



CONTENTS

A. The European Week for Waste Reduction 2013 at a glance

Introduction

The EWWR 2013 in brief

B. The European Week for Waste Reduction 2013 breaks records once again!

34 Coordinators and their actions

C. Context: the European Week for Waste Reduction and the situation of waste in Europe

Why is it important to reduce waste?

The European Week for Waste Reduction – The project

Prevention Thematic Days 2013: Reuse

EWWR tools to support the implementation of communication actions

Project partners

Project co-financer

The EWWR - a Life+ project



A. The European Week for Waste Reduction 2013 at a glance (16-24 November 2013)

The European Week for Waste Reduction (EWWR) is a Europe-wide initiative aiming to promote the implementation of awareness-raising actions about sustainable resource and waste management during a single week. It encourages a wide range of audiences (public authorities, private companies, civil society as well as citizens themselves) to get involved.¹

The EWWR is a project co-financed by the European Commission's LIFE+ programme (2013-2017) and was originally launched in 2009 under the same programme. The fifth edition of the EWWR will take place **from the 16th to the 24th November 2013** under the patronage of Mr Janez Potočnik, European Commissioner for the Environment.

According to the last count, **12,682 EWWR actions will be implemented in 2013 in 23 countries**. Previous records have therefore been broken again (10,793 actions in 2012, 7,035 actions in 2011, 4,346 in 2010 and 2,672 in 2009). These actions will be carried out to convince the general public, businesses and public authorities, among others, of the necessity to reduce the 2.5 billion tonnes² of waste generated each year by the 27 countries of the European Union.

In order to coordinate and promote the 2013 Week, **34 Coordinators across 19 countries** mobilised stakeholders and validated their actions. The complete [list of Coordinators](#) and actions can be found on the EWWR website.

Under the direction of the EWWR Coordinators and with the support of the EWWR Secretariat, a variety of Action Developers, including **administrations, associations and NGOs, businesses and industry, educational establishments, and individuals**, are involved in the EWWR 2013. By carrying out awareness-raising actions on the "3Rs", Reduce waste, Reuse products, Recycle materials, they are targeting various audiences, from European citizens to employees and customers, pupils, or the general public. These actions, ranging from a simple e-mail to comprehensive awareness-raising campaigns, will focus on the various stages of a product's life cycle, from production, consumption and reuse to selective collection and recycling. They will be focused on one or several of the 4 following themes: **Waste reduction, Product reuse, Material recycling, and Clean-Up**. In addition, this year's edition of the EWWR puts a specific emphasis on the topic of Reuse in the scope of the Prevention Thematic Days 2013.

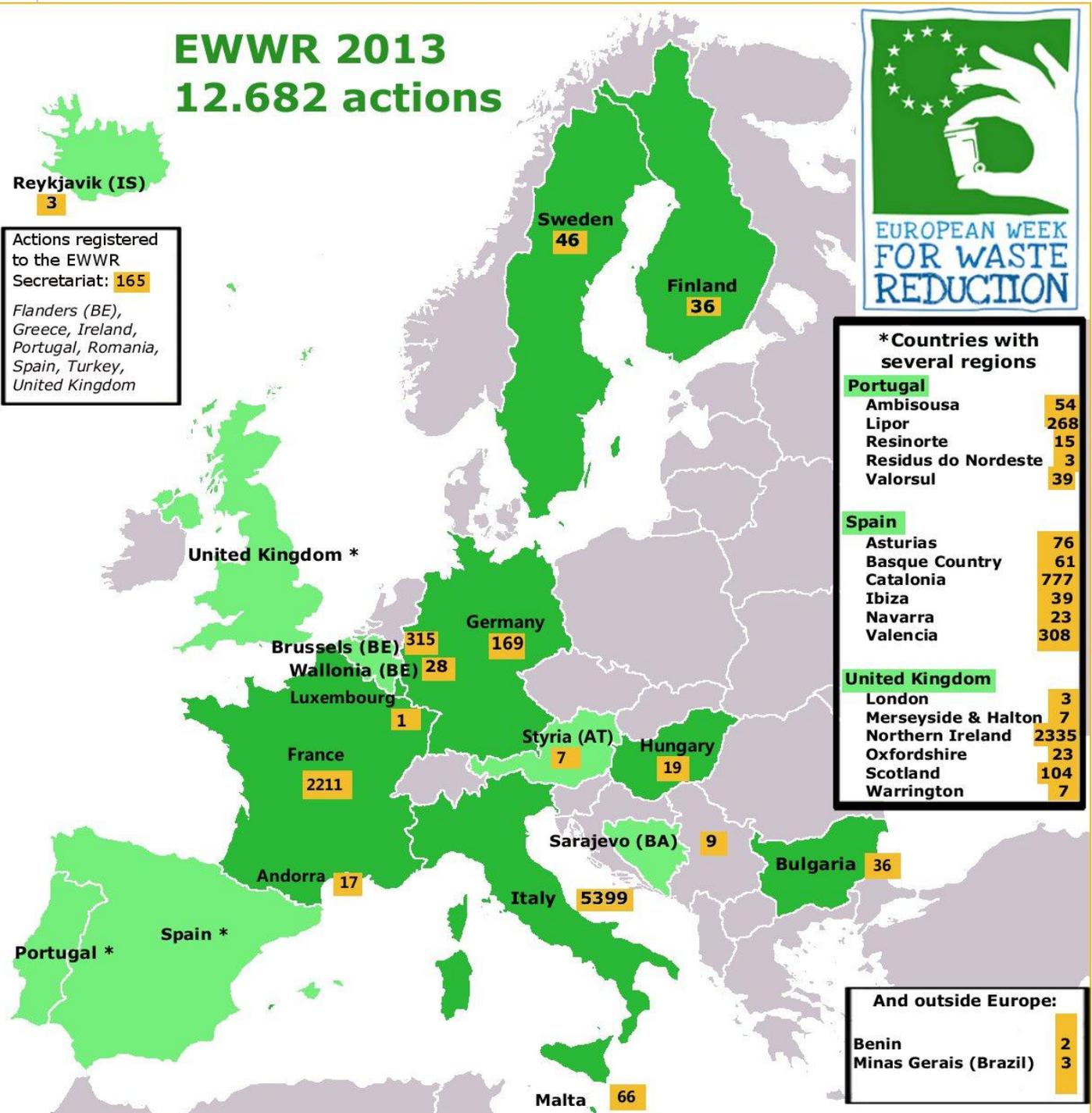
¹ Please find out more about the project in section C of this press file.

² Total waste generated by EU-27 in 2010. Source:

http://epp.eurostat.ec.europa.eu/statistics_explained/index.php/Waste_statistics#Total_waste_generation



European Week for Waste Reduction 2013 - Map of Actions





B. The European Week for Waste Reduction 2013 breaks records once again!

34 Coordinators and their actions

The number of Coordinators who coordinate and promote the EWWR has increased in 2013:

- At **national level**, the European Week for Waste Reduction will take place in Andorra, Benin, Bulgaria, Finland, France, Germany, Hungary, Italy, Luxembourg, Malta, and Sweden.
- At **regional and local level**, the EWWR is being organised in the Styrian region in Austria, in two Belgian Regions (Brussels-Capital Region and the Walloon Region), in several Portuguese districts (Guarda, Bragança, Leiria, Lisboa, Porto and Santarém, as well as Região do Vale do Sousa and Região do Norte Central) and Spanish regions (Asturias, Basque Country, Catalonia, Ibiza, Navarra and Valencia), and in many parts of the UK (London, Merseyside and Halton, Northern Ireland, Oxfordshire, Scotland, and Warrington). Furthermore, outside of the European Union the European Week for Waste Reduction will take place in the Sarajevo Canton in Bosnia and Herzegovina, in the Brazilian region of Minas Gerais, and in the city of Reykjavik, Iceland.
- Moreover, the **EWWR Secretariat** has promoted the week and coordinated registrations from areas not covered by any EWWR Coordinator. We have therefore received projects from other countries including Greece, Ireland, Romania, Turkey and more.

If you are travelling in countries participating in the EWWR this week, you might encounter students acting as waste prevention ambassadors at their schools, admire works of art (made of bottle caps, plastic bags or clothes), compare shopping trolleys (one regular and one containing less packaged products) presented at the entrance of supermarkets, visit reuse centres or an exhibition of furniture made of reused cardboard, eat in restaurants with tailor-made food waste reducing menus, swap your used books, clothes, DVDs and other items, have your old bike repaired for free, or take part in competitions and treasure hunts focused on waste prevention.

Although most actions are implemented in only one area, some of them belong to wider initiatives. These initiatives are implemented either at national level, as for instance the “Yo reutilizo, ¿y tú?” campaign in Spain, or at European level, such as the “[Reuse more, throw less](#)” campaign coordinated by the RREUSE network.



The following pages include information about the activities implemented on Coordinators' territories, including the number and kind of actions.

Andorra



Coordinator: Ministry of Environment

17 actions validated, such as a workshop on building music instruments from reused materials.

More information: www.mediambient.ad/setmana-europea-prevencio

Austria - Styria



Coordinator: Amt der Steiermärkischen Landesregierung, Referat "Abfallwirtschaft und Nachhaltigkeit"

7 actions validated, for instance the action "Sonnenblumentreffen", a repair café for school children.

More information:
<http://www.abfallwirtschaft.steiermark.at/cms/ziel/67162184/DE/>

Belgium - Brussels



Coordinator: Brussels Environment (IBGE/ BIM)

315 actions validated, for example the "l'armoire surprise" action in the city hall of Forest. In this action, a cupboard will be set up where citizens are invited to exchange clothes, books, toys, crockery or decoration items.

More information:
www.bruxellesenvironnement.be/semainedelareductiondesdechets



Belgium - Walloon Region



Coordinator: Walloon Ministry for Agriculture, Rural Policy, Environment and Tourism

28 actions validated, many of them related to this Prevention Thematic Days' focus on reuse as for example several clothes collection activities taking part throughout the region.

More information: serd.emballagir.be/fr/presentation

Bulgaria



АСЕКОБ

АСОЦИАЦИЯ НА ЕКОЛОЗИТЕ ОТ ОБЩИНИТЕ В БЪЛГАРИЯ



Coordinator: BAMEE (Bulgarian Association of Municipal Environmental Experts), delegated by the Bulgarian Ministry for the Environment

36 actions validated, such as the informational campaign "Choose! Eat! Don't throw!" aiming at reducing food wasted in school canteens, for example.

More information: bamee.org/ewwr/

Finland



JÄTELÄITÖSYHDISTYS
RAFALLSÖRÅRSFÖRENINGEN
PIIRKANMAAN JÄTEHUOLTO OY



PIIRKANMAAN
JÄTEHUOLTO OY



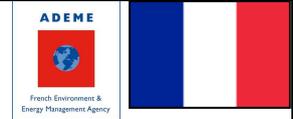
Coordinator: JLY - Jätelaitosyhdistys (Finnish Solid Waste Association) together with Tampere Regional Solid Waste Management and Ecofellows, delegated by the Finnish Government

36 actions validated, amongst them several actions where school children can swap their toys and learn how to prepare delicious meals from leftovers.

More information: www.jly.fi



France



Coordinator: ADEME (French Environment and Energy Management Agency)

2211 actions validated with many of them related to the reuse of products or the fight against food waste, such as the “disco soups” taking place around France: in this action, citizens are invited to come and cook a big soup from discarded vegetables and fruit for hundreds of people, accompanied by music.

More information: www.serd.ademe.fr/

Germany



Coordinator: NABU (Nature and Biodiversity Conservation Union), delegated by the German Ministry of the Environment

169 actions validated, in particular many actions promoting the reuse of products, such as giving-away-markets and book, DVD, clothing, and other swap activities.

More information:

www.nabu.de/aktionenundprojekte/abfallvermeidung

Hungary



Coordinator: National Waste Management Agency

19 actions validated, many of them reuse activities in the scope of this year’s Prevention Thematic Days.

More information: ewwr.hu/



Italy

Coordinator: Steering Committee for Italy

5399 actions validated, in particular an extensive communication and information campaign on waste prevention and reuse, implemented in more than 4300 branches of the Intesa Sanpaolo group.

More information: www.ecodallecitta.it/menoriuti

Luxembourg



Coordinator: Ministry of Sustainable Development and Infrastructures, Department of Environment

1 action validated, showcasing best practices on food waste prevention for citizens at a local market.

More information: www.environnement.public.lu

Malta



Coordinator: WasteServ Malta Ltd

66 actions validated, for example a litter-free picnic held by a local school, encouraging the use of reusable lunch boxes, the avoidance of pre-packed foods, and composting.

More information: www.wasteservmalta.com/ewwr.aspx



Portugal - Regiao do Vale do Sousa

ambisousa 



Coordinator: Ambisousa

54 actions validated, in particular many promoting composting.

More information: www.ambisousa.pt/index.php?id=430

Portugal - Greater Porto

lipor 
SERVIÇO INTERMUNICIPAL DE GESTÃO DE RESÍDUOS DO GRANDE PORTO



Coordinator: LIPOR

268 actions validated, for instance the production of a digital cook book containing recipes that include leftover food or parts of food that are typically wasted.

More information: www.lipor.pt/pt/residuos-urbanos/prevencao/semana-europeia-da-prevencao-de-residuos-ewwr/

Portugal - Distrito de Braganca, Vila Nova de Foz Coa


Resíduos do Nordeste



Coordinator: Resíduos do Nordeste

3 actions validated, such as a municipal campaign encouraging citizens to recycle their waste.

More information:

www.residuosdonordeste.pt/prevencaoProducaoResiduos/



Portugal - Regiao do Norte Central



Coordinator: RESINORTE

15 actions validated, for example the "Post Holiday Season" action, where students will create Christmas greeting cards out of recycled material.

More information: www.resinorte.pt/

Portugal - Alcobaca,



Alenquer, Amadora, Arruda

dos Vinhos, Azambuja, Bombarral, Cadaval, Caldas da Rainha, Lisboa, Loures, Lourinha, Nazare, Obidos, Odivelas, Peniche, Sobral de Monte Agraço, Rio Maior, Torres Vedras, Vila Franca de Xira

Coordinator: VALORSUL

39 actions validated, such as the publication of a guide for companies and organisations on how to develop and implement a waste management plan in their establishment, focusing on waste prevention.

More information: www.valorsul.pt/pt/educacao-ambiental/prevencao-residuos/semana-europeia-da-prevencao-de-residuos



Spain - Asturias



Coordinator: Cogersa

76 actions validated, one of them, "Compostando entre todos", aiming at encouraging all students of 3 schools to compost their food waste, about 9000 pupils in total.

More information: www.cogersa.es/metaspaces/portal/14498/19237



Spain - Basque country

Coordinator: OCRU (Organ for Co-ordinating Urban Waste)

61 actions validated, many of them educating citizens on home and community composting and helping them with setting up respective schemes at their homes or in their community.

More information: www.ocru.net/Paginas/Ficha.aspx?IdMenu=1c75e2b2-b134-435b-b4fc-900ca8a2d43e

Spain - Catalonia



Coordinator: Catalan Waste Agency

777 actions validated, such as a swap market for toys, inviting over 200 students to exchange their toys instead of buying new ones.

More information: www.arc.cat/setmanaprevencio2013



Spain - Ibiza



Coordinator: Island Council of Ibiza

39 actions validated, many clean-up activities aimed at raising the awareness of primary school students on the issue of the amount of waste produced and littered.

More information: www.conselldeivissa.es

Spain - Navarra



Coordinator: Fundación CRANA (Centro de Recurso Ambiental de Navarra)

23 actions validated, for example a reuse workshop where participants learn how to build a photo camera out of recycled material.

More information: www.crana.org/es/residuos/iniciativas_2/semana-prevencion-residuos-2013

Spain - Valencia



Coordinator: Generalitat Valenciana

308 actions validated, for example a workshop in cooperation with social enterprises where participants learn how to reduce the amount of food wasted at home.

More information: www.cma.gva.es/web/indice.aspx?nodo=81069

Sweden

 AVFALL SVERIGE



Coordinator: Avfall Sverige (Swedish Waste Management), delegated by Swedish Environmental Protection Agency

46 actions validated, such as the “Get a life” action, a digital game developed for secondary school students aiming at introducing them to the issue in a playful and encouraging way.

More information: www.avfallsverige.se/europa-minskar-avfallet/

UK London



Coordinator: London Community Resource Network

11 actions validated, in particular an information stall on food waste prevention, set up in 7 different boroughs across North London.

More information: www.lcrn.org.uk/

UK - Merseyside and Halton



Coordinator: Merseyside Recycling and Waste Authority

7 actions validated, including an action where a town council will substitute disposable towels, glasses and other items of daily use by reusable items in their staff kitchen and other places.

More information: www.recycleformerseysideandhalton.com/waste-prevention/ewwr2013/



UK - Northern Ireland



Coordinator: WRAP Northern Ireland

2335 actions validated, many of them being implemented by individual citizens who will take different actions to reduce the waste they produce in everyday life and encourage family, friends, colleagues or the public to do the same.

More information: www.rethinkwasteni.org/ewwr

UK - Oxfordshire



Coordinator: Oxfordshire County Council

23 actions validated, amongst them many "Broken Spoke Cycle Workshops", where participants can learn how to repair their bikes themselves.

More information: www.oxfordshire.gov.uk/cms/content/reduce-and-reuse

UK - Scotland



Coordinator: Zero Waste Scotland

104 actions validated, many of them circling around the topic of this year's Prevention Thematic Days, reuse, such as an activity collecting and distributing construction material for reuse.

More information: www.zerowastescotland.org.uk/ewwr2013



UK - Warrington



Coordinator: Warrington Borough Council

7 actions validated, for example a road show promoting the use of reusable nappies.

More information: www.warrington.gov.uk/info/200717/recycling_and_waste/74/recycling_information_advice_and_campaigns/4

Benin



Coordinator: Amis de l'Afrique Francophone - Bénin (AMAF-BENIN)

2 actions validated, one of them being the action "Week without waste" that aims at eliminating illegal landfills and changing behaviour in waste production within the population.

Bosnia and Herzegovina - Sarajevo Canton



Coordinator: Centre for Environmentally Sustainable Development
Sarajevo

9 actions validated, for example an extensive public campaign on the need to reduce the amount of organic waste produced in households.

More information: www.coor.ba/bos/press/



Brazil - Minas Gerais



Coordinator: Fundação Estadual do Meio Ambiente - FEAM

3 actions validated, such as a waste reduction contest aiming to actively involve students and, at the same time, raise the awareness of the general public on the issue.

More information: www.minasmenosresiduos.com.br/

Iceland



Reykjavikurborg
þjónusta fyrir þig



Coordinator: Reykjavik City

3 actions validated, all focused on extending the life span of items and their reuse, one of them being a reuse market.

More information: reykjavik.is/frettir/nytnivikan-16-til-24-november-nytum-og-njotum

EWWR Secretariat



Coordinator: ACR+

165 actions validated, such as the "Reuse More, Throw Less" action, a European campaign implemented in several reuse shops throughout Europe. Registered actions will be implemented in Flanders (BE), Greece, Ireland, Portugal, Romania, Spain, Turkey, and the UK.

More information: www.ewwr.eu



C. Context: the European Week for Waste Reduction and the current waste situation

Why is it important to reduce waste?

The European Week for Waste Reduction aims at encouraging European citizens to change their behaviour regarding products, waste and resources in a more sustainable way. The high quantity of waste produced every year in Europe and poor waste management schemes impede the achievement of the Europe's sustainable development goals. Waste has a huge impact on the environment, as it causes pollution and greenhouse gas emissions that contribute to climate change. Furthermore, waste that is not put back in the loop of products means a loss of resources. This is a particular problem for the EU, which is highly dependent on imported raw materials. Waste prevention and proper waste management are therefore key elements in ensuring resource efficiency and the sustainable growth of European economies.

In 2011, 503 kg of municipal waste were produced per person in the EU-27, on average. The quantity varies among Member State, reaching up to more than 700 kg/capita in certain countries. Though overall waste generation is stable in the EU, it is still increasing for some waste streams. Waste electrical and electronic equipment alone is expected to increase by roughly 11% between 2008 and 2014.

Waste management trends in Europe are improving slowly but huge discrepancies in performance remain. In particular, while landfilling has decreased from 68% in 1995 to 38% in 2008, the target to reduce waste sent to landfills by 50% has not been reached by all Member States. Some still send 90 to 100% of their waste to landfill. Not only is disposing waste in landfills an inefficient use of resource, it is also the largest source of GHG emissions from the waste sector as methane emissions have a global warming potential 25 times greater than that of CO₂. Additionally, illegal landfills are still a major problem, particularly in southern EU countries, as they leach pollutants into the soil and groundwater.

Similarly, selective collection and recycling schemes are at a very early stage of development in some Member States. On average, only 40% of our solid waste is reused or recycled, the rest goes to landfill or incineration. In 2010, for example, six Member States recycled less than 15% of their waste. In such countries, sorting waste is not yet integrated in citizen's behaviours and habits and awareness-raising on the benefits of recycling and preparing for reuse remains a great challenge.

Studies show that the climate benefits of waste prevention, preparing for reuse, and recycling clearly outweigh the use of any other waste treatment solution, even where energy is recovered during the process. It is therefore essential to favour and promote the 3 first levels of the waste hierarchy: Prevention, Preparing for Reuse and Recycling.



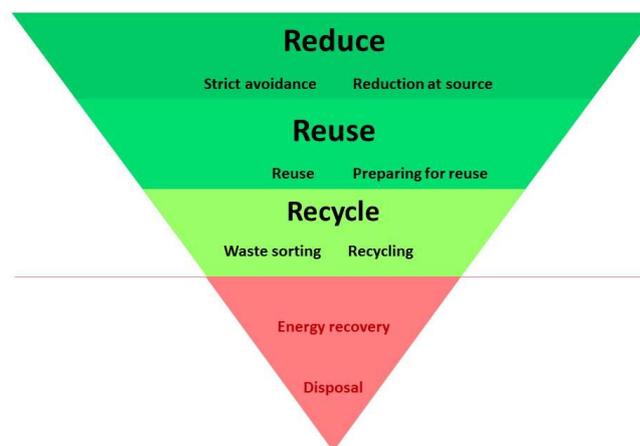
European Week for Waste Reduction - The project

Objectives

- Raise awareness about waste reduction, product reuse and materials recycling strategies, and related European Union and Member States policies,
- Highlight the work accomplished by various actors, through concrete examples of awareness-raising actions about waste reduction, product reuse, and materials recycling,
- Mobilise and encourage the public and all target groups to concentrate on four key action themes,
- Reinforce the EWWR stakeholders' capacities by providing them with targeted communication tools and training,
- Assess the impact of communication actions on concrete behaviour change regarding consumption and waste management patterns.

The core of the message: 3Rs and a clean-up

The actions implemented in the EWWR address the "3Rs": Reduce waste, Reuse products, Recycle materials. The "3Rs" represent the options which should be considered first when elaborating a waste management strategy.



Following the hierarchy illustrated above, reducing waste should always be the first priority. Reduce means using fewer resources in the first place and includes strict avoidance as well as reduction at source. The second-best option is to reuse products. This also includes preparation for reuse. The third priority, and last waste management option included in the EWWR, is materials recycling.

Themes of actions

1. **Reduce: Strict avoidance & reduction at source:** This theme covers actions that aim at raising awareness about the urgency of reducing the quantity of waste we produce by giving advice on how to



avoid or reduce waste at source, as for example home composting, using anti-advertising stickers on mailboxes or opting for tap water. It also covers actions that aim at changing consumer behaviour by promoting the inclusion of sustainability aspects in purchase decisions, as for example by opting for eco-labelled products or those with little or no packaging, by buying in bulk, or by choosing dematerialised gifts.

2. **Reuse: Preparing for reuse & reuse:** This theme covers actions that aim at reminding participants that products can have a second life, at promoting repair or reuse of products instead of purchasing new ones, and at encouraging the donation of products that are no longer needed. The theme also includes actions whose objective is to change consumer behaviour in the sense of buying reusable or refillable products, hiring items rather than buying them and similar.
3. **Recycle: Waste sorting & recycling:** This theme covers actions that aim at helping people to improve their waste-sorting behaviour by, for example, explaining how to close the loop of material resources, by encouraging people to bring their waste to the proper collector, or by organising visits to sorting and recycling facilities.
4. **Let's Clean Up Europe!**

In order to reduce the quantity of waste dumped in nature and to give visibility to the problematic, the EWWR will coordinate a Europe-wide annual clean-up day. The European Clean-Up Day, "Let's Clean Up Europe!" will take place on the same day all over Europe, trying to involve as many citizens as possible. You can find out more about Let's Clean Up Europe! [here](#). Although clean-up activities were also scheduled during the EWWR 2013, there will be a special effort to implement the "Let's Clean Up Europe!" initiative on 10 May 2014.

Where does the EWWR come from?

The European Week for Waste Reduction is a project co-financed by the European Commission's LIFE+ programme. The project is coordinated by 5 partners and has been established for a 4-year period, though the Week is actually a recurring event taking place once a year.

The EWWR was originally launched in 2009, also with the support of the LIFE+ Programme.

Based on the original project, the EWWR was refined and expanded in scope. It now comprises several new features:

- Prevention Thematic Days
- Let's Clean Up Europe! - European Clean-Up day
- Customized best practice guidelines and target-group-specific communication tools
- Citizens can now organise actions on waste prevention, reuse or recycling during the EWWR



Prevention Thematic Days 2013: Reuse

Waste prevention holds a strong place in the European Week for Waste Reduction. To highlight this, four different [Prevention Thematic Days](#) will be implemented during the Week throughout Europe, one per edition of the EWWR project.

The first [Prevention Thematic Days in 2013](#) will focus on reuse. Promoting reuse activities has a strong value for sustainable development: not only does it promote environmental protection through waste prevention, but it also contributes to social aims such as the fight against poverty, social inclusion and equality, job creation, and many more.

EWWR tools to support the implementation of communication actions

Coordinators and action developers are supported in implementing the EWWR actions with a wide range of communication and information tools. The tools developed so far include:

- Website: www.ewwr.eu
- EWWR Facebook page: facebook.com/ewwr
- Promotional posters and other communication tools: ewwr.eu/communication-tools
- Project description: ewwr.eu/sites/default/files/EWWR_presentation_2013_EN.pdf
- Factsheets on reuse best practices and a promotional poster for the Prevention Thematic Days 2013: ewwr.eu/prevention-thematic-days/2013-reuse
- Case studies and best practices on waste prevention: ewwr.eu/case-studies
- Ideas for activities for waste prevention: ewwr.eu/ideas-activities
- EWWR guide of good practices for waste prevention: ewwr.eu/sites/default/files/EWWR_Guide_GP_EN_LD.pdf

In the future, the following tools will also be developed:

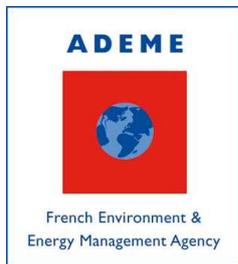
- New project leaflet
- Targeted communication tools for different categories of actors (administrations and NGOs, businesses, schools, and citizens)
- Information boards
- Factsheets and a promotional poster for the Prevention Thematic Days 2014-2016
- Methodology and promotional material for the European Clean-Up Day
- Updated communication material for the Week
- Targeted trainings (webinars) for EWWR Coordinators

Project partners

 <p>www.acrplus.org</p>	<p>ACR+, the Association of Cities and Regions for Recycling and sustainable Resource Management, is an international network of cities and regions who share the aim of promoting smart resource consumption and sustainable waste management through prevention at source, reuse and recycling. ACR+ aims to develop expertise and skills of public authorities in waste, product, and resource policies, encourage practical action in waste management and sustainable consumption, and promote cooperation and partnership to develop eco-efficient solutions. ACR+ is the coordinator of the LIFE+ Project European Week for Waste Reduction.</p>
 <p>associazione internazionale comunicazione ambientale international association for the environmental communication</p>	<p>AICA, the International Association for Environmental Communication (Italy), is a cultural project that aims to understand, study, and promote (inter)national environmental communication actions. It creates connections between different actors - institutions, associations, and businesses - at different levels to encourage them to exchange best practices on implementing environmental policies.</p>
 <p>Generalitat de Catalunya Departament de Territori i Sostenibilitat</p> <p>Agència de Residus de Catalunya</p>	<p>ARC, the Catalan Waste Agency (Catalonia, Spain), is the public entity in charge of the integrated management of municipal, industrial, healthcare and agricultural waste in Catalonia. The objectives of ARC include the promotion of waste prevention and selective waste collection and to stimulate and advise on valorisation, reuse and recycling, among others.</p>
 <p>bruxelles environnement leefmilieu brussel .brussels</p>	<p>IBGE-BIM, Brussels Environment (Belgium) is the public administration for the environment and energy in the Brussels-Capital Region, in charge of all environmental issues. Regarding waste, IBGE-BIM is in charge of elaborating and implementing the Brussels-Capital waste prevention and waste management programme, aiming to reduce waste production and to sustainably manage the waste produced. IBGE-BIM has almost 20 years of practical experience in the area of the 3Rs.</p>
 <p>OHÜ ORSZÁGOS HULLADÉKGAZDÁLKODÁSI ÜGYNEKSÉG</p>	<p>OHÜ, the National Waste Management Agency for Hungary, is responsible for the coordination of the complete Hungarian waste management system. Their main tasks are focused on taking part in the prevention of pollution and waste generation, as well as organising the waste collection and recovery of different waste flows. More than 100 waste management experts work for OHÜ in direct contact with the principal actors from the waste industry in Hungary.</p>



Project co-financer



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 co-funds the LIFE+ Project European Week for Waste Reduction.

The EWWR - a Life+ project



The LIFE+ programme is the EU's financial instrument for the environment, aiming to contribute to the implementation, updating and development of environmental policy by co-financing projects with European added value.

The LIFE+ programme consists of three components: Nature and Biodiversity, Environmental Policy and Governance, and Information and Communication. The EWWR is supported by the "Information and Communication" component of the LIFE+ Programme from July 2013 to June 2017.

The Life+ Information and Communication programme aims at disseminating information and raises awareness on environmental issues, including forest fire prevention. Furthermore, it has the objective of providing support for accompanying measures, such as information, communication actions and campaigns, and conferences and training.

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