



EUROPEAN WEEK FOR WASTE REDUCTION

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EWWR Webin@r Training 16 July 2015

Prevention Thematic Days 2015

Dematerialisation: Doing more with less!



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Generalitat de Catalunya
Departament de Territori
i Sostenibilitat

Agència de
Residus de
Catalunya





Prevention Thematic Days (PTDs)

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- Waste prevention as priority of the EWWR project
- Yearly thematic days focused on a waste prevention theme (4 in total)
 - 2013: Reuse
 - 2014: Stop Food Waste!
 - 2015: Dematerialisation – Doing more with less!
 - 2016: Hazardous waste (tbd)



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Dematerialisation: Doing more with less!

The **consumption of products** (including their production, transport and distribution), **represents nearly 50% of emissions** contributing to climate change.

If not reused, these products will eventually become waste

- Collection and treatment infrastructures
- Additional emissions & costs for society
- Loss of resources

→ Crucial importance to reduce waste at source

One way to put this into action is smart consumption:

Dematerialisation: Doing more with less!

→ Use less material directly → Produce less waste → Increase resource efficiency



Dematerialisation: Doing more with less!

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What is dematerialisation?

→ Using **less or no material** to deliver the **same level of functionality** to the user.

Two aspects:

a. Shift from products to services:

Replacing products with services, sharing and borrowing products, organisation of group services instead of individual ownership

a. Improved material use:

Absolute or relative reduction in the quantity of materials required to satisfy needs in society

- increasing the efficiency of material use (using less materials for a specific function)
- substituting materials (exchanging heavy materials with light materials)
- reusing products



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Factsheets

- Helping Action Developers to implement “doing more with less” activities
- Description of the action
- Objectives
- What you need
- How to prepare the action
- How to implement the action
- Evaluation and feedback after the action
- More information: Useful links and tips



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Factsheets 2015

- [Ecodesign workshop](#)
- [Ecodesign contest](#)
- [Shared economy: Setting up a sharing network](#)
- [Campaign on dematerialised presents](#)
- [Material waste reduction workshop](#)
- [Paper waste reduction](#)
- [Packaging waste reduction workshop](#)
- [Repair fair/café/workshop](#)
- [Reuse markets](#)
- [Swapping](#)
- [Creative reuse](#)



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Focus: Ecodesign

- Decrease the environmental footprint of a product or service
- Material and energy use
- Longer-lasting and repairable products

Principle: an ecodesigned service/object = waste material prevented!



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Focus: Ecodesign

Principle: an ecodesigned service/object = waste material prevented!

→ **Factsheet: Ecodesign workshop**

- Participants gather to think about the best ways to create a product or to provide a service
- Action Developer chooses one or several products or services, or a theme to brainstorm on (for example: studying, parenting, working, etc...).
- Goal: Participants develop their ideas, either only on paper or with real materials.



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Focus: Ecodesign

Principle: an ecodesigned service/object = waste material prevented!

→ **Factsheet: Ecodesign contest**

- Participants compete to find best ways to create a product or to provide a service
- Type of product or service can be chosen by Action Developer or can be left open
- Action Developer or professional Jury evaluates the submissions and selects the winner(s).
- Criteria defined by Action Developer, but ecodesign aspects are always key in evaluation:
 - environmental footprint (amount of material and energy used for production and consumption of a product or service)
 - durability (lifetime of a product)
 - reparability of a product
 - recyclability of a product
- Award ceremony to be held during the EWWR

www.ewwr.eu/docs/PTD/EN_PTDs2015_dematerialisation_eco-design-contest.pdf



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Factsheet: Shared economy – Setting up a sharing network

Principle: A shared product/service = material/energy waste prevented!

- Setting up a sharing network with your neighbours, your colleagues, or even with your whole neighbourhood/municipality
- Share books, tools, games, cars, etc. – up to you!



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Factsheet: Campaign – dematerialised presents

Principle: A dematerialised present = material waste prevented!

- Campaign towards your friends, your family, your school or even a broader group, explaining how dematerialised gifts can be even better than material gifts, producing much less or even no waste.
- Create your own dematerialised presents through creative reuse
- Offer a dematerialised present: subscription to the municipal bike service, tickets to the movie theatre, cooking lessons, a subscription to an internet platform (for books, music, newspaper, videogames, etc.) or to the local swimming pool, etc.



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Take part:

Do more with less!

European Week for Waste Reduction
21-29 November 2015

Questions? contact@ewwr.eu