



PRESS FILE



European Week for Waste Reduction Awards 2009

March 2010



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EUROPEAN WEEK FOR WASTE REDUCTION

GENERAL OVERVIEW

Did you know that...

the manufacturing 1 toothbrush generates 1.5 kg of “hidden” waste?

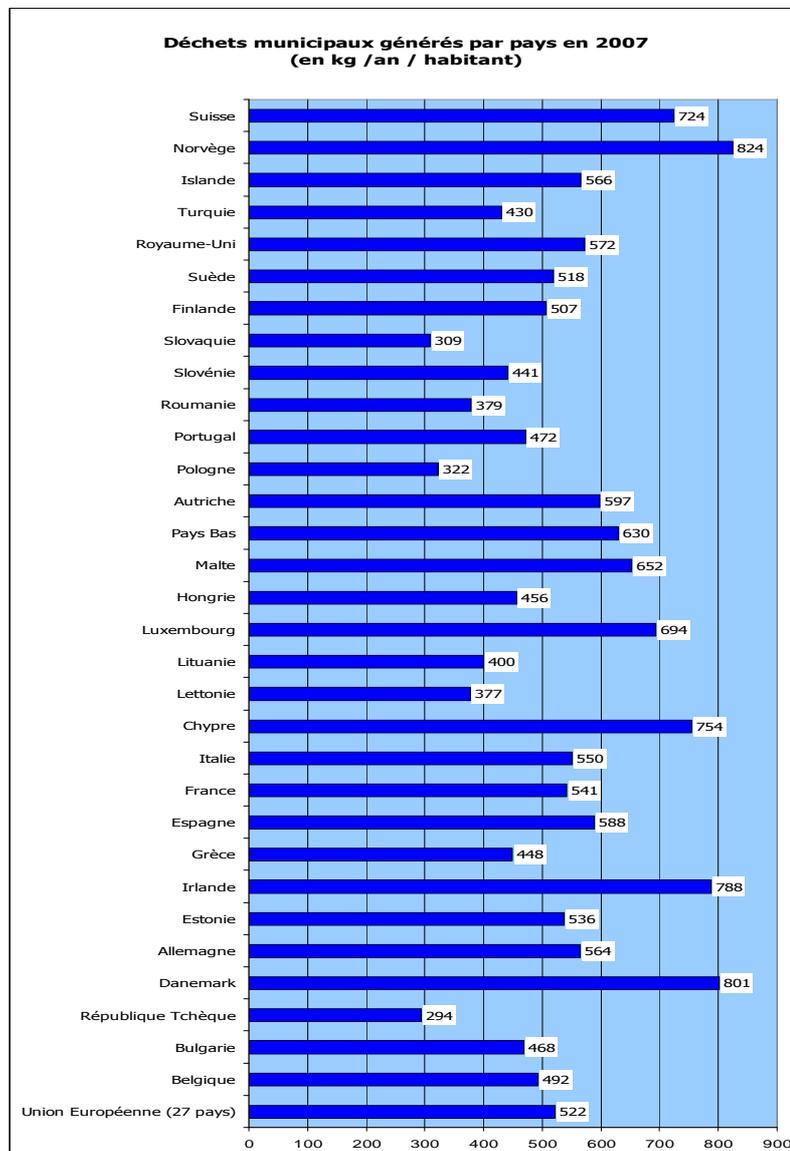
1 kg of aluminium = 5 kg “hidden” waste

1 mobile phone = 75 kg “hidden” waste

1 computer = 1.500 kg “hidden” waste

1 gold ring = 2.000 kg “hidden” waste

In 2007 in EU member states an average of 522 kg of municipal waste was produced by each inhabitant (source: Eurostat, 2009)





What is the European Week for Waste Reduction?

The principal objective of the European Week for Waste Reduction is to mobilise and engage as many actors as possible, across Europe in awareness raising actions on waste reduction. It was initiated in 2009 for a period of 3 years, with the financial support of the European Commission Life+ program.

Why launch a European Week ?

- **To raise awareness** about waste reduction strategies and about the policies of the European Union and its Member States on this subject
- **To promote** sustainable waste reduction actions across Europe
- **To highlight** the work accomplished by various actors, through concrete examples of waste reduction

Who can participate in a project during the Week?

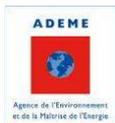
- **Administration/Public authority**
- **Association/NGO**
- **Business/industry**
- **Educational Establishment**
- **Other** (for example : hospital, retirement home, cultural centre etc.)

Who are the LIFE+ project Partners ?



The European Week for Waste Reduction is supported by the European Commission LIFE+ project. To foster public awareness of environmental issues among the general public, the European Commission proposes a financial instrument devoted exclusively to the protection of the environment – LIFE+. The aim of this project is to include environmental issues in European politics. The European Week for Waste Reduction is supported by the “Information & Communication” component of the LIFE+ program.

<http://ec.europa.eu/environment/life/index.htm>



ADEME, the French Environment and Energy Management Agency (France), is a public agency under the joint supervision of the French Ministries for Ecology, Energy, Sustainable Development and Spatial Planning, and for Higher Education and Research. ADEME participates in the implementation of public policies in the fields of the environment, energy, sustainable development, waste management, air quality and noise control. ADEME is the coordinator of the LIFE+ Project European Week for Waste Reduction. www.ademe.fr



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ACR+, the Association of Cities and Regions for Recycling and sustainable Resource management – Belgium, is a European network of local and regional authorities which promotes the sustainable consumption of resources and the management of municipal waste through prevention at source, reuse and recycling. ACR+ acts as the secretariat for this LIFE+ project. www.acrplus.org



ARC, the Catalan Waste Agency (Spain), is the public entity in charge of the integrated management of municipal, industrial, health-care and agricultural waste in Catalonia. www.arc-cat.net



IBGE, Bruxelles Environnement (Belgium) is the public administration for the environment and energy in the Brussels-Capital Region. IBGE is in charge of elaborating and implementing the Brussels-Capital waste prevention and waste management programme. www.bruxellesenvironnement.be



LIPOR, the Intermunicipal Waste Management Service of Greater Porto (Portugal) is the organisation in charge of the integrated management of municipal solid waste generated by 8 municipalities from the Porto Region (Espinho, Gondomar, Maia, Matosinhos, Porto, Pova de Varzim, Valongo and Vadodara). www.lipor.pt



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THE EUROPEAN WEEK FOR WASTE REDUCTION

Results 2009

Dates

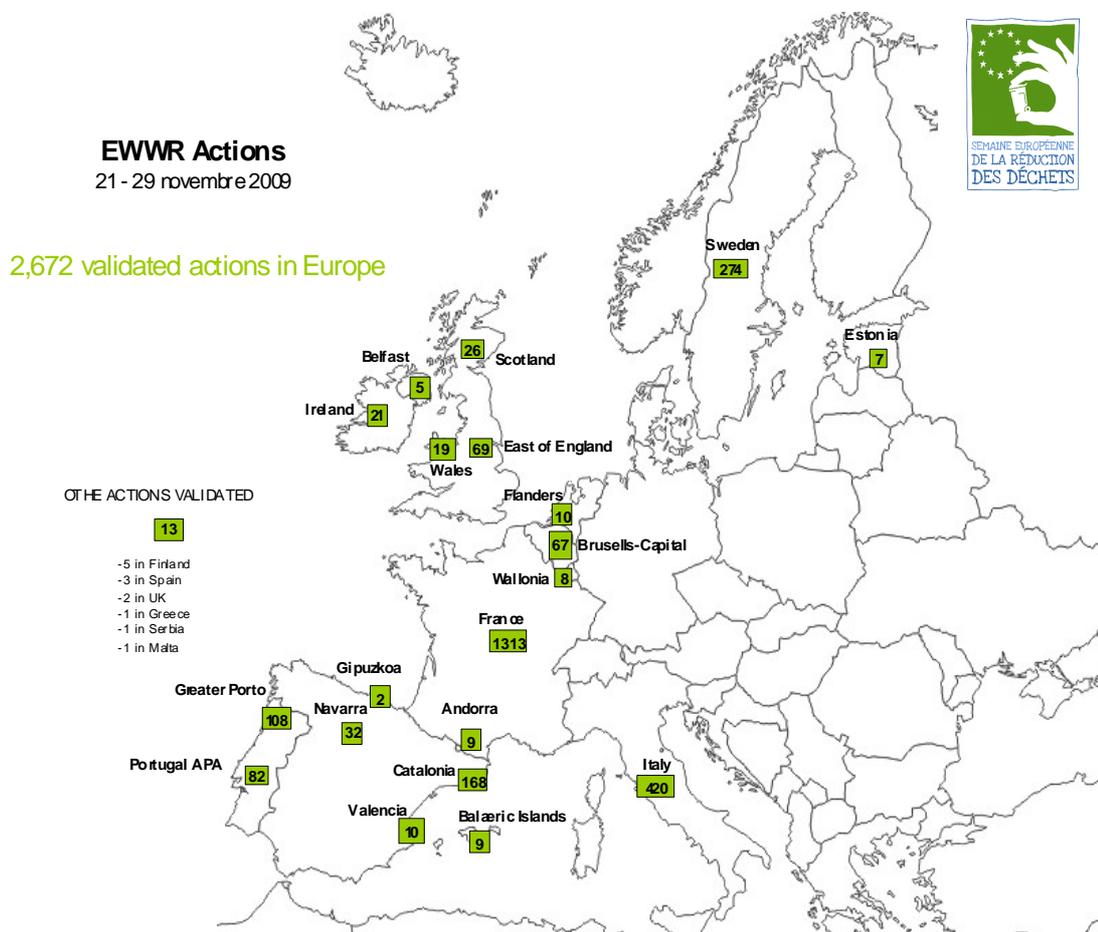
21 - 29 November 2009

In 2009, **20 public authorities** and a wide range of project developers (administrations, associations and NGOs, businesses, educational establishments, etc.) are involved in the Week, organising a **total of 2672 actions in 14 countries!**

20 official organisers (who have committed to organising the Week in their region)

- Andorra
- Belgium : Brussels Capital Region, Flanders, Wallonia
- Estonia
- France
- Ireland
- Italy
- Portugal: country-wide, Porto region
- Spain: Gipuzkoa, Balearic Islands, Navarra, Valencia, Catalonia
- Sweden
- United Kingdom: Belfast City, East of England, Scotland and Wales

There was also actions carried out in Finland, Malta, Greece and Serbia.





672 projets of all descriptions

A huge variety of actions, by virtue of their :

- Amplitude: from the action between neighbours in an apartment building in Brussels to the European Waste Watchers campaign, including an isolated Scottish village.
- Scale of the project developer : from the Swedish artist to the large supermarkets in France as well as a Portuguese school and a Spanish university.
- Geography: from Serbia to Estonia, Great Britain to Ireland, Finland to Malta as well as Portugal, Italy, Greece...
- Public: from Italian prisoners to Catalan fishermen, as well as children from a working-class Belgian neighbourhood.
- Content: from children's drawings to clothes or bag design, included food wastage.

The lists of 2009 actions in the different areas are available on the site:

<http://www.ewwr.eu/register-your-action>



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THE EUROPEAN WEEK FOR WASTE REDUCTION

AWARDS CEREMONY – 15 March 2010

Why hold an Awards ceremony?

Among the 2,672 actions put forward, roughly sixty actions (in annexe) were pre-selected by the different organisers and then submitted to an independent European jury. The most exemplary actions have been recognised at a EWWR Awards Ceremony on 15 March 2010 at the “Radisson Blue Royal Hotel” in Brussels, in front of the Brussels Regional Minister and representatives from the European Commission and the EWWR LIFE+ project.

Six awards were handed out in total: 1 per project developer category (Administration/public authority, association/NGO, business/industry, educational establishment, other) + 1 Jury’s Favourite Award.

The jury was made up of different European figures representing the different categories:

- Remo Savoia : responsible for “LIFE Environment Italy” program and the European Commission’s “LIFE Nature Hungary”, DG Environment E.4 –LIFE Unity et Eco Innovation
- Frédérique Mongodin : director of RREUSE (Reuse and Recycling Social Enterprises in the European Union)
- Marie Bullet : Policy officer – Environment Energy and Transport the Council of European Municipalities and Regions
- Heiko Crost : honorary member (former Vice-President) of FEE (Foundation for Environmental Education)
- Guido Morini : president Business Europe Waste Task force and executive manager at Confindustria (confederation of Italian industries)

The Award was produced by Interloque (French waste reuse center).



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ADMINISTRATIONS AND PUBLIC AUTHORITIES CATEGORY

LAUREATE: « Let's do it with Ferda », Environmental Council, Estonia

2nd finalist: "St. Gilles commits to fighting waste, Commune de Saint-Gilles, Brussels Capital Region, Belgium.

3rd finalist: "Educational campaign on reduction waste for school students and families", Denia Town Council, Valencia, Spain

Let's do it with Ferda



Description of winner action

"Let's do it with Freda" is an action aimed at educating school children between 5 – 15 years old on waste reduction. The environment council created a tool which gives concrete advice over the period of a 2 hour lesson. It was possible for professors who wished to take the lesson, which was given to school children for free.

The objectives of this program was to highlight the concept of waste reduction, the reduction actions and the the importance of reducing waste quantity.

Around 1000 people across Estonia have already participated in the program.

Presentation file attached

ASSOCIATIONS/NGO

LAUREATE: “Enrenou de Roba”, “Roba Amiga”, Catalonia, Spain

2nd finalist: «Challenge Waste Bar», Foyer des Jeunes des Marolles, Brussels Capital Region, Belgium

3rd finalist: website exchange, The association for sustainable consumption, Sweden

Enrenou de Roba



Project Description

On 24 November 2009 at the Girona exhibition centre the Roba Amiga Co-op, through the work integration social enterprise ADA-L'Encart, the Girona Town Hall and the Catalonia Waste Agency organised the “Clothes Jumble” (Enrenou de Roba).

The objective of this action was to put forward the importance of second hand clothes, emphasising the value of the product value as first quality material.

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. This event reached an important audience.

An expert jury and public voting selected the following outfits from Flora Renfite et Nerea Lurgain :



Presentation file attached

BUSINESS/INDUSTRY CATEGORY

LAUREATE : Eurest, Sweden

2nd finalist: “The Great Mix of Good Ideas”, Oups, Soup Bar, Brussels Capital Region, Belgium

3rd finalist: “Reducing Our Waste”, Agilis, France

Project Eurest



Project Description

Eurest is a part of Compass Group PLC, an international group mainly involved in the restaurant business. It has 150 units across Sweden (majority of which are restaurants). 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 – such as “use only one plate for your starter and main course, only take one napkin, use porcelain cups, etc”. Furthermore, all organic waste was composted.

In the framework of the European Week for Waste Reduction, Eurest estimates that it has reached around 22,055 participants. The daily average waste produced by the group in Sweden stands at 8 tons of waste. Thanks to this action food waste was reduced by around 25% between November and February.

Complete presentation file attached



EDUCATIONAL ESTABLISHMENT CATEGORY

LAUREATE: “You Make the Difference” , School 7 Circolo didattico Pozzuoli, Campania, Italy

2nd finalist: “Carbon Footprint Calculator”, Escola Secundaria de Boa Nova, Grand Porto, Portugal

3rd finalist: “Reduce for Better Consumption”, Centro Educativo Navarro de Paiva, Portugal

You Make the Difference

In the framework of an educative project centred on the promotion of sustainable development the children of 7th 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.

The action took place in 3 stages:

1) Object Making

Nursery children created and decorated reusable bags. During different workshops, older primary school children created posters about reuse and waste reduction, objects from material reuse, songs....

2) Interaction with citizens

On 25 November the school children went to the local market of Monteruscello, a Pozzuoli area, to give out reusable bags to passers-by, as well as interviewing them in order to determine their will to change their behaviour and to figure out solutions.

3) Conference and show

On 25 November, the school organised a conference in presence of numerous authorities. Introduced by a personal message from the President of the Chamber of Deputies Fini, the conference included a show and a debate with the authorities showing interest in awareness raising actions and the necessity to reinforce measures in areas such as Monteruscello, often forgotten by the municipality.

Complete presentation file attached



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CATEGORY OTHER

LAUREATE: Parish action on Waste Reduction, Aguas Santas, Grand Porto, Portugal

2nd finalist: « Workshop on "Live Green, Live Better », collectif d'habitants « Vallon 44 », Brussels Capital Region, Belgium.

3rd finalist: « Aboard in Harbour Project », L'Escala fisherman's guild, Catalonia, Spain

Parish Action on Waste Prevention



The Aguas Santas catechists group brought together 310 participants around the theme of waste reduction and in particular around the questions of home composting and the collection of clothes for the needy.

The participation was officiated by the priest during the mass. A group of catechists followed by raising awareness among children and their parents in order to carry out clothes collections.

Complete presentation file attached

JURY'S FAVOURITE

LAUREATE: "Welcome to Poubellec'h, France, Ademe, Communauté des communes de la Presqu'île de Crozon, France

Welcome to Poubellec'h

Project Description



In order to respond to its waste reduction objectives during the European Week for Waste Reduction, the Community of Communes, in partnership with the Minerals House, ADEME and the Finistère General Council, put together an educational game designed to raise awareness among the public about actions that lead to the production of less waste.

The game, entitled "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.

Short background: Poubellec'h is a make-believe Breton village, a temporary village. The Poubellecois take care of the village's image: for five years they have especially busied themselves with the tricky problem of waste reduction. The objective is to reduce waste quantities at the source. In Poubellec you can read the commemorative plaque that pays homage to Eugène Poubelle (founding father for the city) with the following phrase: the best waste is the waste not produced! Proud of their initiatives, the inhabitants put together a discovery trail in the town centre. A playful trail that marked specifically signalled posters, games, questions, workshops, artworks that alerted visitors to the problem of waste and how to reduce it. Visitors are exposed to concrete solutions to reduce the amount of their rubbish, so that they can replicate the same objectives.

This game takes place in the streets and shops of Crozon and managed to reach and raise awareness amongst a large number of people (420 schoolchildren, 13 primary schools, 4 leisure centres and 73 guides; as well as a collection of educational actors, leisure centres, the local hospital, local inhabitants and traders). The staggered, humorous, and comic nature of the action aroused the interest of the public.

More information

Website of the action: www.poubellec.net

Complete presentation file attached



THE EUROPEAN WEEK FOR WASTE REDUCTION

in 2010

Dates of the Week

20th - 28th November 2010



EUROPEAN WEEK
FOR WASTE REDUCTION
20th - 28th NOVEMBER 2010



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Call for interest

- The call for participation will be launched from 23rd March 2010: this will first be open to national, regional and local public authorities interested in organising the European Week for Waste Reduction in their region (EWWR organisers) with a view to continuing the Week's expansion across Europe. Organisers will sign a commitment charter to organise the event in respect of a certain number of criteria on the format and content.
- For project developers: the website will disseminate information as the project goes on about the organisers, note that the opening of for registration varies from each organiser, but the closure will be the same (5th November 2010).
- In 2010, we are counting on a reinforced communication strategy, a larger network development and visibility of the community of EWWR organisers and project developers through the website www.ewwr.eu.
- For more information please go to: www.ewwr.eu



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ADDITIONAL INFORMATION

Press Contact: *Olivier De Clercq* odc@acrplus.org, +32 22 34 65 02

Link for images and photos:

Via an ftp user:

To download the ftp user: <http://filezilla-project.org/>

Server: www.ibgebim.be

User: download

Password: downloadpwd

Connexion port: 10220

File name: awards.zip

More information about the Week: www.ewwr.eu



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ANNEXES



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