



PRESS RELEASE

The European Week for Waste Reduction 2015: more than 12.000 actions to reduce, reuse, and recycle!

Brussels, 20th of November 2015

To be released immediately

After six years of successful implementation, the [European Week for Waste Reduction \(EWWR\)](#) returns for its annual appointment with another intensive week of awareness-raising events. **From the 21st to the 29th of November 2015, more than 12.000 actions¹ related to waste reduction, products reuse and materials recycling, as well as Clean-Ups, will be carried out in 33 countries.**

For more information on the EWWR 2015, please consult our comprehensive [Press Kit](#).

The EWWR 2015

The EWWR actions aim at increasing awareness on resource efficiency and circular economy. The objective is to change the behaviour of European citizens regarding their consumption patterns and waste habits; promoting waste reduction, repairing and reusing of products as well as waste sorting and recycling, in particular in countries where sorting and recycling rates are still low.

The **7th edition of the EWWR** is a federative project and benefits from wide political support. In particular, it will take place under the patronage of the European Parliament and its president Martin Schulz.

Waste prevention holds a strong place in the EWWR, as it makes more sense to avoid waste or to reduce it at the source than dealing with it once it has already ended up in garbage bins. To highlight this, Prevention Thematic Days (PTDs) will be implemented during the EWWR. **The PTDs 2015 will focus on the topic of Dematerialisation.** Dematerialisation means to use less or no material while delivering the same level of functionality. During the EWWR, a great number of actions will address dematerialisation through creative workshops, reuse market and repair cafés, including extensive awareness-raising campaigns in schools and other activities all over Europe and beyond!

Reduce, Reuse, Recycle: it is time to take action... and every action counts!

¹ The final number of registered actions, as of 20 November 2015, is 12.035



With the support of
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The EWWR in context: too much waste

Launched in 2009, the EWWR has always focused on raising awareness on waste prevention, the highest priority stated in the European waste management hierarchy.

Over the six past editions, the EWWR has seen a growing success in Europe (and beyond), and created a network of public and private actors actively involved in the field of waste prevention. Not only associations, public authorities, educational establishments and businesses, but also individual citizens will implement actions during the EWWR: this shows the increasing interest in how to reduce the amount of waste we put in garbage bins every day.

On average, a European citizen throws away nearly 500 kg of waste yearly², while recycling less than half of it – and in some countries almost none of it³. More actions, such as the ones implemented during the EWWR, are needed to change people's habits at home, at the office, or when shopping, for instance. Taking advantage of its past success, in 2013, the EWWR has proposed new features to help communicate on the **3Rs: Reduce waste, Reuse products, Recycle materials**. In particular, new communication tools have been developed to target specific audiences: public administrations and associations, businesses, schools, and individual citizens.

Moreover, to catch the attention of Europeans on one of the ugliest sides of waste and in the frame of the EWWR, European clean-up days will be implemented from the 6th to the 8th of May 2016. The initiative, called "[Let's Clean Up Europe](#)", will call on volunteers to pick-up waste littered in nature, for instance on beaches, in forests and other areas.

The EWWR partnership

With the support of the LIFE+ programme from the European Commission, the EWWR project includes the following partners: ACR+ (Association of Cities and Regions for Recycling and Sustainable Waste Management – European project coordinator), Brussels Environment (Belgium), the Catalan Waste Agency (Spain), the Environment communication association AICA (Italy), and the National Waste Management Directorate of Hungary. In 2015, the European Week for Waste Reduction will be implemented **under the coordination of 40 national or regional coordinators**, public administrations – or bodies acting on their behalf – **in 33 countries**.

END

More information:

The Press Kit is available on the EWWR website (www.ewwr.eu/en/misc/press).

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² According to Eurostat, 481 kg of waste was generated per inhabitant in the EU28 in 2013. Source: [Eurostat](#)

³ Only 42% of municipal treated waste was recycled or composted in the EU27 in 2013. Source: [Eurostat](#)



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