



PRESS RELEASE

The European Week for Waste Reduction rewards the best actions implemented in 2017

Brussels, 23 May 2018

To be released immediately

The [EWWR Awards Ceremony](#) took place on 22 May 2018, during the EU Green Week, at the European Committee of the Regions in Brussels, where our honoured Jury revealed the names of the most outstanding awareness-raising actions implemented during the EWWR 2017.

The Commissioner for Environment, Karmenu Vella, Michel Lebrun (Head of the Belgian Delegation, Committee of the Regions) and Josep Maria Tost i Borràs (ACR+ President) opened the Ceremony and welcomed the participants to this great EWWR celebration.

Six winners were awarded, one in each of the following categories: Publication administration and organisation, Association/NGO, Business/Industry, Educational Establishment, Citizen(s), as well as a European Special Prize for the action showing the best European spirit. They all happily came on stage to accept their well-deserved awards.

The EWWR Award winners

Amongst the 15 finalists, six actions were awarded in the ceremony: one for each of the five categories of Action Developers, and the European Special Prize:

1. Public Administration and organisation

[La LouvièR³: zero waste objective - City of La Louvière \(Wallonia, Belgium\)](#)

Since 2000, the city of Louvière has been committed to implement a responsible policy of waste reduction and promote the “3Rs” approach. During the EWWR 2017, they organised a multitude of actions targeting schools, citizens, as well as involving local businesses through the creation of a “zero waste” label.

2. Association/NGO and body/organisation of public interest

[Jo Sóc COCO Campaign - REZERO \(Catalonia, Spain\)](#)

Rezero organised several events, in particular a public presentation and press conference to unveil the “Objective #Rezero” web series. The web series is the first European web documentary on waste reduction featuring five families undertaking a challenge: to go 30 days without generating waste.

3. Business/Industry

[Unpacked – directly into the pot! - Hertel Verwaltungs GmbH \(Germany\)](#)

With their campaign, Hertel asked their customers in 200 stores around Germany to bring their own pots to their food trucks. The proceeds from the saved packaging materials were donated to the NABU project “Oceans without plastic”.

4. Educational Establishment

Designing orthopaedic and medical devices reusing materials - IES Comte de Rius (Catalonia, Spain)

This school developed several solidarity projects aiming to empower elderly by creating useful devices such as a remote light control mobile application and a multisensory experience for Alzheimer patients from reused and recycled materials.

5. Citizen(s)

Anti-Black Friday Gorilla Campaign - Conscious Cup Campaign (Ireland)

This public awareness event focused on the negative impact from the manufacture, distribution and disposal of single use items, such as a coffee cups. Additionally, the campaign created an interactive map showing cafes that agreed to provide an incentive for their customers who bring their own reusable cup.

6. European Special Prize

Coffee-to-go-nochemol - Eurodistrikt Strasbourg-Ortenau (France and Germany)

The Eurodistrict Strasbourg-Ortenau launched a project on returnable coffee cups on the German and French territories. The project consisted of two key elements: a communication kit and the development of hygiene recommendations to comfort vendors of coffee-to-go to accept reusable containers.

For more information about the EWWR Awards winners and finalists, please have a look at our comprehensive Press File, available [here](#).

The EWWR – A Key event in waste management

In 2017, the number of actions amounted to 13,410, a new record! They were registered via 40 national, regional and local Coordinators in 30 countries and in cooperation with the EWWR Secretariat. Since 2009, the EWWR's network of public authorities and stakeholders has been growing and showing their commitment and interest in the field of waste prevention.

This 9th edition in 2017 put a focus on the topic of [Reuse & Repair](#) with the slogan "Give it new life!" and many action developers embraced this theme. It drew attention to the need to shift from a throw-away attitude towards more appreciation for products and the resources used.

We are now looking forward to the next EWWR edition from **17 to 25 November 2018** with a focus on the important topic of hazardous waste prevention. We warmly invite you to join the EWWR and gather more wonderful experiences. You may be the next EWWR winner!

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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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