinating the design and production of the award prizes and certificates.

► Why do we need those activities?

The above described activities of the EWWR Secretariat are essential to keep the EWWR running as effective as it is now and to keep the same high level of satisfaction of stakeholders involved¹¹:

- The **centralised and dynamic coordination** of the EWWR editions in November pushes for geographic extension and ensures the involvement of current coordinators, thus making sure that the initiative doesn't progressively slow down and disappear.
- The **EWWR website and social media** is the main window to the EWWR project and the central access point, its proper management is therefore crucial to keep the initiative running.

¹⁰ Future topics could be hazardous waste, WEEE, circular economy models, sustainable lifestyle, but also topics that have already been the focus in the past, such as food waste, reuse & repair, dematerialisation, or packaging waste.

¹¹ See EWWR 2014 evaluation report: [Evaluation report EWWR2014](#).

- **Regular contacts** between the Secretariat and the network of Coordinators are indispensable to maintain a high degree of motivation and the sense of being part of a great European movement.
- The **EWWR awards** are a huge motivator for EWWR Action Developers to take part in the European Week for Waste Reduction and have furthermore a substantial role for communication and promotion of the EWWR. A **new awards category** will be introduced to reward bilateral and **pan-European actions**.
- The organisation of the **Coordinators meeting** is of key importance to ensure the smooth introduction of new Coordinators to the project, to deepen the relations between Coordinators, to enable and encourage cross-border cooperation, and to develop concepts to strengthen the European spirit of the EWWR.
- **Promotion of the EWWR** is needed in order to keep it growing and to spread the EWWR to new territories. Basic media outreach is thereby an absolute minimum, while a limited amount of travels to conferences or bilateral meetings is crucial to win new Coordinators and to extend the geographical coverage of the EWWR.

► Governance through a Steering Committee

We envisage the governance of the European Week for Waste Reduction “after-LIFE” to be shared by a Steering Committee. The **European Steering Committee** will be composed by actors that are financing the EWWR and those that have a key role in it. All members of the ESC commit to contributing to the continuation of the initiative with an in-kind or financial contribution of at least 5,000 € per year. They will **share the responsibility** of spreading the EWWR to new countries and of **promoting the EWWR**. Together they **take all major decisions on the EWWR**, such as the composition of the EWWR awards jury, the annual thematic focus, or the communication strategy. The EWWR Steering Committee will meet four times in the course of a year to discuss these issues: three online meetings of 2h and one physical half-day meeting, coinciding with the EWWR awards ceremony (usually in May). The first meeting will be held on 17 May 2017 in Barcelona.

This form of implementing the EWWR with the help of a Steering Committee has already been successfully applied on a national level throughout several years. In Italy, the Italian partner AICA has initiated an Italian networking strategy for the EWWR and for Let’s Clean Up Europe. The members of the National Steering Committee **joined forces** and contacts to spread the commitment and the importance of the project. Every member represents an aspect of different stakeholders – drawing from the 6 categories of EWWR Action Developers. Members are the Ministry of the Environment, two representatives of big Public Administrations (Rome, Turin), the Italian Association of Municipalities, the main environmental national Association, the national federation of public utilities (environment, water and energy), the National Commission of UNESCO for schools, AICA for individual citizens, one Media and one technical Partner. This proved to be highly effective both in terms of participation, involvement as well as media coverage.

**Help us to continue the success story of the EWWR and
be a member of the EWWR Steering Committee!**



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Annex I: Budget needed

EWWR editions in November		Type of cost
Project Assistant: coordination of the annual EWWR edition	8,400 €	Staff
Project Assistant: social media & website management (news and updates, ensuring smooth running of the online registration tool)	6,000 €	Staff
Project Officer: Supervision of promotion & coordination of the EWWR, recruitment & coordination of the Coordinators	2,160 €	Staff
Website (maintenance & updates)	1,000 €	External assistance
Update of basic communication tools in all EU languages (annual posters, web banners, email signature)	1,500 €	External assistance
Commitment tool	1,200 €	External assistance
Adapting the commitment tool to new languages (per language)	1,100 €	External assistance
Retrospective movie	1,500 €	External assistance
Jury meeting (coffee/tee, cold drinks, lunch)	50 €	Consumables
TOTAL EWWR editions in November	22,910 €	
Annual thematic focus		
Project Officer: Development of 2-3 factsheets on annual thematic focus & tender to design a poster	1,260 €	Staff
Annual thematic focus: Design of a poster	2,300 €	External assistance
TOTAL Prevention Thematic Days	3,560 €	
Promotion		
Project Assistant: Promotion of the EWWR (2 newsletters, 2 press files, 4 press releases)	1,800 €	Staff
EWWR Secretariat promotion of the EWWR on conferences	500 €	Travel
TOTAL promotion	2,300 €	
Coordinators meeting		
Project Officer: Organisation & implementation of the Coordinators meeting	900 €	Staff
Room renting for the Coordination committee meeting (including logistics, material, coffee)	1,000 €	External assistance
Invitation of 25 EWWR Coordinators representatives to annual Coordinators committee & awards ceremony, 2 nights	8,500 €	Travel
Catering for 27 people for the Coordinators meeting (coffee/tea, cold drinks, lunch)	500 €	Consumables
TOTAL Coordinators meeting	10,900 €	
Awards ceremony		
Project Officer: Organisation & implementation of the awards ceremony	1,440 €	Staff
Promotion of event & design of programme/flyer + printing	1,000 €	External assistance
Hiring of an animator	1,000 €	External assistance
Welcoming hostesses (2, half day)	1,000 €	External assistance
Transport and renting costs of technical material	1,000 €	External assistance
Room renting for the awards ceremony	3,500 €	External assistance
Hiring of professional photographer and video recording	1,000 €	External assistance
Awards movie	2,000 €	External assistance
Design of award prices	1,000 €	External assistance
6 award winners to ceremony, 1 night	1,800 €	Travel



6 jury members to ceremony, 1 night	1,800 €	Travel
Catering for 100 people for the awards ceremony (cocktail reception)	2,500 €	Consumables
Award certificates	20 €	Consumables
Duplication of 6 award prices	1,500 €	Consumables
TOTAL award ceremony	20,560 €	
Let's Clean Up Europe		
Communication Officer: Promotion & coordination of the Let's Clean Up Europe campaign, winning new initiatives	3,960 €	Staff
Project Assistant: social media content for Let's Clean Up Europe & LCUE input for the website (news, maps & updates)	2,400 €	Staff
Update of communication tools for Let's Clean Up Europe	1,500 €	External assistance
Retrospective movie LCUE	1,500 €	External assistance
TOTAL Let's Clean Up Europe	9,360 €	
GRAND TOTAL	69,590 €	

Annex II: EWWR Coordinators in 2016

Austria: Amt der Steiermärkischen Landesregierung, Referat "Abfallwirtschaft und Nachhaltigkeit"

Belgium – Brussels: Brussels Environment (IBGE/ BIM)

Belgium - Walloon Region: Service Public de Wallonie

Bulgaria: BAMEE (Bulgarian Association of Municipal Environmental Experts)

Czech Republic: Ministerstvo životního prostředí - Ministry of Environment of the Czech Republic

Cyprus: Υπουργείο Γεωργίας, Αγροτικής Ανάπτυξης και Περιβάλλοντος - Ministry of Agriculture, Rural Development and Environment

Estonia: Keskkonnaministerium - Estonian Ministry of the Environment

Finland: Ecofellows with JLY - Jätelaitosyhdistys and Tampere Regional Solid Waste Management Ltd.

France: ADEME

Germany: VKU - Verband kommunaler Unternehmen e.V.

Hungary: OKTF NHI - National Waste Management Agency

Italy: Italian Steering Committee: Invitato permanente: CNI Unesco, Ministero dell'Ambiente e della Tutela del Territorio e del Mare, Federambiente, Anci, Città Metropolitana di Torino, Città Metropolitana di Roma Capitale, Legambiente, AICA (Associazione Internazionale Comunicazione Ambientale) – segreteria organizzativa, ERICA soc. coop. (partner tecnico), Eco dalle Città (partner tecnico)

Latvia: Vides Aizsardzības un Reģionālās attīstības Ministrija

Lithuania: Lietuvos Respublikos APLINKOS MINISTERIJA

- Ministry of Environment of the Republic of Lithuania

Malta: Wasteserv Malta Ltd

Portugal - Região Autónoma dos Açores: Direção Regional do Ambiente

Portugal - Amares, Braga, Pova de Lanhoso, Terras de Bouro, Vieira do Minho e Vila Verde municipalities: Braval - Valorização e Tratamento de Resíduos Sólidos, S.A.



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Portugal - Cascais, Oeiras, Mafra and Sintra municipalities : Tratolixo E.I.M

Portugal - Distrito de Évora: Gesamb – Gestão Ambiental e de Resíduos, EIM

Portugal - Distrito de Porto: LIPOR

Portugal - Distrito de Santarém, Distrito de Lisboa, Distrito de Leiria: Valorsul

Portugal - Região do Vale do Sousa: Ambisousa - Empresa Intermunicipal de Tratamento e Gestao de Residuos Solidos, EIM

Portugal - Residuos do Nordeste System: Residuos do Nordeste

Portugal - Resinorte - Valorização e Tratamento de Residuos Solidos, S.A. Alijó, Amarante, Armamar, Baião, Boticas, Cabeceiras de Basto, Celorico de Basto, Chaves, Cinfães, Fafe, Guimarães, Lamego, Marco de Canaveses, Mesão Frio, Moimenta da Beira, Mondim de Basto, Montalegre, Murça, Penedono, Peso da Régua, Resende, Ribeira de Pena, Sabrosa, Santa Marta de Penaguião, Santo Tirso, São João da Pesqueira, Sernancelhe, Tabuaço, Tarouca, Trofa, Valpaços, Vila Nova de Famalicão, Vila Pouca de Aguiar, Vila Real e Vizela.

Slovenia: Chamber of Municipal Services (ZKG)

Spain - Aragon: Gobierno de Aragon

Spain - Asturias: COGERSA

Spain - Basque Country: IHOBE - Basque Country Governemt Environmental Management Public Society

Spain - Catalonia: ARC - Agència de Residus de Catalunya

Spain - Ibiza: Consell Insular d'Eivissa

Spain – Mallorca: Consell de Mallorca

Spain - Valencia: Generalitat Valenciana

Sweden: Avfall Sverige AB

United Kingdom - Northern Ireland: WRAP Northern Ireland

United Kingdom - Scotland: Zero Waste Scotland

Albania: Ministry of Environment of the Republic of Albania

Andorra: Govern d'Andorra - Departament de Medi Ambient

Benin: Amis de l'Afrique Francophone-Bénin (AMAF-BENIN)

Bosnia and Herzegovina - Canton Sarajevo: COOR (Centar za okolišno održivi razvoj)

Dominican Republic - Santo Domingo: Programa de Accion Comunitaria por el Medio Ambiente (PACMA)

Iceland: Reykjavik City

Montenegro: Environmental movement "OZON"

All other areas: The EWWR Secretariat

Annex III: Exemplary EWWR actions

In Italy, A.I.C.A. - as the European Secretariat of LCUE - and the National Steering Committee guaranteed extensive visibility of LCUE in 2015 by organising a central event with the support of private sponsors and the help of volunteers: **“Keep Clean and Run” #pulisciecorri**, - [watch trailer here](#) - an eco-trail that covered 400 km, in Italy and France, in an awareness-raising itinerary. Two runners, while racing an average of 50-60 km a day, picked up litter they found in nature; each stage ended with public meetings to raise awareness in the municipality where runners stopped. This attracted substantial **media attention** and gave the opportunity to involve several **stakeholders** and make them **cooperate: local**



#pulisciecorri

authorities as well as the public sector, associations of volunteers, people passionate about sport and environment – in addition to a broader general public of citizens. A second edition took place in 2016, the start of the race being set from the Adriatic Coast and the arrival in Rome.

In Catalonia, ARC selected for the second edition of the EWWR awards a project from Barcelona Metropolitan Area. This public entity is responsible for treating the waste of the 33 municipalities, with a surface area of 587.9 km² and a population of over 3.1 million inhabitants. They carried out prevention and reduction projects, one of them, named “Better than new, 100% Old”. This campaign makes proposals for change aimed at the most sensitive citizens, encourages repair and reuse with a view to extending the useful life of the products along different routes: repairmen network in districts, second hand and exchange markets, specific repair and DIY workshops, repairmen visits of a neighbourhood. The campaign can be adapted to any European region, both for the quantity of professional repairmen and reuse centres and for the amount of potential reuse waste (furniture, textiles...). It is easy to organise any kind of activity of the campaign (tours, workshops, markets...) in order to manage to reduce waste. www.millorquenou.cat

In Hungary, the National Waste Management Directorate (NWMD) is the national coordinator for European Week for Waste Reduction since 2012. Due to the persistent work and active promotion it managed to increase the number of the Hungarian registered actions from 7 (2012) to 479 in 2015, out of which there are some with international recognition. Based on the decision of the international jury in educational establishment category the Hungarian ***Pumukli German Nationality Kindergarten*** was voted to be the best action in this category in 2015. The kindergarten teachers managed to compile a complex action with the help of which the waste hierarchy could be perceived and understood easily by the pre-schoolers emphasising the role of recycling, reuse and prevention. Amongst the consciously composed programs „how to sort waste properly competitions”, creative reuse afternoons, contests, donation, site visit could be also found, just like the waste reduction family afternoon during which parents were also involved to make more people aware of the consequences of our decisions in everyday life. Families should calculate their ecological footprints with which a holistic approach also appeared going beyond the waste problem putting it into the global picture of environmental problems. The action could be realised in any kind of educational institutions all over Europe. The key is to understand that environmental education should start in early ages in a way to grab the attention of the youngsters and to maintain it with interactivity and creativity.

Annex IV: Tools developed in the EWWR LIFE+ project

In order to help actors to come up with ideas for actions, a number of tools have been developed during the EWWR LIFE project, including

- [Targeted Communication Toolkits](#) for the project’s key target audiences: Citizens, Schools, Businesses, Public Authorities and NGOs
- Action factsheets and communication tools on specific waste prevention topics:
 - o [Reuse](#) (2013)
 - o [Stop food waste](#) (2014)
 - o [Dematerialization – doing more with less!](#) (2015)
 - o [Packaging waste reduction – Use Less Packaging!](#) (2016)
- Methodology and communication tools for annual [clean-up days](#)



- Large database of [best practices](#) of [reduce](#), [reuse](#), [recycle](#) actions, implemented by public administrations, associations & NGOs, businesses, schools, individual citizens, and other bodies (hospitals, retirement homes, cultural institutions, museums, libraries, religious entities)
- Comprehensive set of [communication tools](#): Logo, leaflet, promotional posters, information board, exhibition panels on the 3Rs (reduce, reuse, recycle), roll-up, web banners, email signatures, badges, shopping list, “no junk mail” stickers, board game.
- Videos: Annual retrospective videos of the EWWR editions (e.g. [2014](#), [2013](#), ...) and promotional videos about [Reduce](#), [Reuse](#), [Recycle](#) in 25 languages.



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