



Communication strategy EWWR

Section 1: Problem targeted

Description of the problem

The European Week for Waste Reduction (EWWR) targets the problem of too much waste being produced in Europe. The high quantity of waste produced every year in Europe impedes the achievement of sustainable development goals of Europe. Waste has a huge impact on the environment, as it causes pollution and greenhouse gas emissions that contribute to climate change. Furthermore, the waste produced causes significant losses of materials. 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, 503kg of municipal waste was produced per person in the EU27, on average. The quantity varies among Member State, reaching up to more than 700kg/capita in certain countries.¹ Though overall waste generation is stable in the EU, generation of some waste streams is still increasing. 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 and huge discrepancies in performance remain. In particular, while landfilling has decreased from 68% in 1995 to 38% in 2008,² the target to reduce waste sent to landfills by 50%³ has not been reached by all Member States. Some Member States still send 90 to 100% of their waste to landfill. Not only is disposing waste in landfills an inefficient use of resource, it furthermore is the largest source of GHG emissions from the waste sector; methane emissions have a global warming potential that is 25 times greater than that of CO₂. In addition, illegal landfills are still a major problem, particularly in southern EU countries, as they are leaching pollutants into soil and groundwater.

Similarly, selective collection and recycling schemes are in some Member States at a very early stage of development. On average, only 40% of our solid waste is re-used or recycled, the rest is going to landfill or incineration. In 2010, for example, six Member States recycled less than 15% of their waste.⁴ In such countries, sorting waste is not yet integrated in citizen's behaviours and habits and sensitization 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.⁵ It is therefore essential to favour and promote the 3 first levels of the waste hierarchy: Prevention, Preparing for Reuse and Recycling.⁶

¹ Eurostat: http://epp.eurostat.ec.europa.eu/cache/ITY_PUBLIC/8-04032013-BP/EN/8-04032013-BP-EN.PDF

² Eurostat: http://epp.eurostat.ec.europa.eu/statistics_explained/index.php/Municipal_waste_statistics

³ As required by the Directive 1999/31/EC on landfill of waste

⁴ Eurostat: http://europa.eu/rapid/press-release_STAT-12-48_en.htm

⁵ UNEP.CF Table 14: Summary of GHG emissions from waste management practices in Europe, <http://www.unep.or.jp/ietc/Publications/spc/Waste&ClimateChange/Waste&ClimateChange.pdf>

⁶ Waste hierarchy set up in the [Waste Framework Directive \(Directive 2008/98/EC\)](http://www.eurostat.ec.europa.eu/cache/ITY_PUBLIC/8-04032013-BP/EN/8-04032013-BP-EN.PDF)



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The EWWR: an awareness-raising communication project

The European Week for Waste Reduction is an initiative that aims at promoting the implementation of awareness-raising communication actions during a single week every year, usually the last week of November. The EWWR is a communication project, showcasing yet again that communication is a key instrument to target the waste problem, being complementary to legal, technical and economic instruments. Raising awareness on the problem of too much waste being produced is essential in order to trigger the behaviour change of European citizens.

The EWWR was originally launched in 2009, already with the support of the LIFE+ Programme. Based on the original project, the EWWR was refined and expanded in scope. The fact that the current EWWR builds on an existing project allows building on the experiences that have been gathered and the network that has been developed since the start of the EWWR in 2009.

Section 2: Groups involved in the project

A. Target Groups: Participants and organisers of EWWR actions

The groups targeted by the communication of the European Week for Waste Reduction can be divided in project participants, stakeholders, and action developers as an intermediate body between stakeholders and project participants.

1. Participants in EWWR actions: European citizens

The main target group for the European Week for Waste Reduction are European citizens. They are the key target audience to be reached to communicate the key messages as described in section 3.

European citizens shall be reached in all different context of everyday life: at work, in school, during shopping, at home or during leisure activities. They shall be reached via the EWWR action developers, as described below.

Action developers of EWWR actions

Action Developers organise and carry out actions on waste prevention, reuse or recycling during the Week, with the aim of informing as many citizens as possible in their daily life. They register their proposals for EWWR actions through the national, regional or local Coordinator covering their area. Action Developers are therefore an intermediate body between EWWR Coordinators and citizens. They can belong to one of the following categories:

- Administration/public authority
- Association/NGO
- Business/industry
- Educational establishment
- Individual citizen
- Other (for example hospital, retirement home, cultural institution)

These categories have been foreseen to cover any type of organisation or individual, therefore any organisation or individual can implement an awareness-raising action during the EWWR. Please find the validation criteria for EWWR actions in the annex of this document.



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Action Developers are responsible for implementing some of the communication tools targeted at project participants. Furthermore, they are an important target group of the EWWR project themselves, as the number of action developers also directly influences the number of awareness-raising actions implemented and thus the number of European citizens reached. The main objective is here therefore to encourage as many potential action developers as possible to participate in the EWWR.

Stakeholders

1. EWWR Coordinators:

Coordinators of the European Week for Waste Reduction are public authorities that have competences in the field of waste management. They act as coordinators of the EWWR at the level of competence they represent in their country. As such, they are responsible for promoting the EWWR on their territory. Furthermore they ensure the registration, validation and coordination of actions proposed by Action Developers. Public authorities can also delegate these tasks to an associate organisation officially appointed to represent them. EWWR Coordinators are the main stakeholders of the EWWR project. Being public authorities at national, regional or local level, they have a key influence on waste prevention and waste management. In order to ensure consistency on each territory, the EWWR Coordinators are the only official contact point for promoting the EWWR and registering EWWR actions. A EWWR Coordinator should ideally be the highest public authority in charge of waste management (as ministries of the environment), but in case they did not accept to be a EWWR Coordinator, public authorities from lower administrative levels (regional and, if not, local levels) can become EWWR Coordinators.

A particular focus of the EWWR Life+ project 2013-2017 is to expand the geographic scope. This means, above all, to win new national Coordinators for (EU) countries that have not been covered so far, as well as to win national Coordinators for the countries that have only been covered regionally or locally in the past. In order to do so, several steps will be taken:

- The coordination of the EWWR will be simplified: In response to feedback from former and current EWWR Coordinators criticising the administrative workload of being a EWWR Coordination, the process of validation and of selection for awards will be simplified. If technically feasible, an automatic registration tool will be included in the website. The tool is supposed to centralise the registrations while leaving the validation and selection for awards to the Coordinators. This will be a strong argument to convince new and old EWWR Coordinators to participate.
- Campaign to win new EWWR Coordinators: an annual campaign to win new EWWR Coordinators will be conducted. This campaign will mainly include direct marketing tools such as direct approach of persons in authority on events, phone calls and mailings. The main message, apart from the key messages of the project, will be the limited workload compared to comprehensive benefits the participation would bring to the body. In order to successfully put through the message, these communications will be accompanied by handing out/sending the project's leaflet.

Clean-up activists' associations

Bodies that have organised clean-up activities at national, regional, local or multinational level are important stakeholders for the project.⁷ The aim is to integrate these activities in the European Clean-Up Day and thus

⁷ Potential bodies: Multinational level: Let's do it, Clean up the world, Project AWARE Foundation, Surfrider, Coast watch, Spiagge e FondaliPuliti/ Clean Up the Med, The European Maritime Day, Ocean Initiatives, European Waste Free



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to win these stakeholders as Coordinators for the European Clean-Up Day. The role of ECUD Coordinators is to encourage volunteers and mobilise the public to implement clean-up activities on the 10th of May 2014 and future ECUD editions, and to inform and promote the background, objectives, and implementation of Let's Clean Up Europe.

European Commission:

Being the main financier of the EWWR project, the European Commission is another important stakeholder. This is also because of its role in developing and forming European policy on waste, resource efficiency, circular economy, sustainable consumption and other related fields. The EWWR and its features are very much in line with the objectives of the Environment Directorate-General. The EWWR 2013 and Let's Clean Up Europe! are supported by Janez Potočnik, European Commissioner for the Environment. The European Commission is therefore another important stakeholder of the project.

Other stakeholders: Business sector representatives, NGOs, educational programmes

Furthermore, other stakeholders will be targeted with the project, such as business sector representatives, European and international NGOs, school federations or educational programmes. For the business sector this could be organisations representing the retail sector (as Business Europe or Eurocommerce), the waste management sector (e.g. FEAD) or federations representing certain material (e.g. FEVE). In addition, NGOs tackling environmental protection, such as the EEB or Friends of the Earth, or those active in the waste sector, such as RREUSE, Let's do it or the "Zero Waste" initiative, could be involved in the EWWR. In the same way educational programmes or organisations could be involved, such as the Foundation for Environmental Education (FEE). Furthermore, other projects active in issues related to the "3Rs" are of interest for the project. The other stakeholders are a target group of the project, because they can spread the word to their members, partners, and participants (for the projects) and thus promote their participation in the EWWR. Additionally, they are interesting target groups in terms of networking and the exchange of information and good practices.

The chance of reaching a large number of potential action developers by targeting only one contact underlines the potential of these stakeholders. In order to unlock this potential, persons in authority of these stakeholders will be targeted directly in person on conferences, via phone calls and specific mailings.

Section 3: Communication objectives and key messages

A. Communication objectives

The EWWR project identifies three objectives:

1. In line with the European legislation and policy, reinforce and deepen understanding on waste prevention, preparing for reuse and recycling with tools directed at specific audiences (students, employees, consumers, etc.)
2. Build on the previous EWWR (2009-2011) to coordinate and organize communication activities through expanded annual EWWR+ editions, specific thematic days and European Clean-Up days

Oceans (WFO), Keep the Baltic Sea Tidy. National level: Operation Clean Sweep, Adopt-a-Beach, The North Sea Foundation (SNZ), The Wadden Foundation, Puliamoil Mondo, Keep the Archipelago Tidy, NABU, Les Mains Vertes, L'Association Ecologie Urbaine, Vacances Propes, Clean Up the Atlantic.



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3. Increase awareness in order to achieve the objectives of increased reuse and recycling by 10% in 3 years and decreased waste by 5% in specific pilot areas through the implementation and testing of best practices and tools

In line with the general objectives of the EWWR project, three main objectives have been set for the project's communication:

1. Reinforce and deepen understanding on waste prevention, preparing for reuse and recycling and raise awareness to change behaviour on 3Rs: reduce, reuse, and recycle
2. Mobilise and encourage all target groups to participate in the annual EWWR editions, in the Prevention Thematic Days and in the European Clean-Up Day;
3. Reinforce EWWR stakeholders' capacities through the exchange of information and the sharing of experiences.

Key messages

As described above, the problem targeted with the European Week for Waste Reduction is the issue of too much waste being produced. The 3Rs – reduce, reuse, recycle – are key to tackle this problem. Therefore, the key message to be communicated to both target groups in the scope of the EWWR project is the importance and impact of the 3Rs: Reduce waste, Reuse products, Recycle materials.

The European Clean-Up Day on the other hand is a means to raise awareness on the amount of litter in nature, thereby also stressing the key message of the 3Rs.

1. The 3Rs: Reduce waste, Reuse products, Recycle materials

The 3Rs - Reduce waste, Reuse products, Recycle material - represent the options which should be considered first when elaborating a waste management strategy. The key message of the EWWR project, the 3Rs, is well in line with European legislation. Basis of all current EU waste legislation is the [Directive 2008/98/EC on waste](#), also called Waste Framework Directive.

The [Waste Framework Directive](#) sets the basic concepts and definitions related to waste management, such as definitions of waste, recycling, and recovery. It also lays down some basic waste management principles: it requires that waste be managed without endangering human health and harming the environment, and in particular without risk to water, air, soil, plants or animals, without causing a nuisance through noise or odours, and without adversely affecting the countryside or places of special interest.

The Waste Management hierarchy: the Waste Framework Directive has laid down a five-step hierarchy of waste management options which must be applied by Member States when developing their national waste policies:

1. Waste prevention
2. Preparing for re-use
3. Recycling
4. Recovery (including energy recovery)
5. Safe disposal, as a last resort

The European Week for Waste Reduction project keeps to this hierarchy by raising awareness on its' three highest levels: Waste prevention, Preparation for reuse and Recycling. But in the scope of the EWWR project,



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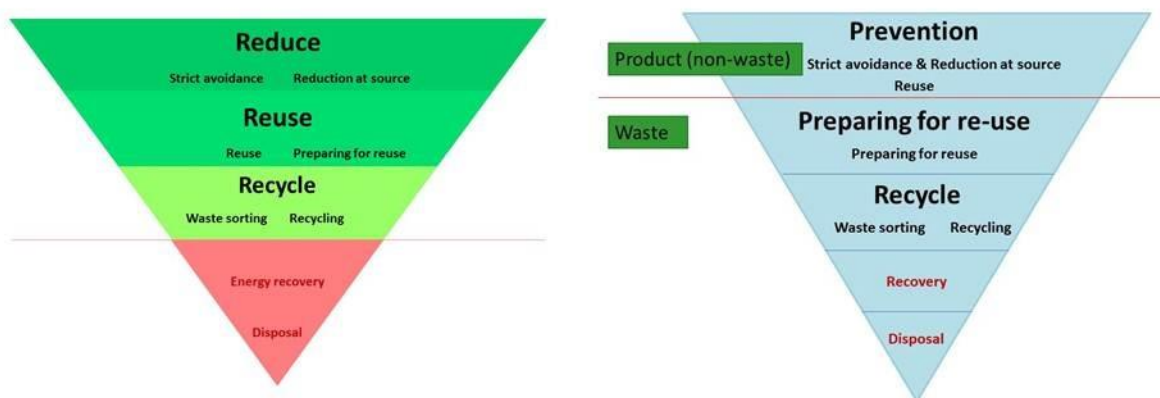


another segmentation of included waste management options is chosen: In order to make the project and its themes of action easy to understand for all European citizens, the popular and well-known 3R approach is chosen: Reduce, reuse, recycle.

According to the 3R approach, 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 includes also preparation for reuse since it is most often implemented by the same actors. Third priority and the last waste management option that is included in the EWWR is materials recycling.

- 1. Reduce - Strict avoidance and 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 by home composting, using anti-advertising stickers for mailboxes or opting for tap water. It furthermore 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 and 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 that aim at changing consumer behaviour in the sense of buying reusable or refillable products, hiring items rather than buying them and similar.
- 3. Recycle - Waste sorting and 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.

Opposite to the 3R approach, the EC waste hierarchy includes waste reduction and reuse in the first level, waste prevention. Preparation for reuse on the other hand forms a level by itself. The 3rd level of recycling remains the same in both the EC waste hierarchy and the 3R approach:



Every year, millions of tonnes of litter end up in oceans, beaches, forests and elsewhere in nature. The primary causes are our societies' unsustainable production and consumption patterns, poor waste management strategies and the lack of awareness of the population.

In order to reduce littering in nature and to give visibility to the issue, the EWWR (European Week for Waste Reduction) coordinates a Europe-wide annual clean-up day.



Several clean-up campaigns have been implemented in Europe over the past years to tackle the litter problem. The European Clean-Up Day, “Let’s Clean Up Europe!”, intends to bring these initiatives together to have a Europe-wide clean-up event that takes place on the same day all over the continent; involving and reaching as many citizens as possible. The first European Clean-Up Day will take place on 10 May 2014 (this date was decided by EU Commissioner Janez Potočnik). It has been agreed with the Commissioner’s cabinet that the European Clean-Up Day 2014 would take place out of the EWWR, which usually takes place in November.

By being part of “Let’s Clean Up Europe!” and helping to clean up their environment, participants can see how much waste is being dumped in their neighbourhood. This action provides a unique opportunity to raise citizen’s awareness on the litter problem and to help changing people’s behaviour. One of the objectives is also to include a broader message on sustainable resource and waste management, to encourage behaviour change on consumption and production and make a link with the EWWR.

Section 4: Communication tools

In order to ensure that people recognize the EWWR, the visual identity of the EWWR will be kept. The EWWR will build upon the already known branding of the EWWR and renew the content and format of the communication tools. In doing so, it is anticipated that the project will maintain the current level of participation, as well as attract new participants from different target audiences and origins. Thus the name, logo and graphic charter will not undergo any changes.

A. General communication toolkit

1. General communication tools

The communication toolkit aims at informing target groups about the project and at encouraging them to participate in the week. It consists of the communication tools listed below and will be provided in the 7 languages of the partners (English, French, Spanish, Italian, Hungarian, Dutch, and Catalan). Each tool will also be provided in an adaptable format, in order to allow Coordinators to translate it to other languages. The translation of these tools to other languages will be encouraged by the EWWR Secretariat. As this is based on voluntary action by the coordinators, the translation of the tools to more than the 7 languages cannot be foreseen expected though.

- a. **Leaflet:** The leaflet will provide the main key information about the project and aims at providing target groups with comprehensive, but clear and short information on the main features of the project, its objectives, the partners and on how to participate.
- b. **Promotional poster:** This poster aims at advertising the EWWR in general. It will consist of a basic structure with limited content, basically just mentioning name, date and website of the project. By mainly relying on the graphic design, this poster is supposed to generate easy access for the viewer and catch his interest. The promotional poster will be based on the existing promotional poster from the past years.
- c. **Information board:** The information board is a board in poster format (A3 or bigger) that contents all the key information on the project: main features, objectives, partners and how to participate. It will be designed in an easy-understandable and catchy way that allows the viewer to understand the project intuitively. The information board will be developed in electronic format in all associated beneficiaries’ languages. It will be printed in all 7 languages: 300 samples in English, 200 in each of the other languages.



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d. **Three exhibition panels:** In addition to the information board presenting the project, three thematic exhibition panels will be developed, addressing the key message of the project: The “3Rs”. There will thus be one poster on each of the 3Rs:

- Reduce - Strict avoidance and reduction at source
- Reuse - Preparing for reuse and reuse
- Recycle - Waste sorting and recycling

e. **Web banners and mail signatures:** With the aim of giving the EWWR as much visibility as possible, there will be web banners and mail signatures developed. All project partners and coordinators will be encouraged to use these electronic communication tools in their email signature and on their websites. The web banners and mail signatures will contain of the logo of the project, its name, and its date. They therefore need to be updated every year.

f. **PowerPoint and Word templates:** In order to enforce the branding of the project and to have a common visual identity, all partners and coordinators will be provided with templates to be used for the presentation and communication of the Week. Templates will be provided for PowerPoint and Word.

Communication toolkit for Prevention Thematic Days

In addition to the general communication tools developed mainly for informing about and advertising the Week itself, there will be specific communication and information tools developed for the Prevention Thematic Days (PTDs). These tools will be provided in 7 languages and aim at motivating the relevant target groups to participate in the prevention thematic day. Each tool will also be provided in an adaptable format, in order to allow Coordinators to translate it to other languages. This will be encouraged by the EWWR Secretariat. As this is based on voluntary action by the coordinators, the translation of the tools to more than the 7 languages cannot be expected though. As the focus of the PTDs changes every year, the content of these tools and probably also their design will need to be reviewed every year. Two tools will be developed for the prevention thematic days:

a. **Factsheets:** For each topic of the Prevention Thematic Days, several factsheets will be developed, containing methodologies on how to implement specific awareness-raising actions related to the topic of the PTDs. These factsheets are intended to help action developers to implement a PTD action and will therefore facilitate participation. Thus, they are useful tools to promote the participation in the PTD amongst the relevant target groups.

b. **Promotional posters:** The promotional posters for the Prevention Thematic Days will follow the same principles as the general promotional poster: Basic structure, limited content, emphasis on graphics and pictures. The posters aim at advertising the theme of the current Prevention Thematic Days while still keeping the basic visual identity of the EWWR and thus creating a link to the Week and the other features of the project. The promotional poster needs to be newly developed and designed for each PTD.

3. Communication toolkit for European Clean-Up Day

The same reasons for developing additional tools for the PTDs also apply for the European Clean-Up Day (ECUD). As one of the main features of the project but also having a slightly different focus, it is very important to give additional visibility to the Let's Clean Up Europe! (LCUE) initiative. AICA, project beneficiary from Italy is in charge of this action. Particular cooperation between ACR+ and AICA is thus necessary for this action.



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The European Clean-Up activity will be promoted under the name “Let’s Clean Up Europe!”. This name has been agreed on because it lays a clear focus on the clean-up as well as on the geographic location; all across Europe. Using an imperative sentence is furthermore regarded to have an encouraging effect on potential participants.

The tools and means used to inform target groups about, to advertise the ECUD and to encourage participation will be provided in 7 languages. Each tool will also be provided in an adaptable format, in order to allow Coordinators to translate it to other languages. This will be encouraged by the EWWR Secretariat. As this is based on voluntary action by the coordinators, the translation of the tools to more than the 7 languages cannot be expected though. The following tools will be developed for the European Clean-Up Day:

- a. **Methodology:** A methodology will be developed to facilitate the organisation and implementation of the European Clean-Up Day. This methodology will also include guidelines on how to organise a local clean-up activity. It therefore provides the respective target groups with detailed information on how to participate in and organise the ECUD and is thus a key instrument that helps promoting the participation in the ECUD.
- b. **Logo:** The logo for Let’s Clean-Up Europe! will be based on the EWWR logo, in order to strengthen and emphasise the connection and to keep the visual identity. It will be adapted to the theme of the ECUD by replacing “European Week for Waste Reduction” with “Let’s Clean Up Europe” while keeping the design.
- c. **Promotional poster:** The promotional poster for the European Clean-Up Day will follow the same principles as the other promotional posters: Basic structure, limited content, emphasis on graphics and pictures. The poster aims at promoting participation in the European Clean-Up Day. In order to keep the link to the project and its other features, the design will be based on the same visual identity than the general communication tools. The promotional poster needs to be adapted by updating the date every year.

4. Other communication tools

- a. **Online multimedia:** For the last EWWR project, an **online game**, a **quiz**, and an **online comic book** have been developed. These tools will be revised and reused for this EWWR project.
- b. **Other give-aways:** For the last EWWR Life+ project, several other give-aways have been developed, such as a “**smart shopping list**”, a **board game**, and a **badge**. These tools will be revised and reused for this EWWR project.

Targeted communication tools

Specific communication toolkits will be developed for four target groups:

- 1) Administrations/Associations
- 2) Business/Industry
- 3) Educational establishments
- 4) Individual citizens.

The action developer categories of administrations/public authorities and associations/NGOs will be out together in one category for the development of the targeted communication tools, because they show similar characteristics in terms of final participants.

These 4 toolkits will consist of best practices guidelines indicating for each action developer specific methods to be used to implement actions and successful examples. Furthermore, tailor-made EWWR+ toolkits will



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include specific communication tools that can be used by EWWR+ coordinators to involve those specific action developers, in order to take into account their specific needs and constraints.

1. Direct marketing– Newsletters and mailings

Newsletters

At least two newsletters per year will be produced. The newsletters aim at giving more detailed information about the recent developments of the project as well as its major events and outcomes. They will be published on the EWWR website and sent to the EWWR contacts database via mass mailing. The newsletters will be produced in English, but coordinators will be provided with a version in a format that allows easy adaptation to other languages. The translation to other languages will be at the coordinator's own responsibility and cost.

Mailings

Mailings to target groups will be a key communication tool in order to encourage the participation in the week. Directly addressing the recipient with personal messages is expected to enhance the chance of a positive response. At a minimum there will be 8 mailings sent out to both the associated beneficiaries' contacts and to ACR+ contacts network.

2. Press and media communication

Project progress and results will be disseminated throughout the project through the press and media. This communication addresses target groups mainly to inform them about the project. At the same time this is an effective communication tool to catch the interest of public that is not directly involved in the project and potentially encourage them to get involved.

3. Press releases and press files

A minimum of 8 press releases and press files (total) will be produced in the course of the project, for instance on the announcement and the results of each edition. They will be distributed via the EWWR website and the websites of the project's partners as well as send to European media.

4. ECUD press releases

Two press releases related to the European Clean-Up Day (announcement and results) will be published per year.

5. Website

The EWWR website is the main source of information for EWWR participants and the public at large and therefore one of the most important communication tools of the project. Building on the website that has been developed for the previous project, the new version will change in appearance and content. The revamped website will be designed in an easy-to-understand, intuitive and engaging way. Furthermore, it is planned to add some new features to the website that ease the implementation and organisation of EWWR and ECUD actions and will thereby also encourage participation. The website will be provided in the 7 languages of the project beneficiaries. If feasible both technically and in terms of work-load, translation of key static pages to other languages will also be made possible. This means that coordinators are invited to translate the key pages to their languages as well, while the EWWR Secretariat will take care of the management of the pages. On all pages of the website, an automatic translation tool will allow visitors to visualize the content of the website in their language.



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6. Social media

Social media are a powerful communication tool to use in a professional context because of the rapid dissemination and amplification of content, the ability to lead informal conversations and the possibility of having interactive communication with the target groups. The European Week for Waste Reduction will establish a social media strategy in order to unleash that potential. Please find the social media strategy in the annex of this document.

7. Media coverage

In order to increase the visibility of the project, broad media coverage is another important tool to reach target groups. The objective set is to have a variety of media covering the EWWR:

- 20 general public articles in national press
- 40 general public articles in local press
- 10 articles in specialised or European press
- 100 internet articles
- 2 TV news/reportage
- 4 Radio news/ reportages

In order to do so, the EWWR Secretariat will progressively increase the number of contacts to European journalists as well as encourage coordinators to do the same in their area. The EWWR Secretariat will also ask the Coordinators to provide media feedback on their territory.

Events

1. Annual awards ceremonies:

The annual EWWR awards ceremony will showcase the best actions implemented during the latest edition. It will reward the best actions that raised awareness on the topics of waste prevention (e.g., including actions implemented during the Prevention Thematic Days), preparing for reuse and recycling, and actions implemented during the European Clean-Up Day. To reinforce the decentralized aspect of the EWWR+ and to facilitate dissemination throughout Europe, the awards ceremony will take place in a different European city each year: in 2014 the events will be held in Rome; in 2015 in Budapest; in 2016 in Brussels and in 2017 in Barcelona.

The awards ceremony gives participants the opportunity to learn more about the best actions implemented during the latest edition and is therefore expected to inspire them to implement similar actions in their own territory in the next edition of the Week. The opportunity to be rewarded for the implementation of an action and thus gaining Europe-wide visibility is regarded to be a big incentive for relevant bodies and citizens to participate in the EWWR as an action developer. In addition, it allows participants to network with each other.

The awards ceremony is expected to widely increase the visibility of the project, because the results of the awards will be communicated to a broad European public via different communication channels, including a press release, press conference, video, TV and radio.



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Meetings

Several meetings will be held amongst the bodies involved in the coordination of the project. These meetings are a chance to present recent developments, progress and results of the project and to interactively discuss further steps to be taken. They are thus a great opportunity to have dialogues with main target groups of the project. The following meetings are scheduled in the project:

- 4 meetings with the European Commission Life+ Unit (1 per annum)
- 4 Steering Committees with all project partners (Rome 2014, Budapest 2015, Brussels 2016, Barcelona 2017)
- 4 EWWR Coordinators Committees (Rome 2014, Budapest 2015, Brussels 2016, Barcelona 2017)

Trainings

Eight trainings in total will be organised in the scope of the project, 2 trainings per year. The trainings are intended to inform EWWR coordinators and action developers about the project and particularly about the specifics of the new features of the project. They are held in the form of a webinar in order to reduce carbon emissions.

Each year, part of the training will be a general review on the process, role and strategies of the EWWR that is particularly aimed at new EWWR+ coordinators. All training material will be published on the EWWR website. Facilitating the participation in the project, the training sessions are another important communication tool to encourage potential coordinators and action developers to participate as such in the project.

Participation at events

In addition to networking activities with other European projects (see below), project beneficiaries will participate in various national and European events and networks, especially conferences to facilitate the dissemination of project results. This is also an opportunity to get new contacts and expand the EWWR network.

Video promotion

Videos are among the most efficient support communication tools. They can deliver strong messages and illustrate actions with great clarity. All videos developed will be included in the multimedia section of the EWWR website that can be downloaded by all those interested (unrestricted access). The videos will furthermore be promoted through Facebook and other social media. The development and production of movies will be outsourced under the responsibility of ACR+.

1. Promotional film

A promotional film of maximal 5 minutes will be used as a trailer to present the expanded EWWR concept and the new features. The video will focus on the key messages of the project identified above and serve as a strong tool to promote participation in the EWWR.

Retrospective movies

For each edition of the Week (2013-2017), a retrospective movie will be produced, illustrating actions that were implemented all over Europe. They are supposed to give strong visibility to action developers' efforts and to help convince other potential participants.



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Video footage of events

The video footage of EWWR events (EWWR conferences, but in particular the EWWR awards ceremonies) will be compiled short video sequences as well. This opens the opportunity to promote participation in the events and the EWWR in general amongst the target groups.

Video interviews

Key actors of the EWWR, such as award winners or Coordinators will be interviewed to add a more personalised feature to the video promotion set. In total, 12 video interviews are foreseen.

Videos of PTDs and ECUDs

In addition to the videos promoting participation in the Week itself, several promotional videos will be made to specifically promote the respective Prevention Thematic Days and the European Clean-Up Day. There is one movie per PTD foreseen, thus 4 in total, one promotional video for the ECUD and maybe also some retrospective movies of the ECUD from the project beneficiaries or Coordinators.

Other tools

1. Networking

Networking activities form an important part of the EWWR project and do also play a role in the project's communication. Several means are intended to be used as communication tools via networking:

- A minimum of 10 articles mentioning EWWR in other projects' communication activities
- Presentation of the EWWR in at least three events of the related projects

Reporting to the European Commission

Reporting to the European Commission is another important communication tool. The project foresees 3 reports to be sent to the European Commission (Life+ unit) during the project's duration, informing on the project's progress and achievements:

- inception report (to be delivered within 9 months after the start of the project)
- midterm report (to be submitted 27 months into the project)
- progress report (submitted after 45 months)
- final report (submitted within the 3 months of the end of the project)

Section 5: Target Groups and Communication Tools

The following table gives a comprehensive overview of the communication tools to be used to reach each of the target groups identified above.

Target group	Objective	Encourage to?	Communication Tool
European citizens	<ul style="list-style-type: none"> • Inform about key messages: Too much waste, 3Rs, Clean-Up Day 	<ul style="list-style-type: none"> • Participate in the Week, including the Prevention Thematic Days • Participate in the 	General communication toolkit <ul style="list-style-type: none"> • General communication tools (leaflet, promotional poster, information board, exhibition panels, web banners & signatures, PPT and word templates)



European Clean-Up Day

- Communication toolkit for Prevention Thematic Days (factsheets, promotional posters)
 - Communication toolkit for European Clean-Up Day (methodology, logo, promotional poster)
 - Gimmicks (online multimedia, shopping list)
- Press and media communication
- Press releases and press files
 - ECUD press releases
 - Website
 - Social media
 - Media coverage
- Video promotion
- All videos

Project stakeholders

<p>Coordinators</p>	<ul style="list-style-type: none"> • Encourage to participate as coordinators (including how to engage action developers) • Inform about implementation • Establish long-lasting cooperation 	<ul style="list-style-type: none"> • Coordination of the Week • Coordination of the ECUD 	<p>Direct marketing</p> <ul style="list-style-type: none"> • Newsletters • Mailings • Phone calls <p>Press and media communication</p> <ul style="list-style-type: none"> • Press releases and press files • ECUD press releases • Website • Social media • Media coverage <p>Events</p> <ul style="list-style-type: none"> • Annual awards ceremonies • Meetings • Trainings • Participation at events organised by project partners <p>Video promotion</p> <ul style="list-style-type: none"> • All videos <p>Other tools</p> <ul style="list-style-type: none"> • Networking
<p>European Commission</p>	<ul style="list-style-type: none"> • Inform about progress of the project 		<p>Events</p> <ul style="list-style-type: none"> • Meetings
<p>Organisers of clean-up activities</p>	<ul style="list-style-type: none"> • Encourage participation in ECUD as coordinators (including how to engage participants) 	<ul style="list-style-type: none"> • Coordination of the ECUD 	<p>General communication toolkit</p> <ul style="list-style-type: none"> • General communication tools (leaflet, promotional poster, information board, exhibition panels, web banners & signatures, PPT and word templates) • Communication toolkit for European Clean-Up Day (methodology, logo, promotional poster) <p>Direct marketing</p>



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			<ul style="list-style-type: none"> • Mailings <p>Press and media communication</p> <ul style="list-style-type: none"> • Press releases and press files • ECUD press releases • Website • Social media • Media coverage <p>Video promotion</p> <ul style="list-style-type: none"> • All videos <p>Other tools</p> <ul style="list-style-type: none"> • Networking
Other stakeholders	<ul style="list-style-type: none"> • Promote (participation in) the EWWR amongst their members • Networking & exchange of good practices 	<ul style="list-style-type: none"> • Implement actions during the Week • Networking activities • Implement clean-up activities during the ECUD 	<p>General communication toolkit</p> <ul style="list-style-type: none"> • Annual Coordinators' committee meeting • General communication tools (leaflet, promotional poster, information board, exhibition panels, web banners & signatures, PPT and word templates) <p>Direct marketing</p> <ul style="list-style-type: none"> • Mailings • Events • Meetings • Trainings • Participation at events <p>Video promotion</p> <ul style="list-style-type: none"> • All videos <p>Other tools</p> <ul style="list-style-type: none"> • Networking

Action Developers

	<ul style="list-style-type: none"> • Encourage implementation of actions during the Week • Support implementation of these actions 	<ul style="list-style-type: none"> • Implement actions during the Week • Implement clean-up activities during the ECUD 	<p>General communication toolkit</p> <ul style="list-style-type: none"> • General communication tools (leaflet, promotional poster, information board, exhibition panels, web banners & signatures, PPT and word templates) • Communication toolkit for Prevention Thematic Days (factsheets, promotional posters) • Communication toolkit for European Clean-Up Day (methodology, logo, promotional poster) • Gimmicks (online multimedia, shopping list) <p>Direct marketing</p> <ul style="list-style-type: none"> • Newsletters • Mailings <p>Press and media communication</p> <ul style="list-style-type: none"> • Press releases and press files • ECUD press releases • Website • Social media
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- Media coverage
- Events
- Awards ceremonies
- Meetings
- Trainings
- Participation at events
- Video promotion
- All videos

Section 6: Implementation

A. Required resources

Communication tool	Tasks	Required resources
Communication toolkit		
General communication tools		
<i>Leaflet</i>	Development of design and content (once) Translation to 7 languages	ACR+ personnel costs for development External assistance costs or project beneficiaries personnel costs for translation Consumable costs for printing
<i>Promotional poster</i>	Development of design and content (every year) Translation to 7 languages	ACR+ personnel costs for development Project beneficiaries personnel costs for translation Consumable costs for printing
<i>Information poster</i>	Development of design and content (once) Translation to 7 languages	ACR+ personnel costs for development Project beneficiaries personnel costs for translation
<i>Three exhibition panels</i>	Development of design and content (once) Translation to 7 languages	ACR+ personnel costs for development External assistance costs or project beneficiaries personnel costs for translation Consumable costs for printing
<i>Web banners and mail signatures</i>	Adaptation of old web banners and mail signatures Translation to 7 languages	ACR+ personnel costs for adaptation Project beneficiaries personnel costs for translation
<i>PowerPoint and Word templates</i>	Adaptation of old templates (once) Translation to 7 languages	ACR+ personnel costs for adaptation Project beneficiaries personnel costs for translation
Communication toolkit for Prevention Thematic Days		
<i>Factsheets</i>	Development of design (once) Development of content (every year) Translation to 7 languages (every year)	ACR+ personnel costs for development of design (once) and content (annually) External assistance costs or project beneficiaries personnel costs for translation
<i>Promotional posters</i>	Development of design and content (every year) Translation to 7 languages	ACR+ personnel costs for development, if needed: external assistance costs for design External assistance costs or project beneficiaries personnel costs for translation Consumable costs for printing



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Communication toolkit for European Clean-Up Day		
<i>Methodology</i>	Development of methodology (once)	AICA personnel costs for development
<i>Logo</i>	Development of logo (once) Translation to 7 languages	ACR+ personnel costs for development, if needed: external assistance costs for design Project beneficiaries personnel costs for translation
<i>Promotional poster</i>	Development of design and content (once) Translation to 7 languages	AICA personnel costs for development, if needed: external assistance costs for design Project beneficiaries personnel costs for translation Consumable costs for printing
Gimmicks		
<i>Online multimedia</i>	Adaptation of old versions	ACR+ personnel costs for adaptation
<i>Other give-aways</i>	Adaptation/reproduction of old versions (shopping list, board game, badge)	ACR+ personnel costs for adaptation/reproduction Consumable costs for printing/making
Direct marketing – Newsletters and mailings		
Newsletters	8 in total, 2 per year/edition Development in EN + adaptable version	ACR+ and project beneficiaries personnel costs for development of content External assistance costs for development of design and production of the newsletters ACR+ personnel costs for mass mailing
Mailings	Whenever necessary on a regular basis to all relevant target groups, either personal mails or group mailings	ACR+ personnel costs
Press and media communication		
Press releases and press files	8 in total, 2 per year/edition	ACR+ personnel costs
ECUD press releases	8 in total, 2 per year/edition	Project beneficiaries personnel costs
Website	<ul style="list-style-type: none"> • Development of new design, content, structure, languages and features (once) • News articles • Update of non-static pages (pictures, videos, list of coordinators, European contacts, good practices, press corner) • Creation of new annual pages 	ACR+ personnel costs for <ul style="list-style-type: none"> • development of new design, content, structure, languages and features • news articles • updates • creation of new pages External assistance costs for <ul style="list-style-type: none"> • hosting • technical development of new website • maintenance and debugging
Social media	For details see social media strategy in annex	ACR+ personnel costs
Media coverage	Minimum: <ul style="list-style-type: none"> • 20 general public articles in national press • 40 general public articles in local press • 10 articles in specialised 	Will be reached via spread of own newsletters, press releases and press file. Resources are therefore included in the respective sections (see above).



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	<p>or European press</p> <ul style="list-style-type: none"> • 100 internet articles • 2 TV news/reportage • 4 Radio news/ reportages 	
Events		
Awards ceremonies	One awards ceremony per year	Consumable costs for printing graphic material (programme, awards diploma, posters and other promotion material), and the duplication of awards trophies
Conferences	<ul style="list-style-type: none"> • EWWR conference, 22 May 2014 in Rome, • EWWR final conference, Barcelona 2017 	<ul style="list-style-type: none"> • AICA: Personnel costs, external assistance costs, consumables • ARC: Personnel costs, external assistance costs, consumables
Meetings	<ul style="list-style-type: none"> • 4 meetings with the European Commission Life+ Unit (1 per annum) • 4 Steering Committees with all project partners (Rome 2014, Budapest 2015, Brussels 2016, Barcelona 2017) • 4 EWWR Coordinators Committees (Rome 2014, Budapest 2015, Brussels 2016, Barcelona 2017) 	Project beneficiaries personnel costs
Trainings	8 in total, 2 per year	Project beneficiaries personnel costs + ARC external assistance
Participation at events	<ul style="list-style-type: none"> • Conferences: ACR+ General Assembly (2013, 2014), R4R project final conference (2014), Waste Management and Recycling Conference and Exhibition "SAVE the Planet!" in Sofia (2014), ISWA Beacon Conference on Waste Prevention and Recycling in Vienna (2015), French Assises for waste prevention and management (2015). • 30 workshops and/or seminars • 5 European or international events • 10 national events for specialised audience 	--
Video promotion		
Promotional film	Production of one promotional video	Project beneficiaries personnel costs: Development of movie idea External assistance costs: Creation and shooting of



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Retrospective movies	4 in total, 1 per year	video Project beneficiaries personnel costs: Collection and sorting of video footage from Action Developers External assistance costs: Cutting of movie
Video footage of events	EWWR conferences and awards ceremonies (each: 4 in total, 1 per year)	Project beneficiaries personnel costs or external assistance costs: Shooting of movie External assistance costs: Cutting of movie
Video interviews	12 interviews during EWWR conferences and awards ceremonies	Project beneficiaries personnel costs: Preparation of interview questions, selection of interviewees External assistance costs: Shooting and cutting of interviews
Videos of PTDs and ECUDs	4 videos for PTDs, 1 per year 1 promotional video for ECUD Potentially in addition: some retrospective videos of ECUD	Project beneficiaries personnel costs: Development of movie idea External assistance costs: Creation and shooting of videos
Other tools		
Networking		
<i>Articles</i>	10+ articles mentioning the EWWR in other projects' communication activities	Project beneficiaries personnel costs: establishing contacts with other projects' beneficiaries
<i>Presentation on events</i>	3+ events	Project beneficiaries personnel costs
Reporting		
<i>Inception report</i>	To be delivered within 9 months after the start of the project	ACR+ personnel costs: Preparation of the report Other project beneficiaries personnel costs: Preparation of technical and financial reporting for their body
<i>Midterm report</i>	To be submitted 27 months into the project	ACR+ personnel costs: Preparation of the report Other project beneficiaries personnel costs: Preparation of technical and financial reporting for their body
<i>Progress report</i>	To be submitted after 45 months	ACR+ personnel costs: Preparation of the report Other project beneficiaries personnel costs: Preparation of technical and financial reporting for their body

Timeline

Communication tool	Deadline	Responsible
Communication toolkit		
General communication tools		
<i>Leaflet</i>	15/03/2014	ACR+
<i>Promotional poster</i>	15/03/2014	ACR+
<i>Information poster</i>	Project description board: 15/03/2014	ACR+
<i>Three exhibition panels</i>	15/03/2014	ACR+
<i>Web banners and mail signatures</i>	Updated version for 2013: 15/07/2013	ACR+
	Updated version for 2014: 15/03/2014	ACR+
	Updated version for 2015: 15/03/2014	ACR+



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	Updated version for 2016: 15/03/2014	ACR+
<i>PowerPoint and Word templates</i>	Updated version for 2013: 15/03/2014	ACR+
	Updated version for 2014: 15/03/2014	ACR+
	Updated version for 2015: 15/03/2014	ACR+
	Updated version for 2016: 15/03/2014	ACR+
Communication toolkit for Prevention Thematic Days		
<i>Factsheets</i>	For 2013 edition: 15/09/2013	ACR+
	For 2014 edition: 30/06/2014	ACR+
	For 2015 edition: 30/06/2015	ACR+
	For 2016 edition: 30/06/2016	ACR+
<i>Promotional posters</i>	For 2013 edition: 30/09/2013	ACR+
	For 2014 edition: 30/06/2014	ACR+
	For 2015 edition: 30/06/2015	ACR+
	For 2016 edition: 30/06/2016	ACR+
Communication toolkit for European Clean-Up Day		
<i>Methodology</i>	31/12/2013	AICA
<i>Logo</i>	31/12/2013	AICA
<i>Promotional poster</i>	31/12/2013	AICA
Gimmicks		
<i>Online multimedia</i>	31/01/2013	ACR+
<i>Other give-aways</i>	31/03/2014	ACR+
Direct marketing – Newsletters and mailings		
Newsletters	1 st newsletter: 15/11/2013	ACR+
	2 nd newsletter: 31/05/2014	ACR+
	3 rd newsletter: 15/11/2014	ACR+
	4 th newsletter: 31/05/2015	ACR+
	5 th newsletter: 15/11/2015	ACR+
	6 th newsletter: 31/05/2016	ACR+
	7 th newsletter: 15/11/2016	ACR+
	8 th newsletter: 31/05/2017	ACR+
Mailings	Constantly during the project	ACR+
Press and media communication		
Press releases and press files	1 st press release- Week: 02/12/2013	ACR+
	2 nd press release - awards: 31/05/2014	ACR+
	3 rd press release- Week: 02/12/2014	ACR+
	4 th press release - awards: 31/05/2015	ACR+
	5 th press release- Week: 02/12/2015	ACR+
	6 th press release - awards: 31/05/2016	ACR+
	7 th press release- Week: 02/12/2016	ACR+
	8 th press release - awards: 31/05/2017	ACR+
ECUD press releases	1 st press release on ECUD: 05/2014	ACR+
	2 nd press release on ECUD: 05/2014	All partners
	3 rd press release on ECUD: 2015	ACR+
	4 th press release on ECUD: 2015	All partners
	5 th press release on ECUD: 2016	ACR+
	6 th press release on ECUD: 2016	All partners
	7 th press release on ECUD: 2017	ACR+
	8 th press release on ECUD: 2017	All partners
Website	Updated content of old website (EN): 30/09/2013	ACR+
	Translations of updated content: 16/11/2013	All partners
	Development of new website: 31/04/2014	ACR+
Social media	Throughout the project, for details see social media	ACR+



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	strategy in annex	
Media coverage	Throughout the project	All partners
Events		
Awards ceremonies	Awards ceremony in Rome: 05/2014 Awards ceremony in Budapest: 05/2015 Awards ceremony in Brussels: 05/2016 Awards ceremony in Barcelona: 05/2017	AICA OHÜ IBGE/BIM ARC
Conferences	EWWR conference in Rome: 22/05/2014 EWWR final conference in Barcelona: 05/2017	AICA ARC
Meetings	Meeting with the European Commission: 09/2013 Steering Committee and Coordinators Committee in Rome: 05/2014 Meeting with the European Commission: 2014 Steering Committee and Coordinators Committee in Budapest: 05/2015 Meeting with the European Commission: 2015 Steering Committee and Coordinators Committee in Brussels: 05/2016 Meeting with the European Commission: 2016 Steering Committee and Coordinators Committee in Barcelona: 05/2017	ACR+ AICA ACR+ OHÜ ACR+ IBGE/BIM ACR+ ARC
Trainings	1 st training: 15/10/2013 2 nd training: before 31/05/2014 3 rd training: before 31/10/2014 4 th training: before 31/05/2015 5 th training: before 31/10/2015 6 th training: before 31/05/2016 7 th training: before 31/10/2016 8 th training: before 31/05/2017	ARC ARC ARC ARC ARC ARC ARC ARC
Participation at events (where feasible)	ACR+ General Assembly: 15/11/2013 Waste Management and Recycling Conference and Exhibition "SAVE the Planet!" in Sofia: 05-7/03/2014 ISWA Beacon Conference on Recycling & Waste Minimisation: 03-04/06/2014 ACR+ General Assembly: 23/05/2014 R4R project final conference: 10/2014 ISWA Beacon Conference on Waste Prevention and Recycling in Vienna: 2015 French Assises for waste prevention and management: 2015 Throughout the project, no specific deadline: 30 workshops and/or seminars 5 European or international events 10 national events for specialised audience	ACR+ ACR+ ACR+ ACR+ ACR+/ARC ACR+ ACR+ All partners
Video promotion		
Promotional film	02/03/2015	ACR+
Retrospective movies	Movie on 2013 edition of EWWR: 30/06/2014 Movie on 2014 edition of EWWR: 30/06/2015 Movie on 2015 edition of EWWR: 30/06/2016 Movie on 2016 edition of EWWR: 30/06/2017	ACR+ ACR+ ACR+ ACR+
Video footage of events	Movie on EWWR conference 2014: 30/06/2014 Movie on awards ceremony 2014: 30/06/2014 Movie on EWWR conference 2015: 30/06/2015 Movie on awards ceremony 2015: 30/06/2015 Movie on EWWR conference 2016: 30/06/2016	AICA AICA OHÜ OHÜ IBGE/BIM



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	Movie on awards ceremony 2016: 30/06/2016 Movie on EWWR conference 2017: 30/06/2017 Movie on awards ceremony 2017: 30/06/2017	IBGE/BIM ARC ARC
Video interviews	Interviews on EWWR conference and awards ceremony 2014: 30/06/2014 Interviews on EWWR conference and awards ceremony 2015: 30/06/2015 Interviews on EWWR conference and awards ceremony: 30/06/2016 Interviews on EWWR conference and awards ceremony: 30/06/2017	AICA OHÜ IBGE/BIM ARC
Videos of PTDs and ECUDs	Promotional movie for ECUD: 31/06/2014 Movie on 2013 PTD: 30/06/2014 Movie on 2014 PTD: 30/06/2015 Movie on 2015 PTD: 30/06/2016 Movie on 2016 PTD: 30/06/2017	AICA All project partners
Other tools		
Networking		
<i>Articles</i>	Throughout the project	All project partners
<i>Presentation on events</i>	Throughout the project	All project partners
Reporting		
<i>Inception report</i>	31/03/2014	ACR+ (with input from all partners)
<i>Midterm report</i>	30/09/2015	ACR+ (with input from all partners)
<i>Progress report</i>	31/03/2017	ACR+ (with input from all partners)
<i>Final report</i>	30/09/2017	ACR+ (with input from all partners)



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Annexes

Social media strategy

Social media are a powerful communication tool to use in a professional context because of the rapid dissemination and amplification of content, the ability to lead informal conversations and the possibility of having interactive communication with the target groups.

The **objective** of using social media as a communication tool is to raise awareness about the project. By doing so, this will also help to win new action developers and new participants for EWWR actions.

The **target audience** to be reached via social media is European citizens of all age ranges. The aim is to catch their interest about the Week, and, as a second step, to encourage them to take part in one or the other way in the EWWR, be it as an Action Developer or as a participant in an action.

A. Choosing the platform

Facebook, YouTube, Twitter, Google+ and LinkedIn are the most popular social media platforms. The EWWR project has a Facebook account that has already been used over the past years. LinkedIn and Twitter would be the social media platforms that could be of interest as well for the EWWR project.

The most popular social media platform with over 1.5 billion active users around the world is **Facebook**. Male users slightly outnumber female users, and the majority of Facebook users have an education that consists of some college.⁸ The most common age brackets on Facebook is 45-54 (around 35%), followed by 25-34 and 35-44 (around 17 % each).⁹ There are slightly more than 550 million active **Twitter** users, and the most common age bracket on this site is 18 to 29. **LinkedIn** was designed for the business professional in mind, which is why 35 to 44 and 45 to 54 are the most common age brackets of users on this site. The split between male and female users is nearly even at LinkedIn, while there are more female users at Twitter. The vast majority of the users of both Twitter and LinkedIn are educated with at least some college. Although LinkedIn would be interesting as additional social media tool as well, it has to be considered that this platform is mainly used for professional purposes. It has thus been decided to concentrate social media efforts on the two most common social media, Facebook and Twitter. Both of these tools suites the communication purposes of the EWWR project very well.

A. Content

As mentioned further above, the main objective of the social media communication is to raise awareness about the project. This will not only be done with direct links to the project and it's features, but also with more general posts on one of the key messages of the project: Too much waste is produced: This is an increasing problem for the environment and contradicts the objective of sustainable development. Thus the two key messages of the communication via Twitter and Facebook will be a) Take part in the EWWR! and b) Protect the environment! This is done by a combination of informative posts (via Twitter) such as news, new videos addressing the issue of waste prevention, or others, "inspirational" post that provide users with ideas on what to do (creative reuse, environment protection, etc.) and posts that highlight EWWR actions and the voluntary work of the people involved.

⁸ All statistics cited in this paragraph are from: <http://socialmediatoday.com/brianna5mith/1648356/how-choose-most-effective-social-media-platform-your-brand> (Posted on August 9, 2013, content downloaded on 4 November 2013).

⁹ Addition: Fans of EWWR Facebook page as of 06 February 2014: Female: 64% - age range : 25-34 yrs (24%); male: 33% - age range 25-34 yrs (11%).



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Communicating via social media platforms requires a different approach, a different way of communication than through other communication channels. Best practices on how to act in social media have been gathered and build the basis for the following guidelines established for the EWWR Facebook communication.

B. Guidelines

- Keep it relevant and clear, especially in the title
- Short information, bulleted, photos, hyperlinked, clarity, useful/informative, catchy
- Always include a picture ([download creative commons here](#))
- Offering engaging, creative, original content
- Maintain a positive tone
- Single, focused call to action
- Post on a regular basis (2 times daily during the most important months of October-November and April-May, daily during the rest of the year)
- Encouraging discussions and interaction: 'like' or 'share' this post...
- Using the cover picture: Pictures of actions implemented during the Week as cover pictures, changing them every two weeks (or more often, if enough good pictures available)
- Advertise Facebook on websites of EWWR and all partners, newsletter, print media etc.
- Reply/like/comment on all the comments
- Providing creative contest opportunities

C. Twitter posts

Tweeting will mainly contain two types of posts, see below. As the EWWR Twitter account ([@2EWWR](#)) is linked to the EWWR Facebook account, all Tweets do automatically go on Facebook as well.

1. Informative posts about the Week and the ECUD: Number of actions registered, number of coordinators and countries covered, highlight of particularly interesting actions, deadline of registering actions, call for actions, factsheets PTDs, communication tools, etc.
2. Posts on environmental issues: "Did you know that...?" – Environmental problems plus potential solutions, facts on pollution etc. Followed by a direct call to action: You want to do something against that? Then take part in the EWWR.
3. Re-tweet interesting issues. If we re-tweet from others it will give us visibility and will disseminate the EWWR twitter by itself.

D. Facebook post ideas:

Facebook posts will mainly be of three different types:

1. Posts related to the PTD of the respective year, such as a series on "reuse ideas" in 2013, one on food waste and ideas how to reduce personal amount of food waste in 2014, etc. Timing: Twice a year: one time in spring after development of the PTD documents (factsheets and promotional material) and one time in late summer – during one month



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2. Posts that highlight EWWR actions and the voluntary work of the people involved, such as pictures and videos of actions implemented during past EWWR editions. Pictures and videos have to be very interesting, funny or encouraging in order to catch the visitors' interest.

3. Interactive elements, contests:

- a. Contest of pictures where users vote for the best pictures, best action to win a "social media/popular award" (to be announced before event (Week/ECUD/awards), to be conducted after event
- b. Tagging contest - image where people can tag themselves and their friends
- c. "How would you name this photo" competition (of creative reuse objects, for example)

E. Timeline Facebook¹⁰

Throughout the year	Promoting participation in EWWR and ECUD Sharing interesting posts of others
January	New year's resolutions: waste prevention tips in everyday life Photo competition EWWR (continuation)
February	Voting for photo competition
March	Announcement of photo competition results PTD month
April	Tag yourself in ECUD logo + Month of creative reuse (gardening + outdoor, summer preparation)
May	ECUD Awards Promotion and results of ECUD Award winners
June	Award winners (continuation) Photo competition ECUD
July	Photo competition ECUD (continuation)
August	Voting for photo competition
September	Announcement of photo competition results PTD month (= March) Promotion of participation in the EWWR
October	
November	EWWR
December	Photo competition EWWR + Month of creative reuse (Christmas)

¹⁰ To be constantly improved and amended



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Mailbox policy for contact@ewwr.eu

A. General management:

- Save all attachments (charters, pictures, feedback forms, etc.) that you receive in the respective folder on the X, immediately after reception of mail. If needed, create a folder on the example of previous years' folders.
- Answer to all mails, as soon as possible. Even if it is just thanking the sender for sending us information or documents (this is not true for spam obviously).
- With any questions or uncertainties: Ask Lisa; if she's not there ask Philippe
- Put pmn@acrplus.org and ll@acrplus.org in copy of all important mails (mass mailing, contact with other projects, etc.)

Sorting of incoming mail:

- Coordinators commitment: move to the respective folder in EWWR 2014, create a new folder for that Coordinator if necessary
- Action Developers EWWR Secretariat: Move to “_EWWR Secretariat” under EWWR 2014
- All mails from people that are interested to participate or that we might be able to motivate to participate in any kind of form: Move to “to contact for EWWR 2014” under EWWR 2014
- Facebook and Twitter notifications and mails related: Move to “Social Media”
- Any mails asking to be added to or delete from any kind of mailing list: Move to “subscribers list check” under EWWR 2014 if not done immediately
- Spam: delete immediately
- In the general inbox should thus only be mail where we don't lose important information if deleted after 6 months

Sent mail:

- Move important mails to Coordinators (basically all mass mailing) to “To Coordinators”.
- Move important mails to active or potential Action Developers or stakeholder to “to Action Developers – Stakeholders”
- Mails answering to questions by single Coordinators or Action Developers stay in the general “sent” folder

Awards – selection process and criteria

A. Selection process

1. Action Developers express their wish of entering their action into the review and selection process for the EWWR awards on the registration form.
2. Out of all these actions, each Coordinator pre-selects a maximum of 6 actions for his area, one per category, and sends the pre-selection (= shortlisted actions) to the EWWR Secretariat (ACR+).



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3. The jury gathers to examine the shortlisted actions and to decide upon the winner in each of the categories.

Criteria

- Visibility and communicational aspects
- Good practice, originality and exemplarity
- Quality of content and focus on waste prevention
- European repeatability

Categories

- Administration/Public authority
- Association/NGO
- Business/Industry
- Educational Establishment
- Individual Citizen
- Other

Validation Criteria for EWWR actions

Each action submitted must fulfil criteria in order to be validated and recognised as an official EWWR action:

1. The action must be an innovative and relevant awareness-raising and/or self-commitment action (for citizens)
2. The action must take place exclusively during the annual edition of the EWWR. It may, however, also showcase (or be the result of) actions that have taken place prior to EWWR.
3. The Action Developer has to belong to one of the following categories:
 - i. Administration/Public Authority
 - ii. Association/NGO
 - iii. Business/Industry
 - iv. Educational establishment
 - v. Individual Citizen
 - vi. Other (e.g.: Hospital, cultural institution...)
4. The action must address either the 3Rs, Reduce waste, Reuse products, Recycle material, or be a clean-up activity.

Particularly welcome is the implementation of an action related to the topic of the Prevention Thematic Days.



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5. Action developers must undertake the following commitments:

- EWWR actions will be undertaken by Action Developers who can be clearly identified
- Actions must be registered and officially validated by the EWWR Coordinator covering the area where the action is taking place. [Find your Coordinator](#)
- The validated EWWR action will be carried out in respect of the law and regulations of the country where it will take place and will obtain the permission necessary for its correct proceeding.
- The action will seek to promote and encourage positive actions and gestures.
- The action will be performed in a spirit of openness and cooperation and not in a militant or combative manner.
- The action will not be used to serve a political or religious purpose and will not be in breach of good morals.
- The action will be non-profit and participation will be free.
- Under no circumstances shall the EWWR action be focused on a product or a brand.
- The EWWR logo and the LIFE logo will only be used in the framework of the validated EWWR action; the right of use of the logos is restricted to this action.
- The Action Developer commits to evaluate his/her EWWR action after it has taken place (quantitative/qualitative evaluation).
- Unless mentioned differently on the registration form, the validated EWWR action will not be entered into the review and selection process for the EWWR awards.

Green events guidelines

A guide on how to limit the environmental impact of events has been developed. This guide aims at being a useful tool to set up 'green' EWWR events by introducing best practices and recommendations to ensure their sustainability. [The guide can be downloaded from the EWWR website.](#)



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