



PRESS RELEASE

The European Week for Waste Reduction 2016: more than 12.000 actions to reduce, reuse, and recycle!

Brussels, 18th of November 2016

To be released immediately

From the 19th to the 27th of November 2016, the [European Week for Waste Reduction \(EWWR\)](#) is back for another intensive week of awareness-raising events! During this 8th edition, more than 12,000 actions related to waste reduction, products reuse and materials recycling, as well as Clean-ups will be carried out across 32 countries in Europe and beyond.

For more information on the EWWR 2016, please consult our comprehensive [Press Kit](#).

The EWWR 2016

The European Week for Waste Reduction (EWWR) is an international initiative aiming to promote the implementation of awareness-raising actions about sustainable resource and waste management during a single week. The objective of EWWR actions is to change the behaviour of European citizens regarding their consumption patterns and waste habits.

In 2016, 12,255¹ actions will be implemented under the coordination of 43 national or regional coordinators in 32 countries.

Each year, the EWWR offers a special focus on waste prevention via the **Prevention Thematic Days**. For the 8th edition, the chosen topic is "[Packaging Waste Reduction](#)". Packaging refers to any materials used for the containment, protection, handling, delivery and presentation of goods. It has many benefits but worldwide we are now using a very high amount of packaging. Discover great ideas to "Use Less packaging!" in our [2016 database of actions](#) and don't hesitate to join! Waste prevention holds a strong position in the EWWR, as it is more efficient to reduce it at the source than to deal with it once it has already ended up in garbage bins.

Reduce, Reuse, Recycle: it is time to make a difference... and every action counts!

¹ The final number of registered action as of 18 November 2016



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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 seven past editions, the EWWR has seen a growing success 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. Including this year's actions, the EWWR has reached a **total number of 73,811 actions since its first edition in 2009**.

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.

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.

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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, 475 kg of waste was generated per inhabitant in the EU28 in 2014. Source: [Eurostat](#)

³ Only 43.5% of municipal treated waste was recycled or composted in the EU27 in 2014. Source: [Eurostat](#)



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