



# PRESS FILE



## The European Week for Waste Reduction 2016

19-27 November 2016

8<sup>th</sup> Edition



With the support of  
the European Commission





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## KEY FACTS

### The European Week for Waste Reduction 2016

- ✓ 12,255 actions implemented
- ✓ With the cooperation of 43 Coordinators
- ✓ In 32 countries

#### 4 themes of actions:

- ✓ Strict avoidance and reduction at source,
- ✓ Reuse and preparing for reuse,
- ✓ Waste sorting and recycling and
- ✓ Clean-Up Day

#### 1 specific waste prevention topic:

- ✓ Packaging Waste Reduction: "Use Less Packaging!"
  - 5 factsheets
  - 2 support documents
  - 1 new poster





## A. What is the European Week for Waste Reduction doing in 2016?

The European Week for Waste Reduction (EWWR) is an international initiative aiming to promote the implementation of awareness-raising actions about sustainable resource and waste management during a single week. It encourages a wide range of audiences (public authorities, private companies, schools, civil society as well as citizens themselves) to get involved and carry out the mission of waste reduction.

The EWWR is a project co-financed by the European Commission's LIFE+ programme (2013-2017) and was originally launched in 2009 under the same programme; it will continue to be implemented after the end of the LIFE programme financing. The 8<sup>th</sup> edition of the EWWR will take place **from the 19<sup>th</sup> to the 27<sup>th</sup> of November 2016** when, according to the latest counting, **more than 12.000 EWWR actions<sup>1</sup> will be implemented in 32 countries.** These actions will be carried out to convince the general public, businesses, pupils and public authorities, amongst others, of the necessity to reduce the 2.6 billion tonnes<sup>2</sup> of waste that is generated each year by the countries of the European Union.

### Our objectives are to:

- Raise awareness about waste reduction, product reuse and materials recycling strategies, and related European Union and Member States policies,
- Highlight the work accomplished by various actors, through concrete examples of awareness-raising actions about waste reduction, product reuse, and materials recycling,
- Mobilise and encourage the public and all target groups to concentrate on four key action themes,
- Reinforce the EWWR stakeholders' capacities by providing them with targeted communication tools and training,
- Assess the impact of communication actions on concrete behaviour change regarding consumption and waste management patterns.

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<sup>1</sup> The final number of registered actions, as of 18 November 2016, is 12,255

<sup>2</sup> Total waste generated by EU-28 in 2014. Source: Eurostat (download on 18.11.2016)

## I commit myself

The [EWWR online commitment tool](#) is a brand new feature! Citizens can pledge to change specific behaviours regarding waste reduction, such as repairing items instead of throwing them out, avoiding overpackaging or stopping unwanted mail.

**2882 commitments<sup>3</sup>** have already been made by citizens all around the world to change several of their behaviours in their daily lives through this tool and its [Hungarian version](#). By adopting more sustainable practices, the amount of waste is significantly reduced. It only takes a small change in your lifestyle to have a positive impact on the environment. Commit yourself today and start taking action to reduce your waste!



<sup>3</sup> As of 18 November 2016



## B. Why is our meSSage important?

Waste is a pressing environmental, social and economic issue. Increasing consumption of resources generates large amounts of waste; 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. For instance household waste has doubled in weight since 1970 and stayed at a high level since 15 years. In the EU28, **475 kg of municipal waste** was generated **per person in 2014**<sup>4</sup>. The amount of municipal waste generated varies significantly across Member States, reaching up to almost 760 kg/capita in certain countries<sup>5</sup>. This waste is the result of non-sustainable production and consumption. Waste management trends in Europe are slowly improving, but huge discrepancies in performance remain.

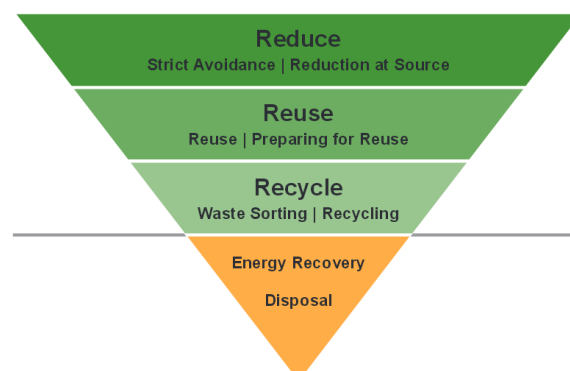
**The EWWR draws attention to these issues by promoting good practices of waste reduction and spreading them to the wider public.**

### The meSSage: 3RS and a clean-up

The actions implemented in the EWWR address the “3Rs”: **Reduce waste, Reuse products, Recycle materials**. The “3Rs” represent the options which should be considered first when elaborating a waste management strategy. Following the hierarchy illustrated below, reducing waste should always be the first priority. In fact, one of the most powerful slogans of the EWWR targets the prevention of waste production:

**‘The best waste is the one that is not produced!’.**

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, including preparation for reuse. The third priority, and last waste management option included in the EWWR, is materials recycling.



<sup>4</sup> According to Eurostat, 475 kg of waste was generated per inhabitant in the EU28 in 2014. Source: [Eurostat](#)

<sup>5</sup> Ibidem



The EWWR also coordinates a Europe-wide annual clean-up day called "[Let's Clean Up Europe](#)". Action Developers will also organise actions on this issue during the European Week for Waste Reduction 2016, by implementing Clean-Up activities in their area.

## Prevention Thematic Days 2016: Packaging waste reduction - Use less packaging!

Waste prevention holds a strong place in the European Week for Waste Reduction. To highlight this, each year, the EWWR offers a special focus via the Prevention Thematic Days. The Prevention Thematic Days 2016 are focusing on **Packaging waste reduction with the slogan "Use less packaging!"**. A large number of actions of the EWWR 2016 will thus raise awareness on the necessity to reduce packaging waste.

To encourage and assist EWWR Action Developers in implementing actions addressing this issue, a number of tools have been developed; they are available on the [Prevention Thematic Days 2016 page](#):

- **5 Factsheets** presenting specific activities to reduce packaging waste have been developed, available in 7 languages. They provide key information on packaging waste and contain tips on preparing and implementing actions.
- **2 more practical support documents:** A **Waste Diary** and an infographic with **Tips on how to reduce packaging waste in your everyday life**.
- **A promotional poster** "Packaging waste reduction: Use Less Packaging!" for the PTDs 2016, available in 12 languages.



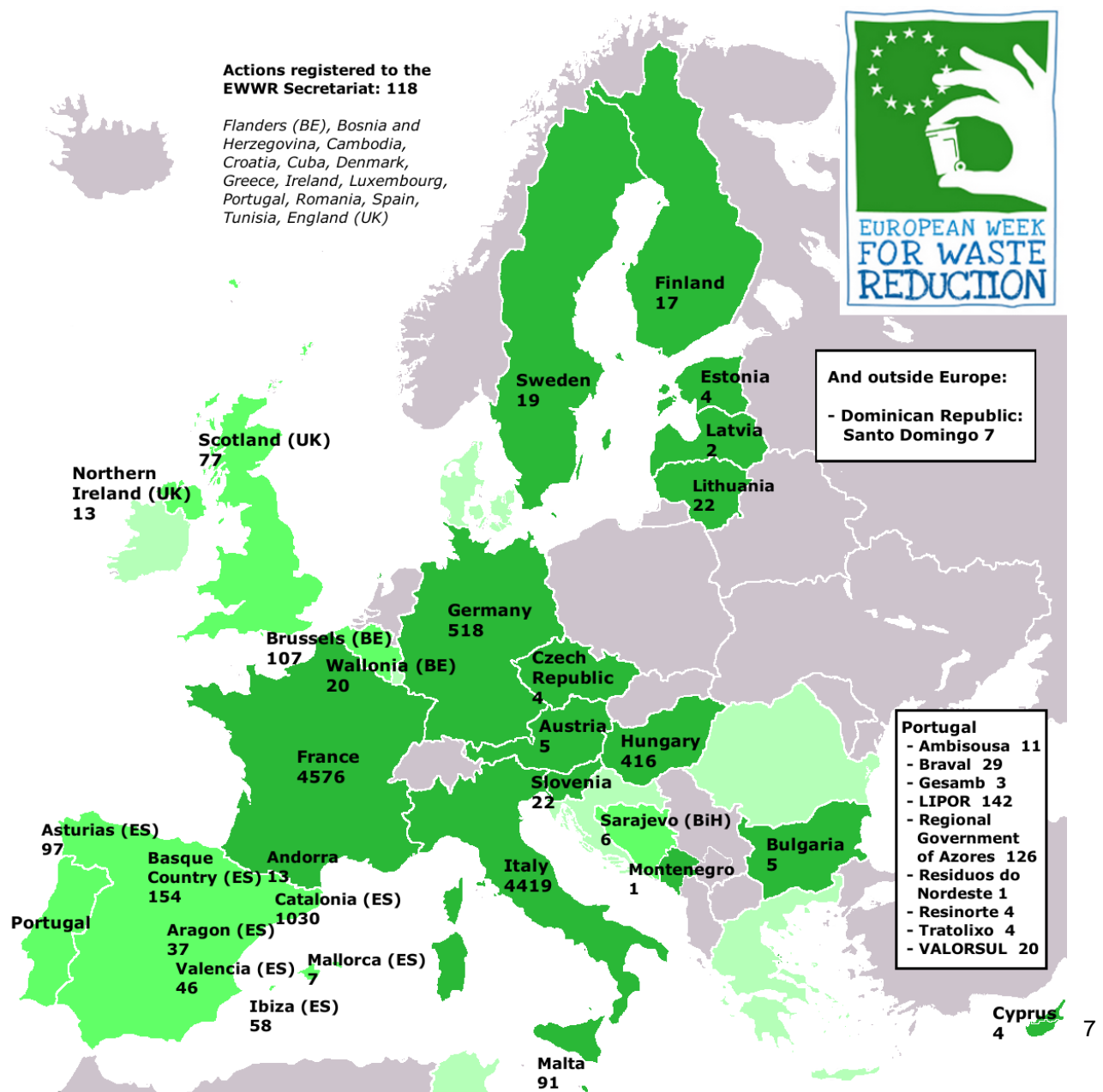


## C. Who is involved in the European Week for Waste Reduction and where?

### Action Developers

They are the heart of the EWWR: they organise and carry out actions on waste prevention, reuse or recycling during the EWWR, with the aim of informing as many citizens as possible. Action Developers can be **individual citizens** or belong to **administrations and public authorities, associations and NGOs, businesses and industry, educational establishments** and other types of organizations (for example hospitals, retirement homes, cultural institutions, etc.). Each action developer is responsible for organising one or several actions and to encourage its participants to reduce waste.

### European Week for Waste Reduction 2016 - Map of Actions







## Coordinators

In order to promote and coordinate the EWWR 2016, **43 Coordinators across 32 countries** have mobilised stakeholders and validated their actions.

Under the direction of the EWWR Coordinators and with the support of the EWWR Secretariat, Action Developers are carrying out their awareness-raising actions from 19 to 27 November:

- In territories directly coordinated by national, regional or local Coordinators: **Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Estonia, Finland, France, Germany, Hungary, Italy, Latvia, Lithuania, Malta, Portugal, Slovenia, Spain, Sweden** and the **United Kingdom**.
- Moreover, outside the boundaries of the European Union, actions for the European Week for Waste Reduction will also be coordinated in **Andorra, Bosnia and Herzegovina, the Dominican Republic**, as well as in **Montenegro**. Although no actions have officially been registered, the EWWR is also coordinated in **Albania, Benin** and **Iceland**.
- The EWWR Secretariat has promoted and coordinated the EWWR in those areas that are not covered by a EWWR Coordinator this year. We have therefore received projects from **Croatia, Denmark, Greece, Ireland, Luxembourg** and **Romania**, and reaching as far as **Cuba, Tunisia** and also **Cambodia**!

In [Annex 1](#), you will find information about the activities implemented on each Coordinator's territories, including the number of actions registered and a brief description of an interesting action taking place this year.



## D. The European Week for Waste Reduction and its Partners, a Life+ Project

### Project partners



**ACR+**, the Association of Cities and Regions for Recycling and sustainable Resource Management, is an international network of cities and regions who share the aim of promoting smart resource consumption and sustainable waste management through prevention at source, reuse and recycling. ACR+ aims to develop expertise and skills of public authorities in waste, product, and resource policies, encourage practical action in waste management and sustainable consumption, and promote cooperation and partnership to develop eco-efficient solutions. **ACR+ is the coordinator of the LIFE+ Project European Week for Waste Reduction.**



**AICA**, the International Association for Environmental Communication (Italy), is a cultural project that aims to understand, study, and promote (inter)national environmental communication actions. It creates connections between different actors - institutions, associations, and businesses - at different levels to encourage them to exchange best practices on implementing environmental policies.



**ARC**, the Catalan Waste Agency (Catalonia, Spain), is the public entity in charge of the integrated management of municipal, industrial, healthcare and agricultural waste in Catalonia. The objectives of ARC include the promotion of waste prevention and selective waste collection and to stimulate and advise on valorisation, reuse and recycling, among others.



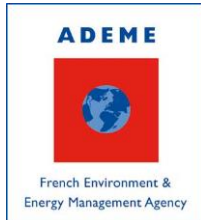
**IBGE-BIM**, Brussels Environment (Belgium) is the public administration for the environment and energy in the Brussels-Capital Region, in charge of all environmental issues. Regarding waste, IBGE-BIM is in charge of elaborating and implementing the Brussels-Capital waste prevention and waste management programme, aiming to reduce waste production and to sustainably manage the waste produced. IBGE-BIM has almost 20 years of practical experience in the area of the 3Rs.



**NWMD**, the National Waste Management Agency for Hungary, is responsible for the coordination of the complete Hungarian waste management system. Their main tasks are focused on taking part in the prevention of pollution and waste generation, as well as organising the waste collection and recovery of different waste flows. More than 100 waste management experts work for NWMD in direct contact with the principal actors from the waste industry in Hungary.



## Project co-financer



**ADEME**, the French Environment and Energy Management Agency (France), is a public agency under the joint supervision of the French Ministries for Ecology, Energy, Sustainable Development and Spatial Planning, and for Higher Education and Research. ADEME participates in the implementation of public policies in the fields of the environment, energy, sustainable development, waste management, air quality and noise control. ADEME co-funds the LIFE+ Project European Week for Waste Reduction.

## The EWWR, a Life+ project



The LIFE+ programme is the EU's financial instrument for the environment, aiming to contribute to the implementation, updating and development of environmental policy by co-financing projects with European added value.

The LIFE+ programme consists of three components: Nature and Biodiversity, Environmental Policy and Governance, and Information and Communication. The EWWR is supported by the "Information and Communication" component of the LIFE+ Programme from July 2013 to June 2017.

The Life+ Information and Communication programme aims at disseminating information and raises awareness on environmental issues, including forest fire prevention. Furthermore, it has the objective of providing support for accompanying measures, such as information, communication actions and campaigns, and conferences and training.

## What's next?

The **EWWR Awards Ceremony will take place on 18 May 2017 in Barcelona**. Some great actions are expected to be rewarded.

After the end of the LIFE+ programme financing, the EWWR initiative will continue to spread its message of waste prevention with the involvement of its partners, coordinators and volunteers. You can already prepare your actions for the next edition!

## Contacts:

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## ANNEX 1

### EU COORDINATORS



#### Austria

Coordinator: Amt der Steiermärkischen Landesregierung, Referat "Abfallwirtschaft und Nachhaltigkeit"

**5 actions** validated, such as the "Food Waste Hackathon Vienna" which is all about creating smart solutions to reduce food waste by involving hackers, designers, civil servants, farmers, experts, students, entrepreneurs and concerned citizens.

More information: [www.abfallwirtschaft.steiermark.at](http://www.abfallwirtschaft.steiermark.at)



bruxelles  
environnement  
leefmilieu  
brussel  
.brussels



#### Belgium - Brussels

Coordinator: Brussels Environment (IBGE/ BIM)

**107 actions** validated, for instance the "Waste Week" of the European Parliament which will also take place in Luxembourg and Strasbourg, with activities such as film screening, clean-up or stands presenting actions on waste reduction.

More information: [www.bruxellesenvironnement.be](http://www.bruxellesenvironnement.be) or [www.leefmilieu.brussels](http://www.leefmilieu.brussels)



Wallonie



#### Belgium - Walloon Region

Coordinator: Service Public de Wallonie

**20 actions** validated, including the "Pavillon de la Récup'", a space entirely dedicated to reusing items for your house, with a special focus on the social economy.

More information: [www.moinsdedechets.wallonie.be](http://www.moinsdedechets.wallonie.be)



ACEKOБ

АСОЦИАЦИЯ НА ЕКОЛОЗИТЕ ОТ ОБЩИНИТЕ В БЪЛГАРИЯ



#### Bulgaria

Coordinator: BAMEE (Bulgarian Association of Municipal Environmental Experts), delegated by the Bulgarian Ministry for the Environment

**5 actions** validated, such as the "Bulgarian flag made by caps" which will also include presentations about the 3Rs and a clean-up day.

More information: [www.bamee.org](http://www.bamee.org)



DEPARTMENT OF  
ENVIRONMENT



#### Cyprus

Coordinator: Ministry of Agriculture, Rural Development and Environment - Department of Environment

**4 actions** validated, in particular "Together we can: Reduce-Reuse-Recycle" for which students will get creative and share their messages by using small pieces of fabric.

More information: [www.moa.gov.cy/environment](http://www.moa.gov.cy/environment)



Ministry of the Environment  
of the Czech Republic



#### Czech Republic

Coordinator: Ministry of the Environment

**4 actions** validated, for instance a sustainable business fair-designed for young people, especially students and graduates who would like to explore sustainable business professionally.

More information: [www.mzp.cz](http://www.mzp.cz)



KESKKONNAMINISTEERIUM



## Estonia

Coordinator: Keskkonnaministeerium - Estonian Ministry of the Environment

**4 actions** validated, such as "Coffee stays in a mug!" during which people will be able to get their morning coffee served in their own mugs.

More information: [www.envir.ee](http://www.envir.ee)



## Finland

Coordinator: Ecofellows together with JLY - Jätelaitosyhdistys and Tampere Regional Solid Waste Management Ltd., delegated by the Finnish Government

**17 actions** validated, including "Swap your stuff"-days- Bring along what you don't need anymore, take home what you need. This will be the main principle of these 2 days event.

More information: [www.ekokumppanit.fi](http://www.ekokumppanit.fi)



## France

Coordinator: ADEME  
(French Environment and Energy Management Agency)

**4576 actions** validated, amongst which an action promoting a family challenge: decreasing your energy and waste. A special event is organised to present this concept with a juggling show!

More information: [www.serd.ademe.fr](http://www.serd.ademe.fr)



## Germany

Coordinator: VKU - Verband kommunaler Unternehmen e.V. on behalf of the Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety

**518 actions** validated, in particular the "BecherBonus" initiative, for which the Ministry of Environment of the Federal State Hessen itself created a campaign against Coffee2Go-Single Use Cups.

More information: [www.wochederabfallvermeidung.de](http://www.wochederabfallvermeidung.de)



## Hungary

Coordinator: NWMD - National Waste Management Agency

**416 actions** validated, including "Discover the hidden chambers of the Waste Hierarchy Pyramid!". The main goal is to introduce the waste hierarchy to primary school students. Rooms will be turned into different chambers representing the different layers of the pyramid: from landfilling to prevention emphasising the importance of 3R's with interactive games.

More information: [ewwr.hu](http://ewwr.hu)



## Italy

Coordinator: Steering Committee for Italy

**4419 actions** validated, in particular including an action on Systemic Food Design, an interactive and educational tool aiming to prevent waste generation by explaining the complexity of agro-food products and their packaging throughout the whole supply chain.

More information: [www.menorifiuti.org](http://www.menorifiuti.org)



## Latvia

Coordinator: Ministry of Environmental Protection and Regional Development

**2 actions** validated, for example the "Information Campaign Light Plastic Packaging Reduction" which will include press release and information in mass media. Students will also inform inhabitants of alternative choices for plastic bags.

More information: [www.varam.gov.lv](http://www.varam.gov.lv)



Lietuvos Respublikos  
APLINKOS MINISTERIJA



## Lithuania

Coordinator: Ministry of Environment

**22 actions** validated, including an action where children will learn about the use of secondary raw materials and waste sorting combined with crafts, singing and storytelling. Their performances will be shown on the last day.

More information: [www.am.lt](http://www.am.lt)



## Malta

Coordinator: WasteServ Malta

**91 actions** validated, for instance WasteServ will feature a video campaign on social media with local Maltese comedians.

More information: [www.wasteservmalta.com](http://www.wasteservmalta.com)



## Portugal -

### Regiao do Vale do Sousa

Coordinator: Ambisousa

**11 actions** validated, including an action promoting the reuse of plastic packaging, by giving them a new life and new functions as flower pots, and encouraging the participation of schools.

More information: [www.ambisousa.pt](http://www.ambisousa.pt)



## Portugal - Azores

Coordinator: Direção Regional do Ambiente (Environment Regional Directorate) of the Governo Regional dos Açores (Regional Government of Azores)

**126 actions** validated, including "Say 'no' to disposable diapers", for which the Regional Directorate for Environment will offer reusable diapers for babies born during this week.

More information: [www.portaldosresiduos.azores.gov.pt](http://www.portaldosresiduos.azores.gov.pt)



## Portugal -

### Several areas in the Distrito de Braga

Coordinator: Braval - Valorização e Tratamento de Resíduos Sólidos, S.A.

**29 actions** validated, such a shop which will offer a discount to customers who make purchases without waste packaging, by bringing their own containers for instance.

More information: [www.braval.pt](http://www.braval.pt)



## Portugal - Distrito de Évora

Coordinator: Gesamb – Gestão Ambiental e de Resíduos, EIM

**3 actions** validated, including a food leftovers recipe contest. Useful information on food waste and healthy cuisine will also be shared with the participants.

More information: [www.gesamb.pt](http://www.gesamb.pt)



## Portugal - Distrito de Porto Grande Porto

Coordinator: LIPOR

**142 actions** validated, such as “Correspondence with prevention stamps”, where all their letters will be sent with a stamp, made especially for this occasion with the EWWR logo.

More information: [www.lipor.pt](http://www.lipor.pt)



## Portugal - Nordeste

Coordinator: Resíduos do Nordeste, EIM, S.A.

**1 action** validated, including “Não desperdice, leve o que é seu!”, an action which will be implemented in 13 municipalities and will focus on reducing packaging waste from the catering industry through reuse.

More information: [www.residuosdonordeste.pt](http://www.residuosdonordeste.pt)



## Portugal - Norte-Central

Coordinator: Resinorte

**4 actions** validated, such as an international conference about packaging waste Reduction where experts will present innovative practices developed by European Green Capitals and other cities.

More information: [www.resinorte.pt](http://www.resinorte.pt)



## Portugal - Cascais, Oeiras, Mafra & Sintra

Coordinator: Tratolixo E.I.M

**4 actions** validated, for instance an action where children can learn about the waste colours and forms, and separate it properly. They will also discover the meaning of reusing waste, making into something new, through art, creativity and lot of imagination.

More information: [www.tratolixo.pt](http://www.tratolixo.pt)



## Portugal - Several areas in the Distrito de Lisboa and de Santarém

Coordinator: VALORSUL

**20 actions** validated, in particular an action called “Lixo con ritmo”, a concert with instruments made from waste, specifically with municipal solid waste collection containers.

More information: [www.valorsul.pt](http://www.valorsul.pt)



## Slovenia

Coordinator: Chamber of Municipal Services (ZKG), part of the Chamber of Local Public Economy, delegated by the Ministry of the Environment and Spatial Planning

**22 actions** validated, such as "Rethink Packaging" which will demonstrate how much packaging waste each citizen produces per year. Packaging waste will be displayed in city centres, markets and other popular locations.

More information: [www.eng.qzs.si](http://www.eng.qzs.si)

## Spain - Aragon

Coordinator: Dirección General de Calidad Ambiental, Gobierno de Aragón

**37 actions** validated, in particular the "Make your reuse bag with clothes from textile containers" action, during which students will create reuse bags in order to avoid single-use bags.

More information: [www.aragon.es](http://www.aragon.es)

## Spain - Asturias

Coordinator: Cogersa - Consorcio para la Gestión de los Residuos Sólidos de Asturias

**97 actions** validated, including "Gijón\_Se\_Come", the first sustainable food festival to be held in Gijón with workshops, educational talks, cooking shows.

More information: [www.cogersa.es](http://www.cogersa.es)

## Spain - Basque country

Coordinator: IHOBE – Basque Country Government Environmental Management Public Society

**154 actions** validated, for instance a campaign to increase households' participation in the selective collection of the organic fraction of waste.

More information: [www.ocru.net](http://www.ocru.net)

## Spain - Catalonia

Coordinator: Agència de Residus de Catalunya (Catalan Waste Agency)

**1030 actions** validated, including a Waste Diary action which will be done by Lluçanès School in partnership with two other schools from the UK and Bulgaria. They will then compare their packaging waste generation.

More information: [www.arc.cat](http://www.arc.cat)

## Spain - Ibiza

Coordinator: Island Council of Ibiza

**58 actions** validated, for instance an action organised in collaboration with catering companies to avoid the waste of still edible food. Clients will be encouraged to bring home the food that was not eaten.

More information: [www.conselldeivissa.es](http://www.conselldeivissa.es)



## Spain - Mallorca

Coordinator: Consell de Mallorca

**7 actions** validated, for example "Diada per a la Reducció de Residus", to promote waste reduction with pupils from different schools coming mostly from low income families.

More information: [www.conselldemallorca.net](http://www.conselldemallorca.net)



## Spain - Valencia

Coordinator: Generalitat Valenciana, Conselleria d'Infraestructures, Territori Y Medi Ambient

**46 actions** validated, including a "Supermercado en el huerto" set up in the Historical Orchard of the Centro de Educación Ambiental, where a wheelbarrow full of staple foods packed and / or in bulk will be displayed. Students will reflect on the large amount of unnecessary packaging.

More information: [www.citma.gva.es](http://www.citma.gva.es)



## Sweden

Coordinator: Avfall Sverige (Swedish Waste Management), delegated by the Swedish Environmental Protection Agency

**19 actions** validated, such as "Bring Your Own", which is set to open on 11 November as Sweden's first completely package free grocery store. During the weekend of the EWWR the store will grant a discount to every customer who brings their own container to fill with food.

More information: [www.avfallsverige.se](http://www.avfallsverige.se)



## UK - Northern Ireland

Coordinator: WRAP Northern Ireland

**13 actions** validated, including "Furniture and bicycle reuse" where members of the public will be encouraged to donate good quality furniture and bikes to Council reuse schemes so that they can be given a second life

More information: [www.rethinkwasteni.org](http://www.rethinkwasteni.org)



## UK - Scotland

Coordinator: Zero Waste Scotland (in cooperation with the Scottish Government)

**77 actions** validated, in particular an action to increase the use of reusable hot beverage containers and avoid disposable packaging, through measuring and baselining the current position, and encouraging competition to improve on it.

More information: [www.zerowastescotland.org.uk](http://www.zerowastescotland.org.uk)

## NON - EU Coordinators



### Andorra

Coordinator: Ministry of Environment

**13 actions** validated, for example the "Workshop with supermarkets" during which supermarkets managers will discuss packaging waste prevention strategies with the environment department of Andorra.

More information: [www.mediambient.ad](http://www.mediambient.ad)



### Bosnia and Herzegovina - Canton Sarajevo

Coordinator: Center for Environmentally Sustainable Development (COOR) on behalf of the Ministry for the Environment and Physical Planning

**6 actions** validated, for instance an action mobilising the general public to demonstrate the need to reduce packaging waste through reuse and recycling. It will include flash-mobs announcing the EWWR.

More information: [www.coor.ba](http://www.coor.ba)



### Dominican Republic - Santo Domingo

Coordinator: Programa de Accion Comunitaria por el Medio Ambiente (PACMA)

**7 actions** validated, amongst which the "Menos Residuos" action where students will be cleaning the beach and selecting waste to be recycling. They will talk to the residents about the need to reduce their waste.

More information: [fundacionpacma.com](http://fundacionpacma.com)



### Montenegro

Coordinator: Environmental movement "OZON"

**1 action** validated, such as "Education on waste management", a program for the professional development of teachers by the Environmental Movement.

More information: [ozon.org.me](http://ozon.org.me)

## EWWR Secretariat

### World-wide

Coordinator: ACR+

**118 actions** validated, for instance "Reuse day in Rojc" in Croatia during which many activities will take place, including: a creative workshop to create an upcycling wall mural, 'bring your own cup' to the community café, a recycling workshop and cooking with leftovers session.

More information: [www.ewwr.eu](http://www.ewwr.eu)

