

EUROPEAN WEEK FOR WASTE REDUCTION

19TH - 27TH NOVEMBER

EDITION 2011



TOGETHER,
TAKE ACTION,
REDUCE WASTE!

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CONTENTS

A. The European Week for Waste Reduction 2011 at a glance

Introduction

The EWWR 2011 in brief

B. European Week for Waste Reduction - More than 7000 actions: the EWWR spirit grows in Europe!

How much waste can we avoid? EWWR Common actions

The 34 Organisers 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 officials' partners of the project

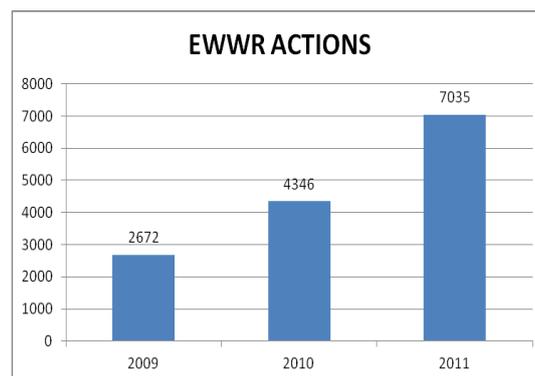
The outcomes of the previous EWWR editions: 2009 and 2010



A. The European Week for Waste Reduction 2011 at a glance (19-27 November 2011)

The European Week for Waste Reduction is a Europe-wide event that started in 2009, supported by the Information and Communication component of the European Commission's LIFE+ programme. The third edition of the EWWR will take place **from the 19th to the 27th November 2011**.

This project aims to coordinate awareness-raising actions on waste reduction throughout Europe during the same week. According to the last count, **7035 EWWR actions are being implemented in 2011**. Last year's record has been broken (4346 actions were implemented in 2010 and 2672 in 2009) which was an increase of more than 50%! These actions will be conducted to convince the general public, businesses and public authorities, among others, of the necessity of reducing some 2.6 billion tons (*2008 Eurostat estimate*) of waste generated each year by the 27 countries of the European Union.

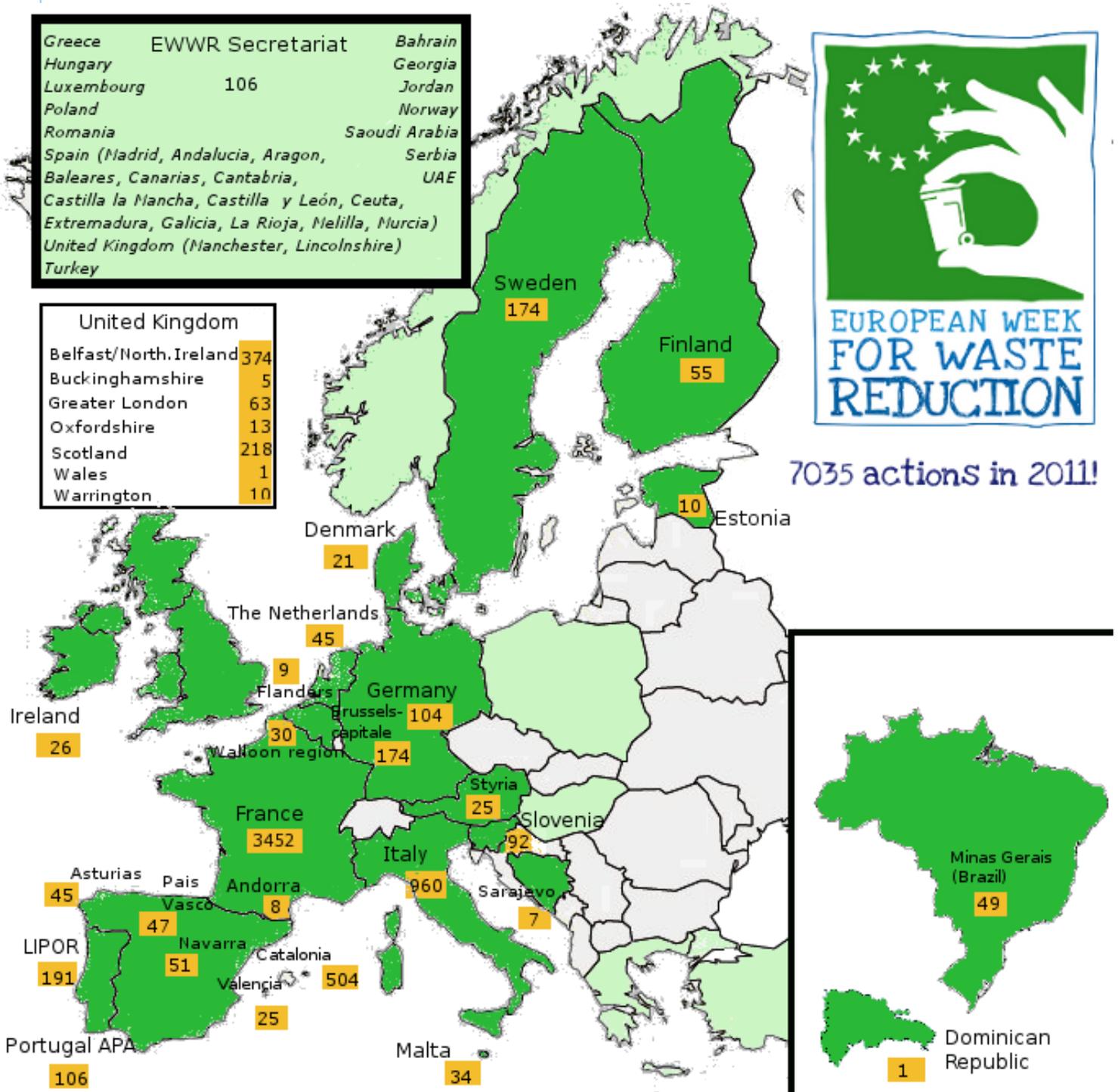


In order to coordinate and promote the 2011 Week, **34 Organisers across 20 countries** are mobilising stakeholders and validating their actions. The complete [list of Organisers](#) and actions can be found on the EWWR website.

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 on waste reduction, with various target audiences (citizens, employees, pupils, etc.). These actions, from a simple email to dressing up a city in the colours of waste prevention, 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**.



European Week for Waste Reduction 2011 - Map of Actions



7035 actions in 2011!



B. European Week for Waste Reduction - More than 7000 actions: the EWWR Spirit grows in Europe!

NEW in 2011! How much waste can we avoid? EWWR Common actions

The European character of the Week is reinforced by introducing **common actions across Europe** in 2011.

Similar actions will take place during the EWWR in different places in Europe using the same methods and sharing the objective of highlighting their real impact on waste reduction. There are five categories of common actions, focusing on various symbolic issues:

1. Paper waste reduction
(Less paper Day in [administrations](#), [companies](#) and [schools](#), [Stop unwanted adverts in buildings](#))
2. [Food waste reduction](#)
(Less Waste in canteens)
3. [Repair/reuse](#)
(Waste Watchers, Repairing workshop)
4. [Excessive packaging waste reduction](#)
(Wastefree meeting)
5. [The Clean-up Day](#)
(collection of waste illegally dumped in nature, in order to highlight the amount of waste thrown away)

What are their objectives?

- To create a pan-European community of actions during the Week and reinforce the link between the participating territories
- To measure the waste avoided by targeted actions implemented during the Week and to report back about it
- To attract the interest of European, national and local media

The EWWR Secretariat provides the Organisers and Project Developers with specific background documents, methods and communication tools for their implementation: Factsheets on all common actions have been prepared and are now available on the [EWWR website](#). They include practical guidelines for each action: the objectives, the time-line of implementation, a list of required material as well as the process and the quantification method for waste avoided.

Videos and pictures will be available soon on the EWWR website: www.ewwr.eu/videos-2011



The 34 Organisers and their actions

The number of Organisers who coordinate and promote the EWWR has increased in 2011:

- 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.
- 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.

If you are travelling in countries participating in the EWWR this week, you might talk with students acting as waste prevention ambassadors, admire pieces 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, taste different types of water (bottled water and tap water) at water fountains, watch a giant sculpture representing an ogre made of the quantity of waste produced per person per year, or take part in competitions and treasure hunts about waste prevention.

New in 2011! The database of EWWR actions

It is impossible to list all of the actions here, but you can have a look for yourself on the [EWWR website](#), where all validated EWWR actions are listed and searchable through a **database**. The database can be searched by theme, area, type of audience and many more categories. It is very user-friendly; you can for instance search what actions are taking place in your area for this year's EWWR. If the action has been nominated or rewarded by a EWWR award, you can also access the full description of the action. From the EWWR website, you will also have access to Organisers' websites which lists the programme of EWWR activities by area.



Although most actions are implemented in only one area, some of them belong to wider initiatives, either at national level, for instance the "[Love Food, Hate Waste](#)" campaign and "[The Real Nappies](#)" campaign in the United Kingdom, the "Toys with a lot of life" campaign in Spain (*Juguetes con mucha vida*), or at international level, like the "[Waste Watchers](#)" campaign.

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



Andorra



Organiser: Ministry of Land Management, Environment and Agriculture

8 actions validated, in particular a national conference on waste prevention and activities targeting children, at school or in libraries and shops.

More information: www.setmanaprevencioresidus.ad

Austria - Styria



Organiser: Abfall- und Stoffflusswirtschaft

25 actions validated, in particular an action to increase the refill of the "Styrian wine bottle", "Catholic educational" lectures, and lottery wheel questions in shopping centers.

More information:

www.abfallwirtschaft.steiermark.at/cms/beitrag/11470770/67162184

Belgium - Brussels



Organiser: Bruxelles Environnement - IBGE / Leefmilieu

174 actions validated, in particular some initiatives focusing on paper waste, others in schools about food wastage reduction and some clean-ups activities. A hockey sport club will also take action on tap water and beverage packaging reduction.

More information:

www.bruxellesenvironnement.be/semainedelareductiondesdechets

Belgium - Flanders



Organiser: Openbare Vlaamse Afvalstoffenmaatschappij (OVAM)

9 actions validated, in particular municipalities involved in a competition called "which town is the reuse champion".

More information: www.ovam.be/jahia/Jahia/pid/2349



Belgium - Walloon Region



Organiser: Operational Directorate-General for Agriculture, Natural Resources and the Environment

30 actions validated, in particular several reuse centers involved in repair/reuse common actions and a "Green Olympiad" focusing on food.

More information: environnement.wallonie.be/cgi/dgrne/serd/index.idc

Denmark



Organiser: DAKOFA / Ministry of the Environment

21 actions validated, in particular exhibitions and events at Copenhagen central station and food waste reduction in Odense university hospital canteen.

More information:

www.dakofa.dk/Publikationer/events/Forebyggelsesuge_2011/default.aspx

Estonia



Organiser: Ministry of the Environment

10 actions validated, in particular an action in schools on clothes reuse and workshops on refurbishing/reuse of furnitures.

More information: www.envir.ee/jaatmenadal

Finland



Organiser: Finnish Solid Waste Association / TRSWM / Ecofellows

55 actions, in particular the "tree of happiness and puppet theater", a clean-up of the Vihnusjärvi lake and a YouTube video competition "Waste Shortie".

More information: www.jly.fi



France



Organiser: ADEME

3452 actions, in particular actions to reuse paramedical material (wheelchairs, etc.) in retiring establishments, an exhibition and selling of refurbished furniture, an information campaign in Paris on over packaging and reuse, as well as many common actions like Waste Watchers.

More information: www.reduisonsnosdechets.fr

Germany



Organiser: NABU / BMU

104 actions, in particular workshops to repair old chairs, workshops for kids to create meals out of food leftovers, and an online shop offering help to repair electrical appliances.

More information: www.nabu.de/aktionenundprojekte/abfallvermeidung

Republic of Ireland



Organiser: Environmental Protection Agency

26 actions, in particular a flash mob in Dungarvan shopping center coinciding with a design competition on food waste, swap shop events as well as demonstrations by the Irish Countrywomen's Association about repairing and customizing of clothes.

More information:

www.epa.ie/whatwedo/resource/nwpp/europeanweekforwastereduction

Italy



Organiser: Steering Committee for Italy

960 actions, in particular the coaching of piedmontese families to measure and reduce packaging waste, a lip dub video and a project on WEEE rehab in prison.

More information: www.ecodallecitta.it/menoriifiuti



Malta



Organiser: WasteServ Malta Ltd

34 actions, in particular the final stages of the "Care create changes" project, a television programme involving children and a clean-up Malta initiative.

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

Portugal - Greater Porto



Organiser: LIPOR

191 actions, in particular an environmental and social action on repairing old bikes, a WEEE parade, several common actions and an initiative involving the Porto airport.

More information: www.eunaofacolixo.com

Portugal - other regions



Organiser: Ministry of the Environment

106 actions, in particular exchange of used books, flea markets, and the preparation of more sustainable Christmas.

More information: www.apambiente.pt

Slovenia



Organiser: Ministry of the Environment and Spatial Planning

92 actions, in particular a project to reduce the use of candles, a roundtable about food waste at the Ministry of the environment and a campaign on plastic bags and plastic products.

More information: www.mop.gov.si/en



Spain - Asturias



Organiser: Cogersa

45 actions, in particular awareness raising of hotels and restaurants customers, the clean-up of a river and pre-school education on waste prevention.

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

Spain - Basque country



Organiser: IHOBE

47 actions, in particular a "creative reutilization festival" raising awareness with music and art, an exposition-game "step without footprint", and several "toys with a lot of life" and Waste Watchers actions.

More information: www.ocru.net/default.aspx?IdMenu=452C5908-94E1-4A1B-9690-2CCAA3C75A95

Spain - Catalunya



Organiser: Catalan Waste Agency

504 actions, in particular a workshop on food wastage in Barcelona, collection of unsold food products and distribution in Catalan social restaurants, recovery of used books, and several clean-ups and other common actions.

More information: www.arc.cat/setmanaprevencio2011

Spain - Navarra



Organiser: Fundación CRANA Centro de Recurso Ambiental de Navarra

51 actions, in particular several Waste Watchers actions and children debates around the "Glup" movie.

More information: www.crana.org/es/residuos/iniciativas_2/semana-prevencion-residuos-2010



Spain - Valencia

GENERALITAT VALENCIANA
CONSELLERIA DE MEDIU AMBIENTE, AIGUA, URBANISME I VIVEBDA



Organiser: Generalitat Valenciana

25 actions, in particular a critical walk through the Camp de Morvedre followed by an exhibition, and the creation of a mountain of garbage in a school.

More information: www.cma.gva.es/ewwr

Sweden

AVFALL SVERIGE



Organiser: Afval Sverige

174 actions, in particular a competition in several schools among students to reward the one that can reduce food waste the most, as well as information campaign through mobile phone applications.

More information: www.minskaavfallet.se

The Netherlands



Organiser: NVRD

45 actions, in particular several "repair café" actions in several Dutch cities and several other common actions on food, paper and packaging.

More information:

www.nvrd.nl/publiek/europese%20week%20van%20afvalvermindering/waarm%20ewwr

The UK - Greater London

GREATERLONDONAUTHORITY



Organiser: Greater London Authority

63 actions, in particular the "Feeding the 5000" initiative aimed at distributing 5000 free meals made of unsold food, and cookery demonstrations with the support of theatre companies.

More information: www.london.gov.uk



The UK - Belfast



Organiser: Belfast City Council

130 actions, in particular food collection and distribution at a homeless center, a 'milk kitty' for using milk in large container rather than small ones, and the collection and donation of clothes and bras.

More information: www.belfastcity.gov.uk/ewwr

The UK - Buckinghamshire



Organiser: Buckinghamshire Waste Partnership

5 actions, including Love Food Hate Waste and the Real Nappy campaigns, and food waste video diaries.

More information: www.bucksinfo.net/recycleforbuckinghamshire/european-week-for-waste-reduct

The UK - Northern Ireland



Organiser: Department of the Environment

244 actions, in particular a "one bag challenge" involving several families, the "incredible edible" campaign about food waste and sustainable consumption, and a contest where pupils will redesign 5 top products that are often overpackaged in the supermarkets.

More information: www.rethinkwasteni.org/ewwr

The UK - Oxfordshire



Organiser: Oxfordshire County Council

13 actions, in particular an "eco club Christmas decoration" project, a social housing tenants waste reduction roadshow and a food leftovers reuse workshop.

More information: www.oxfordshire.gov.uk



The UK - Scotland



Organiser: Zero Waste Scotland

218 actions, in particular the screening and discussion about the "Waste Land" movie, old bikes and furniture reuse initiatives in collaboration with a furniture company and bike associations, a no paper Wednesday in a company, and a competition among the offices of a construction company to find out the one that produces the less waste.

More information: www.zerowastescotland.org.uk/ewwr2011

The UK - Wales



Organiser: Waste Awareness Wales

1 communication campaign promoting various aspects of waste reduction (paper, food, reuse/repair and packaging).

More information: www.wasteawarenesswales.org.uk

The UK - Warrington



Organiser: Warrington Borough Council

10 actions, in particular a waste minimisation event and open day at the waste education centre, and targeted door stepping.

More information:

www.warrington.gov.uk/home/residents/recycling_and_waste/european_week_waste_reduction



Bosnia and Herzegovina - Sarajevo Canton



Organiser: CESD Sarajevo

7 actions, in particular a project to create new products from waste in schools for handicapped children and the clean-up of a river.

More information: <http://www.coor.ba/bos/>

Brazil Minas Gerais



Organiser: Fundação Estadual do Meio Ambiente

49 actions, in particular an "AmbientAction" aimed at introducing sustainable behavior in public institutions, and a public demonstration in streets about plastic bags.

More information: www.feam.br

Dominican Republic



Organiser: Programa de Accion Comunitaria por el Medio Ambiente

1 communication campaign to celebrate waste reduction in the country.

More information: acxm.blogspot.com

EWR Technical Secretariat



Organiser: ACR+

106 actions, in particular several Waste Watchers actions and clean-ups in hotels, a dematerialization campaign and an awareness campaign in all offices and delegations of a company.

More information: www.acrplus.org/ewwr



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

Why is it important to reduce waste?

The quantity of municipal waste produced has doubled over the last 40 years, increasing by 1% to 2% annually. **In 2008, 524 kg of municipal waste were generated on average per person in the Member States** of the EU (source: Eurostat). This waste is the result of non-sustainable modes of production and consumption and causes greenhouse gases and air pollution. Furthermore, the consumption of products (including their production, transport and distribution), represents nearly 50% of emissions contributing to climate change (source: Ademe).

This increase in the amount of waste to be managed requires more collection and treatment infrastructures, the cost of which puts a strain on the budgets of local and regional public authorities.

In this context, prevention has become a simple and essential concept in the area of waste management: it is a fundamental technical factor in waste management at local level but also a notion that should remind us of the scarcity of natural resources.

Waste prevention can therefore be defined as the complete range of measures and actions taken up before a substance, material or product becomes waste. These measures aim **to reduce:**

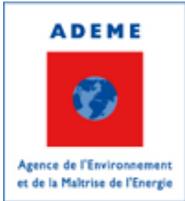
- * **the quantity of waste** produced, including through the intermediary process of reuse or by lengthening the lifespan of products,
- * **the harmful effects of waste** produced and treated, both on the environment and on human health,
- * **the content of harmful substances** in materials and in products.



The European Week for Waste Reduction

<p>Why a European Week?</p> <p>To publicize the waste reduction strategies and policy of the EU and its Member States</p> <p>To promote sustainable waste reduction actions throughout Europe</p> <p>To underscore the work accomplished by the various stakeholders through concrete examples of waste reduction</p>	<p>5 themes of actions</p> <ul style="list-style-type: none"> • Too much waste • Better production • Better consumption • A longer life for products • Less waste thrown away
<p>Who is involved?</p> <p>EWWR Organisers: public authorities across Europe that have competence in the field of waste prevention that agreed to coordinate and promote the EWWR on their territory</p> <p>EWWR Project developers: stakeholders that agreed to carry out awareness-raising actions in Europe (5 categories: Administrations, Associations, Businesses, Educational establishments, Other stakeholders)</p> <p>European citizens who participate in actions set up by Project Developers during the Week</p>	

The Official partners of the project

	<p>ADEME, the French Environment and Energy Management Agency (France) is a public institution under the supervision of the ministry in charge of Sustainable development and the Ministry of National Education, Higher Education and Research. It implements public environmental policies. ADEME is the coordinator of the LIFE+ project whose objective is to implement a European Week for Waste Reduction.</p>
	<p>ACR+, Association of Cities and Regions for Recycling and the sustainable Resource management (Belgium), is a network of local and regional authorities that promotes the sustainable consumption of resources and the management of municipal waste by prevention at the source, reuse and recycling. ACR+ serves as the European Secretariat for the EWWR LIFE+ project.</p>



 <p>Agència de Residus de Catalunya Generalitat de Catalunya Departament de Medi Ambient i Habitatge</p>	<p>ARC, the Waste Agency of Catalonia (Spain), is a public statutory body responsible for the integrated management of municipal, industrial, medical, healthcare and agricultural waste in Catalonia.</p>
	<p>IBGE, Bruxelles Environnement (Belgium) is the administrative authority responsible for waste management in the Brussels-Capital Region. It is responsible for the formulation and implementation of the Waste Prevention and Waste Management Plan for this Region.</p>
	<p>LIPOR, the intercommunal waste management department of Grande Porto (Portugal), is the organisation responsible for the integrated management of solid municipal waste produced by the eight municipalities of the Porto region (Espinho, Gondomar, Maia, Matosinhos, Porto, Povia de Varzim, Valongo and Vila do Conde).</p>
	<p>The European Week for Waste Reduction is supported by the LIFE+ programme of the European Commission.</p>

The outcomes of the previous EWWR editions: 2009 and 2010

The first year that the European Week for Waste Reduction was implemented was already quite successful: **20 Organisers and 2672 actions** were implemented in 14 European countries. In addition to the multitude of decentralised events that took place across Europe during the Week (21st – 29th November 2009), an **International Conference on Waste Reduction** was held in Girona from the 24th-25th November 2009 with the aim of facilitating the exchange of best practices of waste prevention across Europe.

The second edition of the EWWR showed an increase of 50% in terms of territories covered, Organisers and actions: **4346 actions** were implemented under the coordination of **32 organisers in 18 countries**. In order to help Organisers and Project Developers benefit from the expertise developed during the first edition, a European Training Course on Waste Reduction took place on 17–18 June 2010 in Porto (Portugal).

In 2010, the European Week for Waste Reduction started with one of the most original actions developed in this project: a European-wide event that took place in several countries at the same time on the first day of the Week.



Percussionists and sometimes dancers built 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 together signaled the beginning, as well as the importance, of the Week.

The most original actions of each edition have been recognised with awards for each category (Public authorities, Educational establishments, Associations, Business, Others) at the EWWR Awards Ceremony. The most outstanding European Week for Waste Reduction actions implemented during the 2011 edition will be rewarded at the **European Waste Reduction Awards Ceremony in June 2012 in Paris.**

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