



## PRESS RELEASE

### European Week for Waste Reduction – EWWR: Awards ceremony 2009 and launch of 2010 edition

Brussels, 16 March 2010

The awards ceremony for the European Week for Waste Reduction 2009 ([www.ewwr.eu](http://www.ewwr.eu)) took place on Monday March 15, 2010 in Brussels in front of several personalities and numerous participants from all across Europe. The ceremony rewarded the most exemplary actions for their awareness raising actions on waste reduction in each of the 5 project categories (**Administration & public authority, Associations & NGO, Business & industry, Educational establishment, Other**).

#### Huge Participation Success of the First Edition of the EWWR

During 21 – 29 November more than 2,670 EWWR actions took place throughout Europe aiming to reduce waste in 14 countries. For the awards competition the list of nominations was made up of 60 actions from 11 European (List available in the press file).

#### 18 finalists and 6 winners for the best awareness raising actions

At the end of the selection process, which was led by an independent European jury comprising of representatives of each of the different award categories, the following 6 actions were presented with awards:

- **Category “Administration & Public Authority”:** **“Let’s do it with Freda”, Environmental Council, Estonia.**  
An educative action on waste reduction for pupils between 5 and 15 years of age. The environment council created a tool which gives concrete advice over the period of a 2 hour lesson.
- **Category “Association & NGO”:** **“Enrenou de Roba”, “Roba Amiga” Co-op, Catalonia, Spain.**  
Enrenou de Roba consisted of a marathon 10 hours in which 34 designers –professionals, first timers or final year students at Catalan design schools – let their imagination run wild in order to create new outfits from 4 tons of second hand clothes.
- **Category “Business & Industry”:** **“Eurest reduces waist”, Sweden.**  
Between autumn 2009 and spring 2010 Eurest committed to measure the quantity of waste produced in their kitchens and left over by their clients. In order to raise awareness among its staff and clients on waste reduction they placed a series of tools to explain, not only the evolution of waste quantities, but also concrete actions to adapt in order to reduce waste production.
- **Category “Educational Establishment”, “You Make The Difference”, Ecole 7 Circolo didattico Pozzuoli, Italy.**  
In the framework of an educative project centred on the promotion of sustainable development the children of 7<sup>th</sup> class Circolo Didattico de Pozzuoli (near Naples) participated in the European Week for Waste Reduction in order to raise awareness and arouse interest in the culture of waste prevention among citizens.
- **Category “Parish action on Waste Reduction”, Aguas Santas, Grand Porto, Portugal.**  
The Aguas Santas catechists group brought together 310 participants around the theme of waste reduction during a mass and activities with children, in particular around the questions of home composting and the collection of clothes for the needy.
- **Jury’s Favourite Award: “Welcome to Poubellec’h”, Communauté des communes de la Presqu’île de Crozon, Bretagne, France.**  
Welcome to Poubellec’h is a treasure hunt that took place in the centre of the Crozon Town. It involves the discovery of different actions that encourage waste reduction. It was put together by in association with local actors: schools (staff and pupils), traders, associations and co-ops.

#### Promotion of 2010 edition of the EWWR



With the support of  
the European Commission

[www.ewwr.eu](http://www.ewwr.eu)





The 2010 edition of the EWWR will take place on 20 – 29 November 2010. A 'call for interest' was launched for new national, regional or local European authorities who wish to organise the European Week for Waste Reduction 2010 in their region with a view to expanding the EWWR's expansion across Europe.

For more information the complete press file is available from:

Olivier De Clercq  
ACR+,  
[odc@acrplus.org](mailto:odc@acrplus.org)  
+32 485 112 669

Or on the official website: [www.ewwr.eu](http://www.ewwr.eu) (Press Area)

**The European Week for Waste Reduction** is a 3 year project supported by the LIFE+ Programme of the European Commission until 2011. The aim of the European Week for Waste Reduction is to put forward the concept of waste prevention during a whole week by coordinating awareness-raising actions organised by a variety of actors.

The project consists of 5 partners:

- The French Environment and Energy Management Agency (ADEME, Project Co-ordinator)
- The association of Cities and Regions for Recycling and Sustainable Resource Management (ACR+, Project Secretariat)
- Catalan Waste Agency (ARC)
- Brussels Environment (IBGE)
- The Inter-municipal Waste Management Service of Greater Porto (LIPOR)



With the support of  
the European Commission

[www.ewwr.eu](http://www.ewwr.eu)

