

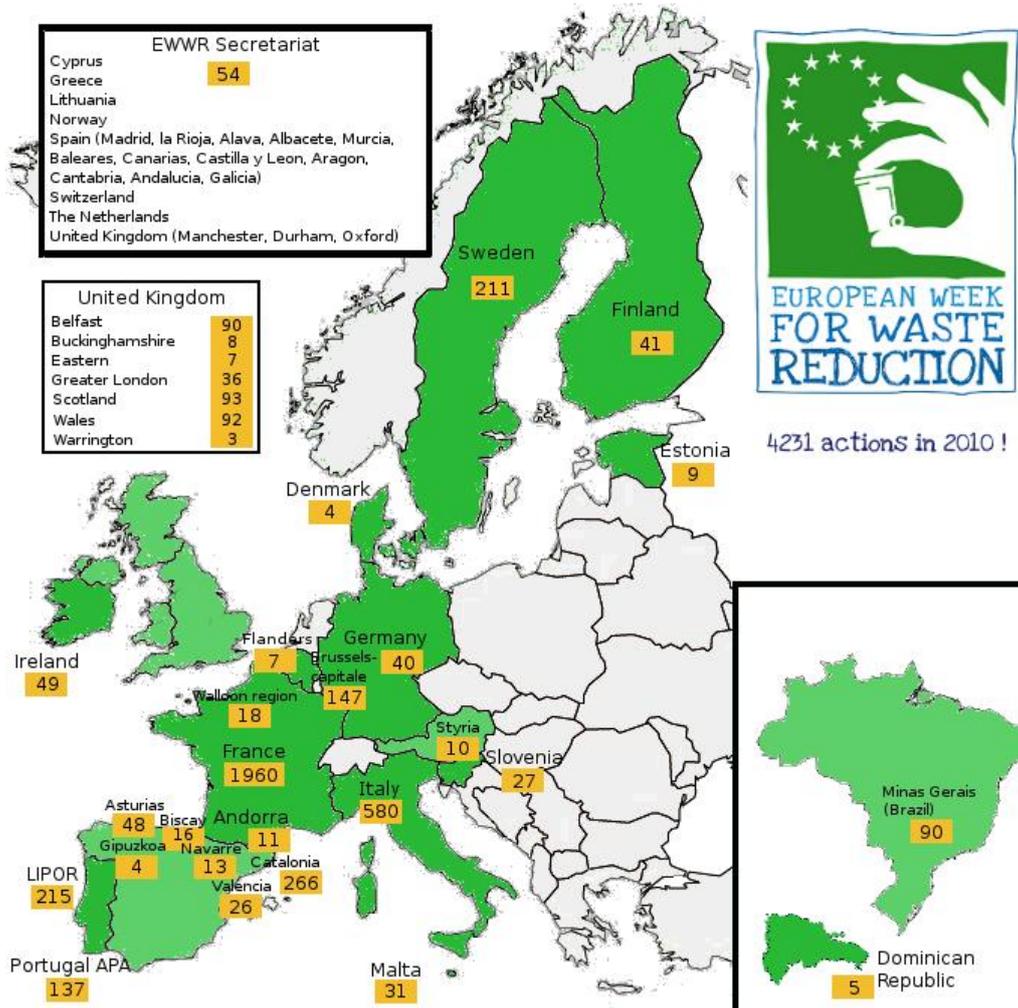


PRESS RELEASE

European Week for Waste Reduction – 20th-28th November 2010 More than 4000 actions: the second year of the EWWR is doing better than the first!

Brussels, 18 November 2010

With the support of the European Commission's LIFE+ Programme, the **European Week for Waste Reduction (EWWR)** will run for the second time between 20 and 28 November 2010, with the aim 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.



4231 actions in 2010 !

More actions, more countries, more people involved!

According to the last count, **4231 EWWR actions** are being implemented in 2010. Last year's record has been broken (2672 actions were implemented in 2009)!

In order to coordinate and promote the 2010 Week, 19 of the 20 Organisers across 10 countries who took part in 2009 are taking part this year. In addition 13 new Organisers have joined the ranks, including six new participating countries (Denmark, Germany, Malta, Finland, Slovenia and Austria, along with



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associated Organisers from outside Europe: the Dominican Republic and a region in south east Brazil). In total, there are **32 Organisers across 17 countries**, mobilising stakeholders and validating their actions, that is an increase of more than 50% compared to last year. The complete [list of Organisers](#) and actions can be found on the EWWR website.

At **national level**, the European Week for Waste Reduction will take place in Andorra, Denmark, Estonia, Finland, France, Germany, Ireland, Italy, Malta, Portugal, Slovenia, Sweden and the Dominican Republic.

At **regional and local level**, the EWWR is being organised in the 3 Belgian Regions (Brussels-Capital Region, Flanders, Walloon Region), as well as the Styrian region of Austria, many parts of Spain (Asturias, Bizkaia, Catalonia, Gipuzkoa, Navarra, Valencia) and the UK (London, Scotland, Wales, the East of England region, the cities of Belfast and Warrington, and the region of Buckinghamshire), along with the Brazilian region of Minas Gerais.

Moreover, the EWWR Secretariat has promoted the week and coordinated registrations from areas not covered by any EWWR Organiser. We have therefore received projects from other countries including: Cyprus, Greece, Lithuania, Norway and Switzerland.

Together take action, reduce waste!

Under the coordination of the 32 organisers and with the support of the European Secretariat of the Week, a variety of project developers, including administrations, associations and NGOs, businesses and industry, educational establishments, etc. are getting involved in the EWWR by carrying out awareness-raising actions on waste reduction, with various targeted audiences (citizens, employees, pupils, etc.).

These 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 longer life for products – Less waste thrown away.

To promote the EWWR, Organisers have each received a variety of **communication tools**. Along with some classic tools (posters, leaflet, web banners, etc.), new tools have been developed for 2010 including: a [Facebook page](#), an online game, an electronic comic strip and a [promotional video](#) available in 22 languages. Judging on the number of the Project developers involved, the Organisers' communications have worked!

The most outstanding European Week for Waste Reduction actions will be rewarded at the **European Waste Reduction Awards Ceremony in March 2011 in Brussels**.

The BatucaMob: beats on bins!

In addition to the multitude of decentralised events that will take place across Europe during the week of 20th – 28th November 2010, the EWWR will start this year with a European-wide event that will take place in several countries at the same time (Saturday 20 November at 11.00 am). Percussionists and sometimes dancers will build the concept of a "flash mob". The idea, named as a "BatucaMob" where Batucada means "beat" in Portuguese, essentially comes from the Brazilian tradition where spontaneous groups of people come together and play percussion music. On the opening day of the EWWR, people from several countries are invited to signal the beginning as well as the importance of the week.

BatucaMobs will take place in Andorra (Encamp), Catalonia (Barcelona, Cornellà de Llobregat, Molins de Rei), France (Paris, Nantes and Le Tampon), Portugal (Porto), Belgium (Brussels), Italy (Marsala, Rossano, Clusone, Rieti, Corbetta and Vittuone, Tortona, Venaria Reale, Torino, Arenzano, Venice), the Dominican Republic (Santo Domingo), Brazil (Belo Horizonte). In some places, several BatucaMobs will happen at the same time, while others will be organised in schools during the week. The biggest BatucaMob to be organised will be the Brazilian one, with a gathering of some 500 musicians in a giant feast of percussions, rhythm and dances.



For more information: see the comprehensive press file available from 20/11/2010 on the EWWR website

EWWR website: www.ewwr.eu/press

EWWR Secretariat: contact@ewwr.eu

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, Technical Secretariat), [ARC](#) (Catalonia, Spain), [IBGE](#) (Brussels, Belgium) and [LIPOR](#) (Greater Porto, Portugal).



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