



PRESS RELEASE

2010 European Week for Waste Reduction Awards ceremony and launch of 2011 edition

Brussels, 28 March 2011

The awards ceremony for the 2010 European Week for Waste Reduction (EWWR) took place on Monday March 28, 2011 in Brussels before roughly 200 attendees, including the Brussels-Capital Region Minister for the Environment Evelyne Huytebroeck and several representatives of the European Commission and the LIFE+ Programme. The ceremony rewarded the most outstanding awareness raising actions implemented during the 2010 EWWR in each of the 5 project categories (Administration & public authority, Associations & NGO, Business & industry, Educational establishment, Other).

Huge Participation Success of the Second Edition of the EWWR

From 20 – 28 November 2010, 4,346 EWWR actions took place in 24 countries throughout Europe and beyond with the common aim to promote waste reduction. Out of these, 90 were pre-selected by the various organisers and submitted to an independent jury made up of European waste management specialists representing each category.

Six awards were handed out in total: one for each of the five Project Developer categories plus the Jury's Favourite Award. They were handed out by Mr. William Neale, member of the Cabinet of the EU Commissioner for the Environment Mr. Janez Potočnik. Mr Potočnik had planned to attend, but was prevented from attending the ceremony by other commitments. He expressed his support to the EWWR through a video message that was shown at the end of the Ceremony.

The following 6 actions were awarded:

- ❖ Administration & public authority category: **Better than new: 100% old campaign - Environmental Authority of the Barcelona Metropolitan Area (Catalonia, Spain)**
A broad waste prevention campaign carried out across the Barcelona Metropolitan Area, which promotes various strategies, including repair and reuse, responsible consumption, preference for tap water and composting.
- ❖ Association & NGO: **Responsible purchase - Ecoscience Provence (France)**
A campaign implemented in collaboration with several supermarkets to encourage consumers to reduce waste by purchasing products with less packaging.
- ❖ Business & industry: **Reduction of glass packaging in the wine sector - Codorniu Group (Catalonia, Spain)**
A project that proved it is possible to reduce the weight of the glass in *cava* (sparkling wine) bottles by 11%, thus reducing the amount of waste and CO₂ emissions, without negative impact on sales.
- ❖ Educational establishment: **Food Waste Reduction Challenge - St Mary's Episcopal Primary School (Scotland, UK)**
A project to reduce the amount of food and packaging wasted from lunches served from the school canteen and packed lunches that the children bring from home by collecting and weighing waste at the end of every lunchtime.
- ❖ Other: **Malta Reuse Map - Elisa Andretti (with the support of the University of Malta) (Malta)**
A project to create a sustainable market for reclaimed building materials in Malta, and to provide an instrument which could promote the creativity of people through the use of dismissed materials while raising awareness about the use of our limited resource and how this can also reduce waste.
- ❖ The Jury's favourite: **Waste Watchers - AERESS (Spain), in collaboration with RREUSE (European Coordination)**
The Spanish branch of a pan-European initiative, which consists in collecting old items no longer wanted by their owners and reselling them in reuse centres that weigh and communicate the amount of items they sell, i.e. the amount of waste avoided.



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www.ewwr.eu





For more information about the awards ceremony, the complete press file is available on the official website: www.ewwr.eu/press (Press Area)

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Promotion of 2011 edition of the EWWR

The 2011 edition of the EWWR will take place on 19 – 27 November 2011. A 'call for interest' was launched for new national, regional or local European authorities who wish to organise the EWWR in their region with a view to expanding the EWWR across Europe. More information about the call for interest on <http://www.ewwr.eu/how-to-participate-organiser>.

The European Week for Waste Reduction is a 3 year project supported by the LIFE+ Programme of the European Commission. 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 is lead by five 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)

More information about the Week:

www.ewwr.eu and contact@ewwr.eu



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