



PRESS RELEASE

European Week for Waste Reduction – 21st-29th November 2009 2577 actions validated in 13 countries for the first edition!

Brussels, 19 November 2009

With the support of the European Commission's LIFE+ Programme, the first official **European Week for Waste Reduction (EWWR)** aims to inform large numbers of European citizens about the simple actions that they can take in everyday life to help contribute to waste reduction efforts.

The 2009 edition of the EWWR will be organised by 20 European public authorities across 13 European countries!

At **national level**, the European Week for Waste Reduction will take place in Estonia, France, Ireland, Italy, Portugal, Sweden and Andorra.

At **regional level**, the EWWR will be organised in the 3 Belgian Regions (Brussels-Capital Region, Flanders, Walloon Region), as well as many parts of Spain (Catalonia, Gipuzkoa, Balearic Islands, Navarra, Valencia) and the UK (Scotland, Wales, the East of England region, the City of Belfast).

Outside these areas where there is an official organiser, several actions will be carried out by **individual project developers** who work directly with the EWWR European Secretariat. These will take place in Finland, Malta, Serbia as well as other regions of Spain and the UK.

See attached map for more information.

Together take action, reduce waste!

Under the coordination of the 20 organisers and with the support of the European Secretariat of the Week, a variety of actors, including public authorities and administrations, associations and NGOs, businesses and industry, educational establishments, etc. will get involved in the Week by carrying out awareness-raising actions on waste reduction, with various targeted audiences (citizens, employees, pupils,...).

These project actions will focus on the various stages of the product cycle, ranging from production and consumption to reuse. They will be focused on one or several of the 5 following themes: Too much waste – Better production – Better consumption – A long life for products – Less waste thrown away.

A range of communication tools have been elaborated in support of the project developers: posters, badges, leaflets, exhibition panels, shopping list notebook, board game "Race to reduce", "No junk mail" stickers, internet "waste quiz" and a well documented multilingual website www.ewwr.eu.

European events

In addition to the multitude of decentralised events that will take place across Europe during the Week of 21st – 29th November 2009, an **International Conference on Waste Reduction will be held in Girona from the 24th – 25th November 2009** with the aim of facilitating the exchange of best practices of waste prevention across Europe. Furthermore, the most outstanding European Week for Waste Reduction actions will be rewarded at the **European Waste Reduction Awards Ceremony in March 2010 in Brussels**.

For more information: EWWR website: www.ewwr.eu
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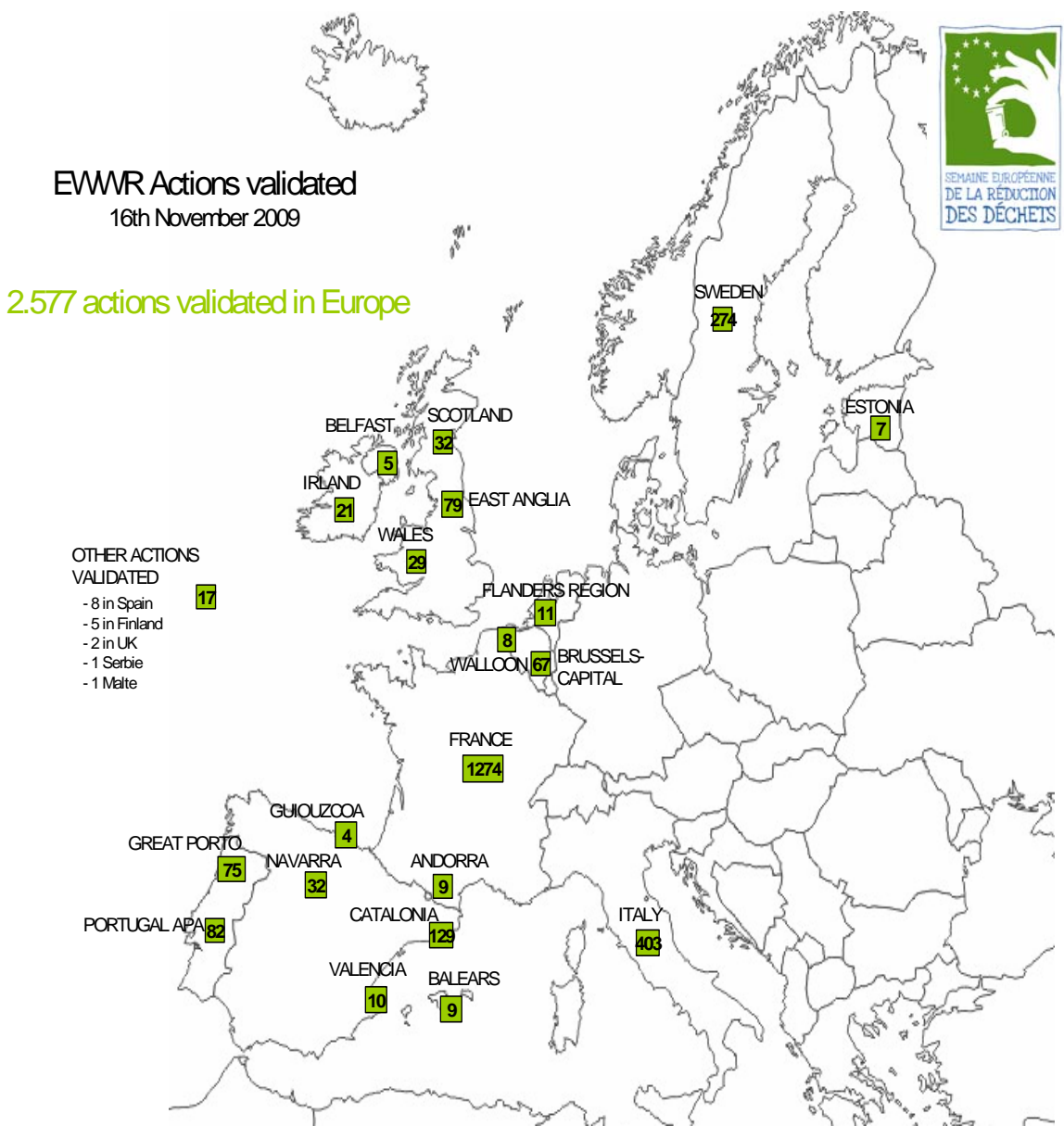




EWWR Life+ Project

With support from the LIFE+ Programme over the next 3-year period, a European Week for Waste Reduction will be held in 2009, 2010 and 2011. The aim is that the project will have a lasting impact, and that it will progressively extend its scope within Europe, reaching as wide an audience and raising awareness among the greatest number of citizens possible.

The European Week for Waste Reduction Life+ project is run by a group of 5 partners: [ADEME](#) (France, Project Coordinator), [ACR+](#) (European network, Secretariat), [ARC](#) (Catalonia, Spain), [IBGE](#) (Brussels, Belgium) and [LIPOR](#) (Greater Porto, Portugal).



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