



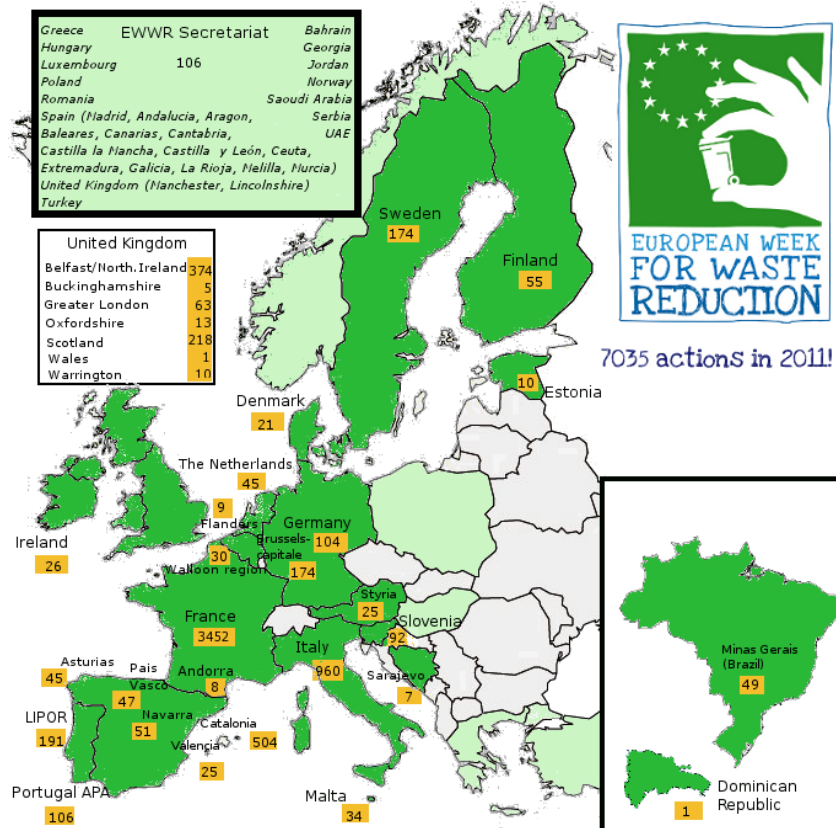
PRESS RELEASE

European Week for Waste Reduction – 19th-27th November 2011

More than 7000 actions: the EWWR spirit grows in Europe!

Brussels, 16 November 2011

With the support of the European Commission's LIFE+ Programme, the **European Week for Waste Reduction (EWWR)** will run for the third time between 19 and 27 November 2011, with the aim of informing large numbers of European citizens about the simple actions that they can take in everyday life to help contribute to waste reduction efforts.



7035 actions in 2011!

More actions, more countries, more people involved!

According to the last count, **7035 EWWR actions** are being implemented in 2011. Once again, the previous year's record has been broken! (4346 actions in 2010)

In order to coordinate and promote the 2011 Week, **34 Organisers across 20 countries** are mobilising stakeholders and validating their actions. 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, the Netherlands and the Dominican Republic.



With the support of the European Commission

www.ewwr.eu





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 in Austria, the Greater Porto area, the Sarajevo Canton in Bosnia and Herzegovina, many parts of Spain (Asturias, the Basque Country, Catalonia, Navarra, Valencia) and the UK (London, Scotland, Wales, Northern Ireland, the regions of Buckinghamshire and Oxfordshire, and the cities of Belfast and Warrington), 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 Greece, Hungary, Norway, Poland, Romania, Turkey and other countries.

Together take action, reduce waste!

Under the coordination of the 34 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 about waste reduction, with various target 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.

The European character of the EWWR will be reinforced by introducing **common actions** across Europe in 2011. These common actions will take place during the Week in different locations in Europe using the same methods, sharing the common objective of highlighting their real impact on waste reduction. There are five categories of common actions, focussing on various symbolic issues: Paper waste reduction; Food waste reduction; Repair & reuse; Excessive packaging waste reduction; Clean-up days (to highlight the amount of waste thrown away). The idea is to measure the waste avoided during the actions themselves and to communicate this information. Common actions will take place in particular in Belgium, France, Italy, Portugal, Spain, Malta and the UK.

The most outstanding European Week for Waste Reduction actions will be rewarded at the **European Waste Reduction Awards Ceremony in June 2012 in Paris**.

For more information: see the comprehensive press file available from on the EWWR website (www.ewwr.eu/press) from 17 November 2011.

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EWWR Life+ Project

With support from the LIFE+ Programme over a 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, EWWR Technical Secretariat), [ARC](#) (Catalonia, Spain), [IBGE](#) (Brussels, Belgium) and [LIPOR](#) (Greater Porto, Portugal).



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