



PRESS FILE



The European Week for Waste Reduction 2018

17-25 November 2018

10th Edition





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KEY FACTS

The European Week for Waste Reduction 2018

- ✓ 14,347 actions implemented – *New Record!*
- ✓ With the cooperation of 32 Coordinators
- ✓ In 30 countries

4 themes of actions:

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

1 specific waste prevention topic:

- ✓ Hazardous Waste Prevention: **"Time to Detox!"**
 - 3 factsheets
 - 1 poster



A. What is the European Week for Waste Reduction doing in 2018?

The **European Week for Waste Reduction** (EWWR) is an international initiative promoting 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 10th edition of the EWWR will take place **from the 17th to the 25th of November 2018** when, according to the latest counting, **a new record of more than 14,000 EWWR actions¹ will be implemented in 30 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 over 2.5 billion tonnes² 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.

¹ The final number of registered actions, as of 16 November 2018, is 14,347

² Total waste generated by EU-28 in 2016. Source: [Eurostat](#)



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, **482kg of municipal waste was generated per person** on average in 2016³. The amount of municipal waste generated varies significantly across Member States, reaching over 770 kg/inhabitant in certain countries⁴. 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.

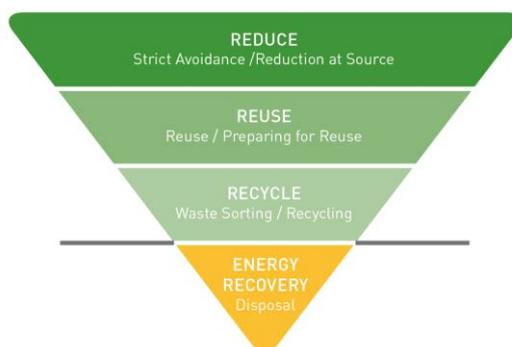
The EWWR draws attention to these issues by promoting good practices of waste reduction and spreading them to the wider public.

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.



³ Source: [Eurostat, Key figures on Europe 2018 — Statistics illustrated](#)

⁴ Ibidem



Amongst the actions that can be organised, the EWWR also welcomes a 4th type: clean-ups activities. With these types of actions, participants contribute to solving the littering problem but are also encouraged to raise awareness about the amount of waste produced.

Thematic Focus 2018: Hazardous waste Prevention - Time to Detox!

Hazardous Waste is defined as a type of waste which contains a hazardous property, whether it is explosive, flammable or toxic. It can be found in many products, in small or larger quantities, such as cleaning products, batteries, paints, pesticides, compact fluorescent light bulbs and WEEE (Waste Electrical and Electronic Equipment).

Hazardous waste poses a greater risk to our health and our environment when compared to other types of waste. Thus, it is even more important to reduce our consumption of products with hazardous contents as well as make sure that they are properly disposed of. 100 million tonnes of hazardous waste are generated each year, a fifth of which comes from households.⁵

In 2018, the EWWR encouraged Action Developers to think about ways to detox and diminish the use of such products in their nearest surroundings such as bathrooms, kitchens, sheds and garages.

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 [Thematic Focus 2018 page](#):

- **3 Factsheets** presenting specific activities have been developed, including how to organise a Repair Café and a guide to DIY cleaning products.
- **A promotional poster** available in 11 languages.



⁵ Source: Prevention of hazardous waste in Europe - [the status in 2015](#). European Environment Agency.

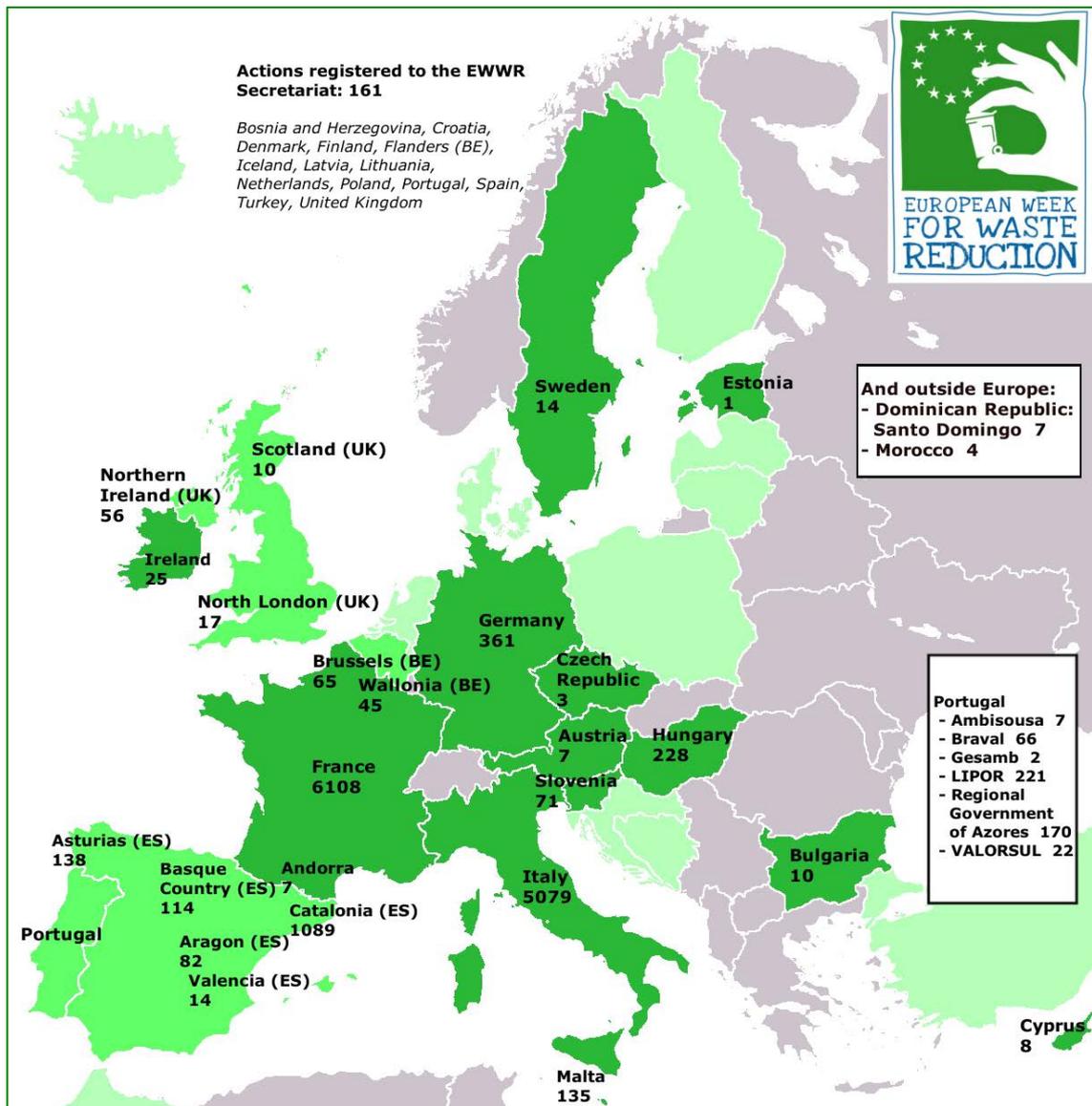


C. Who is involved in the European Week for Waste Reduction and where?

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**. Each action developer is responsible for organising one or several actions and to encourage its participants to reduce waste.

European Week for Waste Reduction 2018 - Map of Actions





Coordinators

In order to organize the EWWR 2018 on their territories, **32 Coordinators across 20 countries** have promoted the initiative and mobilised a varied range of stakeholders with the aim of reaching the greatest number of people.

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 17 to 25 November:

- In territories directly coordinated by national, regional or local Coordinators: **Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Estonia, France, Germany, Hungary, Ireland, Italy, 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, Morocco** and as far afield as **the Dominican Republic!**
- 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 **Bosnia, Croatia, Denmark, Finland, Iceland, Latvia, Lithuania, the Netherlands, Poland,** and **Turkey!**

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 EWR Steering Committee

Since July 2017, the European Week for Waste Reduction has been led by the EWR Steering Committee (ESC).

The EWR Steering Committee was set up to coordinate the EWR, to spread and promote the project. The members of the ESC finance the coordination of the EWR and take the major decisions regarding the campaign. For instance they decide on the EWR awards ceremony, the annual thematic focus or the communication strategy.



Members of the EWR Steering Committee 2018

	<p>ACR+, the Association of Cities and Regions for 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.</p> <p>ACR+ acts as the EWR Secretariat.</p>
	<p>ADEME is active in the implementation of public policy in the areas of the environment, energy and sustainable development. ADEME provides expertise and advisory services to businesses, local authorities and communities, government bodies and the public at large, to enable them to establish and consolidate their environmental action. As part of this work the agency helps finance projects, from research to implementation, in its areas of action.</p>
	<p>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.</p>

 <p>Generalitat de Catalunya Departament de Territori i Sostenibilitat</p>  <p>Agència de Residus de Catalunya</p>	<p>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.</p>
 <p>bruxelles environnement leefmilieu brussel .brussels</p>	<p>Bruxelles Environnement – Leefmilieu Brussel (Belgium) is the public administration for the environment and energy in the Brussels-Capital Region, in charge of all environmental issues. Regarding waste, they are in charge of elaborating and implementing the Brussels-Capital resources and waste management plan, aiming to reduce waste production and to sustainably manage the natural resources consumed and the waste produced. They have almost 20 years of practical experience in the area of recycling, reuse and repair.</p>
 <p>eastern - midlands waste region</p>	<p>The Eastern-Midlands Waste Region (EMWR) is one of Ireland's three waste management regions. The EMWR spans an area equal to one fifth the total area of the country and serves approximately half the national population, over 2.2 million people. The framework for the prevention and management of waste is set out in the Waste Management Plan, a statutory document underpinned by national and EU waste legislation. The responsibility for implementing the Plan in this region is the Eastern-Midlands Waste Regional Office (EMWRO) and the region's constituent local authorities.</p>
 <p>European Committee of the Regions</p>	<p>The European Committee of the Regions (CoR) is the voice of regions and cities in the European Union (EU). It represents local and regional authorities across the European Union and advises on new laws that have an impact on regions and cities (70% of all EU legislation). The CoR is a political assembly composed of 350 members and 350 alternates from all EU countries (grouped by political party and headed by the President) who have been elected at local or regional level (for example as Mayors or Presidents of a region).</p>
 <p>European Commission</p>	<p>The Directorate-General for Environment is the European Commission department responsible for EU policy on the environment. It aims to protect, preserve and improve the environment for present and future generations, proposing and implementing policies that ensure a high level of environmental protection and preserve the quality of life of EU citizens. It also makes sure that Member States apply EU environmental law correctly and represents the European Union in environmental matters at international meetings.</p>
 <p>lipor</p>	<p>Intermunicipal Waste Management of Greater Porto in Portugal (LIPOR) is responsible for the management, recovery and treatment of the Municipal Waste produced in the eight associated municipalities: Espinho, Gondomar, Maia, Matosinhos, Porto, Póvoa de Varzim, Valongo and Vila do Conde. Lipor was founded in 1982 as a Municipalities Association and it has implemented an integrated waste management, recovered, developed and built infrastructures and organised awareness campaigns for the population. Every year, Lipor treats about 500,000 tons of municipal waste - MW - that are produced by about 1 million inhabitants.</p>



 north london waste authority	<p>The North London Waste Authority (NLWA) is the waste management company in the north London boroughs. Over two million residents live in the NLWA area, which consists of 7 boroughs (Barnet, Camden, Enfield, Hackney, Haringey, Islington and Waltham Forest). NLWA is responsible for helping these seven north London boroughs dispose of the 850,000 tonnes of waste they collect every year.</p>
 VERBAND KOMMUNALER UNTERNEHMEN e.V.	<p>The German Association of Local Utilities (VKU) is the national association of municipally determined infrastructure undertakings and economic enterprises. These are companies that provide services of general interest in Germany within the framework of local self-government. The 1,450 member companies organized within the VKU are primarily active in the fields of energy supply, water supply and sewage, waste management, municipal cleaning and telecommunication.</p>
 CREATING RESOURCES FROM WASTE	<p>Wasteserv is responsible for organizing, managing and operating integrated systems for waste management including minimisation, collection, transport, sorting, reuse, utilisation, recycling, treatment and disposal of solid and hazardous waste. The company also coordinates the export of waste to destinations outside the Maltese islands. The ultimate aim of Wasteserv is to encourage people to make waste management an integral lifestyle practice. The company believes that established objectives will allow it to reach its intended aim.</p>

Contacts:

ACR+ - European coordinator of the EWWR: contact@ewwr.eu

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Follow the EWWR on:



ANNEX 1 - EWR Coordinators and their actions

EU COORDINATORS



Austria

Coordinator: ARGE Österreichischer Abfallwirtschaftsverbände

7 actions validated, such as a contest for schools on waste minimisation by the ministry for sustainability and tourism. Through this action all schools in Austria were invited to produce actions on waste minimisation in their classes.

More information: www.argeabfallverband.at



Belgium - Brussels

Coordinator: Bruxelles Environnement – Leefmilieu Brussel

65 actions validated, for instance such as a Zero Waste Fair with DIY workshops, panel debates, and stands, which gathers a lot of Brussels' actors active in zero waste

More information: www.bruxellesenvironnement.be or www.leefmilieu.brussels



Wallonie



Belgium - Walloon Region

Coordinator: Service Public de Wallonie

45 actions validated.

More information: www.moinsdedechets.wallonie.be



Bulgaria

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

10 actions validated.

More information: www.bamee.org



Cyprus

Coordinator: Ministry of Agriculture, Rural Development and Environment

8 actions validated, notably "Think, act, change you too. We say no to plastic bags" targeting primary and secondary schools with the objective of raising awareness about the negative impacts of plastic bags and encouraging the use of alternatives.

More information: www.moa.gov.cy/environment

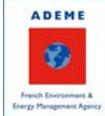


Czech Republic

Coordinator: Ministry of the Environment (Ministerstvo životního prostředí)

3 actions validated.

More information: www.mzp.cz/

 <p>KESKKONNAMINISTEERIUM</p>  <h3>Estonia</h3> <p>Coordinator: Keskkonnaministeerium - Ministry of the Environment</p> <p>1 action validated.</p> <p>More information: www.envir.ee</p>	  <h3>France</h3> <p>Coordinator: ADEME (French Environment and Energy Management Agency)</p> <p>6108 actions validated, including "Let your heart speak" – an action to collect second-hand toys in over a hundred different locations throughout the EWWR.</p> <p>More information: www.serd.ademe.fr</p>
   <h3>Germany</h3> <p>Coordinator: VKU - Verband kommunaler Unternehmen e.V. on behalf of the Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety</p> <p>361 actions validated.</p> <p>More information: www.wochederabfallvermeidung.de</p>	  <h3>Hungary</h3> <p>Ministry for Innovation and Technology</p> <p>228 actions validated.</p> <p>More information: www.szelektalok.hu/hulladekcsokkentesihet</p>
  <h3>Ireland</h3> <p>Coordinator: Eastern Midlands Regional Waste Office</p> <p>25 actions validated, such as Let's Talk Science, Ballymun's science festival. This exciting free festival is a unique opportunity to have fun and explore science, technology, engineering and maths for all ages.</p> <p>More information: emwr.ie</p>	  <h3>Italy</h3> <p>Coordinator: Steering Committee for Italy</p> <p>5079 actions validated, among which "Naturally... colours!" Nature has given us everything. Why do not we become eco-painters by self-producing and using natural and non-toxic colors? Kindergarden children will get their hands dirty realising art works with natural pigments such as fruits, vegetables and flowers, possibly coming from the school garden.</p> <p>More information: www.menoriuti.org</p>

  <p>Malta</p> <p>Coordinator: WasteServ Malta</p> <p>135 actions validated, including an initiative launched by supermarkets to create a reusable produce bag to eliminate single-use plastic bags from stores. The bags are known as “vegiebags”.</p> <p>More information: www.wasteservmalta.com</p>	  <p>Portugal - Regiao do Vale do Sousa</p> <p>Coordinator: Ambisousa</p> <p>7 actions validated, including an action aiming at raising awareness among the population around the prevention of hazardous waste.</p> <p>More information: www.ambisousa.pt</p>
  <p>Portugal - Azores</p> <p>Coordinator: Autonomous Region of Azores - Direção Regional do Ambiente (Environment Regional Directorate)</p> <p>170 actions validated.</p> <p>More information: www.azores.gov.pt</p>	  <p>Portugal - Several areas in the Distrito de Braga</p> <p>Coordinator: Braval - Valorização e Tratamento de Resíduos Sólidos, S.A.</p> <p>66 actions validated.</p> <p>More information: www.braval.pt</p>
  <p>Portugal - Distrito de Porto Grande Porto</p> <p>Coordinator: LIPOR</p> <p>221 actions validated such as “Refreshing Reading” – an action involving the construction of three community libraries, from three fridges, already at the end of life, provided by the Eco-centre of the Municipality of Espinho.</p> <p>More information: www.lipor.pt</p>	  <p>Portugal - Distrito de Évora</p> <p>Coordinator: Gesamb – Gestão Ambiental e de Resíduos, EIM</p> <p>2 actions validated.</p> <p>More information: www.gesamb.pt</p>

  <p>Portugal - Several areas in the Distrito de Lisboa, Santarém and Leiria</p> <p>Coordinator: VALORSUL</p> <p>22 actions validated, such as a live cooking action in the street about how to cook and use leftovers.</p> <p>More information: www.valorsul.pt</p>	  <p>Slovenia</p> <p>Coordinator: Chamber of Public Utilities, part of the Chamber of Commerce and Industry, delegated by the Ministry of the Environment and Spatial Planning</p> <p>71 actions validated including "What goes around comes around", an action to remind the public that whatever is thrown in caves comes back to us in the form of drinking water and polluted soil. All toxic materials and elements stay in there and slowly or rapidly intoxicate our bodies and impact our health.</p> <p>More information: www.eng.gzs.si</p>
  <p>Spain - Aragon</p> <p>Coordinator: Gobierno de Aragon (D.G. Sostenibilidad)</p> <p>82 actions validated, including a campaign of environmental awareness in matters of food waste in supermarkets of Aragon region.</p> <p>More information: www.aragon.es/semanaeuropeapreencionresiduos</p>	  <p>Spain - Asturias</p> <p>Coordinator: Cogersa - Consorcio para la Gestión de los Residuos Sólidos de Asturias</p> <p>138 actions validated.</p> <p>More information: www.cogersa.es</p>
  <p>Spain - Basque country</p> <p>Coordinator: IHOBE – Basque Government Environmental Agency</p> <p>114 actions validated.</p> <p>More information: http://www.ihobe.eus/</p>	  <p>Spain - Catalonia</p> <p>Coordinator: Agència de Residus de Catalunya (Catalan Waste Agency)</p> <p>1089 actions validated, among which #zerofoodwastebcn day - a festive day open to everyone, aiming to raise awareness of food waste generated in Catalonia and understanding that food waste is an economic, social and environmental problem that affects the totality of the population.</p> <p>More information: www.arc.cat</p>



Spain - Valencia

Coordinator: Generalitat Valenciana, Conselleria de Agricultura, Medio Ambiente, Cambio Climático u Desarrollo Rural

14 actions validated.

More information: www.cma.gva.es



Sweden

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

14 actions validated, such as Skola 2018 - a competition for all kids in middle school (ages between 9-12), encouraging students to collect old cell phones and nail polish. The aim is to increase the knowledge of middle school students that everyone has hazardous waste at home.

More information: www.avfallsverige.se



UK - North London (England)

Coordinator: North London Waste Authority

17 actions validated.

More information: nlwa.gov.uk



UK - Northern Ireland

Coordinator: WRAP Northern Ireland (Waste Resource Action Programme Northern Ireland)

56 actions validated, including a Schools' Battery Recycling Competition. Schools are being asked to collect batteries for recycling using their ERP battery boxes.

More information: www.wrapni.org.uk



UK - Scotland

Coordinator: Zero Waste Scotland

10 actions validated such as a competition organised in schools as part of a campaign to reduce food waste during the school lunch time. Entries were judged based on the creativity shown by Scottish pupils and applications included pupil-led audits and 'waste busting' rap song. The 6 shortlisted schools have been invited to a celebrations event taking place during EWWR where they will demonstrate the impact of their respective campaigns and the winners will be announced.

More information: www.zerowastescotland.org.uk

NON - EU Coordinators



Andorra

Coordinator: Ministeri d'Ordenament Territorial, Medi Ambient i Agricultura

7 actions validated.

More information: www.mediambient.ad/setmana-europea-prevencio



Dominican Republic

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

7 actions validated, including one to be held at Universidad del Caribe, aiming to gather about 600 university students, and raise awareness of waste prevention, particularly hazardous solid waste, especially spent batteries.

More information: www.fundacionpacma.com



Morocco

Coordinator: Commune de Rabat

4 actions validated, including a film projection and debate entitled "How to combat marine pollution at a local level".

EWR Secretariat

Europe and World-wide

Coordinator: ACR+



161 actions validated, such as "HelloWielo" – a nationwide campaign taking place across many cities in Poland for the promotion of reusable nappies. As a part of the campaign there will be free workshops for parents and people planning to start a family throughout the country. In Zagreb in Croatia, a textile collection, DIY workshop, and lecture will be organised to raise awareness about textile waste and how it can be recycled.

More information: www.ewwr.eu