



## PRESS RELEASE

# The European Week for Waste Reduction rewards the best actions implemented in 2013

26 May 2014

The finalists and winners of the European Week for Waste Reduction (EWWR) awards were announced during the EWWR awards ceremony, held in Rome last Thursday, 22 May. The event took place in the scope of a EWWR conference, which was embedded in a three days congress: "[Towards a European Circular Economy](#)", jointly organised by AICA and ACR+. The EWWR conference focused on how to successfully communicate waste and resources. The topics approached included the status of current European waste projects as well as the key role of the EWWR as communication project on sustainable resource management.

The EWWR awards rewarded the most outstanding awareness-raising actions implemented during the EWWR 2013 in each of the categories of Action Developers: Administration/Public Authority, Association/NGO, Business/Industry, Educational Establishment, Citizens, and Others.

### The award winners

Six actions were awarded in the ceremony yesterday, one for each of the six Action Developer:

1) Administration/Public Authority

**RecupDay** – *Ixelles Municipality (Brussels, Belgium)*

This one day event's proposal took part in the heart of Brussels (Ixelles). It was intended to raise citizen's awareness through a variety of stands and activities that guided visitors and participants inside the thematic of Waste Prevention (Reduce), Reuse and Recycling.

2) Association/NGO

**Launch of the "Eco-Management" action for the itinerant market** – *Ecoscience Provence (Brignoles, France)*

This long term project was released with the aiming of making the Brignoles' market more environmentally friendly. Some of the actions submitted have changed consumers and stallholders' behaviour by improving the former waste sorting system and maintaining the cleanliness of the market place.

3) Business/Industry

**External Communication Campaign** – *SEUR (Basque Country, Spain)*

This joint initiative consists in providing a bicycle repair service given at workshops that employ disabled people. After that the bicycles are distributed among disadvantaged groups. The bikes are picked up free of charge by the Alberto Contador Foundation, and transferred without cost by SEUR Foundation.

4) Educational Establishment

**4th Vic Schools Exchange Market** – *Vic Network of Schools for Sustainability (XESVIC) & Vic City Council (Vic, Catalonia, Spain)*

The gathering of Schools for Sustainability organizes an exchange market between primary school pupils aged from 8 to 10. There is no money involved in the transactions and the activity is based onto reducing the amount of items stocked at home and that have no current use, avoiding them to become waste.



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[www.ewwr.eu](http://www.ewwr.eu)



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5) Citizens

**Prêt à prêter - Spreken is zilver, delen is goud ("ready to share")** – Céline Carbonnelle (Brussels, Belgium)

Miss Carbonnelle had the idea to offer a platform in her work environment to all colleagues so they can announce items they would like to share with the ones who were searching. Instead of throwing the object away, the person owns the tools, and puts his material at the disposal of the colleagues interested.

6) Others

**"Grandma's bread bag"** – José Marmelo e Silva Municipal Library (Porto, Portugal)

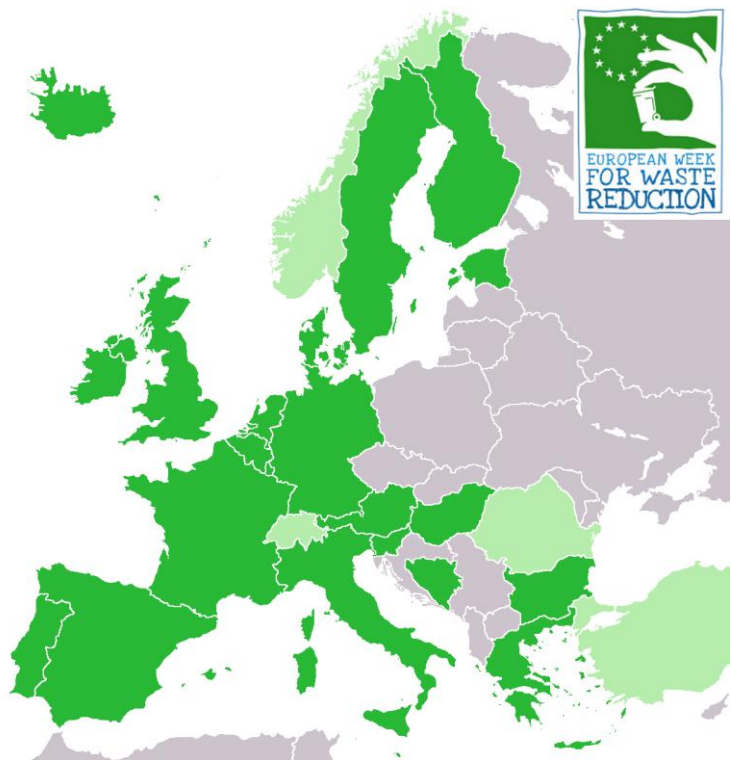
The action consists in the use of cloth bags when buying bread, avoiding the use of paper bags offered by bakeries, changing consumers' habits. This change into consumers' behaviour involves the decrease of the amount of waste generated at the source and helps into raising awareness for better environmental preservation.

For more information about the awards winners and finalists please have a look at the complete press file, available on the EWWR website: [www.ewwr.eu/press](http://www.ewwr.eu/press) (Press Area)

The EWWR: A continuing success story

Ever since it was launched in 2009, the EWWR has seen a tremendous increase in activity in all respects: more initiatives, more territories and more participants implementing over 37,000 actions within the five editions of the Week. This shows the growing success of the EWWR in Europe (and beyond), as well as the increasing interest in how to reduce the amount of waste we put in our garbage bins every day.

Within five years, the EWWR has succeeded to involve Action Developers in 27 countries; coordinated by 35 Organisers in cooperation with the EWWR Technical Secretariat. In addition, the EWWR contributed to creating a lively network of public authorities and stakeholders acting in the field of waste prevention at national, regional or local level who are sharing their expertise and best practices to reduce waste. The EWWR has become the key waste and resource event in Europe.



Since the 2013 edition, the EWWR has extended in scope to cover all 3Rs: Reduction of waste, Reuse of products, and Recycling of materials. This extension will help to involve more actors and countries, as well as to raise people's awareness on preserving material resources and reducing waste.

The next EWWR edition will take place **from 22 to 30 November 2014** and will have a special focus on food waste prevention. Everyone interested in joining is welcome!



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**The European Week for Waste Reduction** was launched in 2009 with the support of the LIFE+ Programme of the European Commission. The aim of the European Week for Waste Reduction is to put forward the concept of waste prevention, reuse and recycling during one week, by coordinating awareness-raising actions organised by a variety of actors.

The Week is coordinated at European level by the Association of Cities and Regions for Recycling and Sustainable Resource Management (ACR+) in cooperation with several national and regional organisations. ACR+, the international network of public authorities committed to promoting sustainable waste and resource management, acts also as Technical Secretariat for the EWWR.

The project is implemented with the help of 4 project partners: AICA, the International Association for Environmental Communication from Italy, ARC, the Catalan Waste Agency, IBGE-BIM, Brussels Environment, the Brussels Region environmental agency and OHÜ, the National Waste Management Agency for Hungary.

**More information about the Week:**

[www.ewwr.eu](http://www.ewwr.eu) and [contact@ewwr.eu](mailto:contact@ewwr.eu)



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