

# Adverts? No, thanks!

Every week, our letterboxes are stuffed full of all sorts of advertisements, most of which end up straight in the bin. There are solutions to ensure that you no longer receive junk mail like this! They will help you considerably reduce the quantity of your paper waste. During the EWWR, invite your neighbours, friends, colleagues, family members, etc. to act together and say no to unwanted advertisements.

## General information



reduce



difficulty

Waste stream



reuse



environmental impact



paper



packaging



recycle



cost



WEEE



organic

## Objectives

- ▶ To limit the quantity of unwanted advertisements received in letterboxes and thus reduce the quantity of paper waste.
- ▶ To increase awareness among the general public of the fact that everyone can easily take action.

## What you need

### ***"No junk mail" sticker for non-addressed advertisements***

- ▶ What is it? A sticker that you can use to refuse non-addressed advertisements
- ▶ How is it used? Put the sticker on the letterbox. This action can be carried out in an apartment building, a street or a district, but also with your colleagues, family, etc.
- ▶ What can it be used to assess? The quantity of waste paper avoided.



## **Participation panel (communication tool)**

- ▶ What is it? A panel that explains the advantages of the sticker to local people (in the street, district, etc.). The table explains that by adopting the sticker, every household can considerably reduce their paper waste. Neighbours are invited to put their names down if they wish to receive a sticker.
- ▶ How is it used? The panel has to be put in a visible place or shown to neighbours in person, so that they can sign.
- ▶ What can it be used to assess? The number of households made aware and who have used the sticker, and hence the quantity of paper waste avoided.

## **Poster (communication tool)**

- ▶ What is it? A poster that presents the action and the advantages of the sticker. It directs your neighbours to the participation panel, where everyone can put down their name to receive a sticker.
- ▶ How is it used? It will be put up in strategic places (entrance hall, lift, window, etc.).
- ▶ What can it be used to assess? The visibility of the action in the neighbourhood.

## Preparing the action: initial assessment of the situation

### **1 month before the EWWR**

- ▶ Inform those around you: in person, by telephone and/or by e-mail (including the owners, if your building includes tenants).
- ▶ Prepare the participation panel. Present the sticker and its advantages in just a few words and invite everyone to put their name down. Keep the information concise and friendly to help convince people. Draw up a registration table to order the stickers. Include two columns to assess the quantity of paper avoided: one to note down the quantity of advertisements received before the EWWR (without the sticker), and one to note down the quantity received during the EWWR, with the sticker.
- ▶ Put up the panel in an area where everyone can see it (e.g.: entrance hall) and attach a pen. Another possibility is to go round your neighbours, colleagues, friends, etc.
- ▶ Once you have all the registrations (at the latest two weeks before the EWWR), obtain the stickers.
- ▶ To assess the quantity of paper avoided thanks to the sticker, ask each participant to collect and weigh the quantity of unwanted advertisements (leaflets, prospectuses, small magazines, etc.) received in any one week before the EWWR. This quantity will be noted in the appropriate column in the table.

## Preparing the action: development and production

### **1 week before the EWWR**

- ▶ Hand out the stickers to the people who put their names down in person. Remember to congratulate and thank them.
- ▶ Ask them to put the sticker on their letterbox on the first day of the EWWR.

## Implementing the action

### **During the EWWR**

- ▶ Each participant puts a sticker on their letterbox on the first day of the EWWR. You can celebrate the event (e.g.: gather to put your stickers on together), if that is suitable.
- ▶ To enhance the value of the action taken by those who have agreed to participate and possibly interest others who are not yet involved, clearly display a poster explaining the use and advantages of the sticker.
- ▶ Collect the unwanted advertising leaflets received despite everything. Weigh them and note the result in the appropriate column on the participation panel.

## Evaluation methodology

- ▶ The difference between the weight of the advertisements received during the reference week (before the stickers were put up) and during the EWWR (after the stickers were put up) = the quantity of paper waste avoided thanks to your action.
- ▶ You can make a general calculation for all the participants and calculate an average per household.
- ▶ You can display the results obtained in your building, street or district. This enhances the value of the efforts made and will encourage all your neighbours to join in or continue the action.

## More information

- ▶ Examples of “no junk mail” stickers (Brussels, Belgium):

- Brussels (Belgium):

[www.bruxellesenvironnement.be/Templates/Particuliers/informer.aspx?id=3706&langtype=2060](http://www.bruxellesenvironnement.be/Templates/Particuliers/informer.aspx?id=3706&langtype=2060)



- France:



- International:



- ▶ Examples of “no junk mail sticker” actions (more examples on [www.ewwr.eu](http://www.ewwr.eu)):

- Belgium: <http://vimeo.com/20733995>
- France: <http://www.stoppub.fr>

- ▶ European Week for Waste Reduction: [www.ewwr.eu](http://www.ewwr.eu)      [contact@ewwr.eu](mailto:contact@ewwr.eu)