



PRESS FILE



Awards of the European Week for Waste Reduction 2015



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Generalitat de Catalunya
Departament de Territori
i Sostenibilitat

Agència de
Residus de
Catalunya





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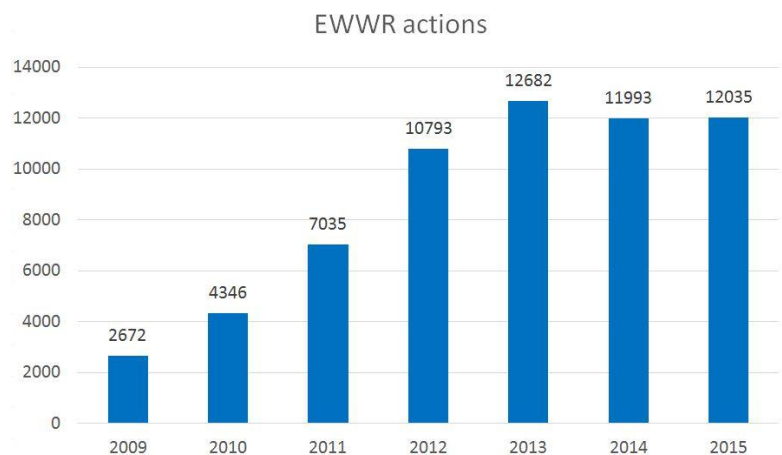


A. The European Week for waste Reduction in 2015

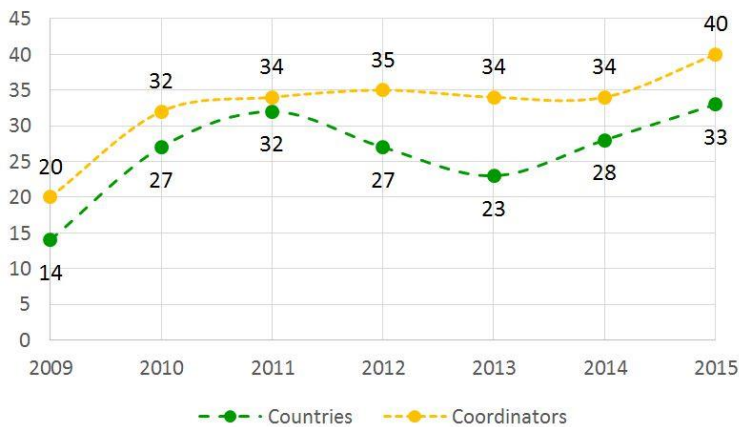
The European Week for Waste Reduction (EWWR) is an initiative aiming to promote the implementation of awareness-raising actions about sustainable resource and waste management during a single week. It encourages a wide range of audiences (public authorities, private companies, civil society as well as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

The seventh edition of the EWWR took place **from the 21st to the 29th November 2015**.

During the 2015 edition, more than **12,000 actions** were implemented in Europe and beyond in the scope of raising awareness amongst citizens, businesses, public authorities and others on the necessity of reducing the municipal waste generated each year in the 28 countries of the EU.



EWWR coverage: Countries & Coordinators



The constant high numbers of actions and territories covered by the EWWR proves both the success of the EWWR in Europe and beyond, as well as the interest of European citizens in waste reduction.

The European Week for Waste Reduction 2015 was organised by 40 Coordinators across 33 countries: In territories directly coordinated by **national, regional or local** Coordinators, the European Week for Waste Reduction took

place in Austria, Belgium, Bulgaria, Estonia, Finland, France, Germany, Greece, Hungary, Italy, Latvia, Malta, Portugal, Slovenia, Spain, Sweden, the Netherlands and the United Kingdom.

Moreover, **outside the boundaries of the European Union** Coordinators from Andorra, Benin, Bosnia and Herzegovina, the Dominican Republic, the city of Reykjavik, Iceland, and Montenegro organised the European Week for Waste Reduction in their territory.

Furthermore, the **EWWR Secretariat** has promoted and coordinated the EWWR in those areas that were not covered by a EWWR Coordinator this year. We have therefore received projects from other EU countries including Czech Republic, Denmark, Ireland, Lithuania, Luxembourg and Poland, as well as Non-EU countries, Moldova, Switzerland and Serbia.

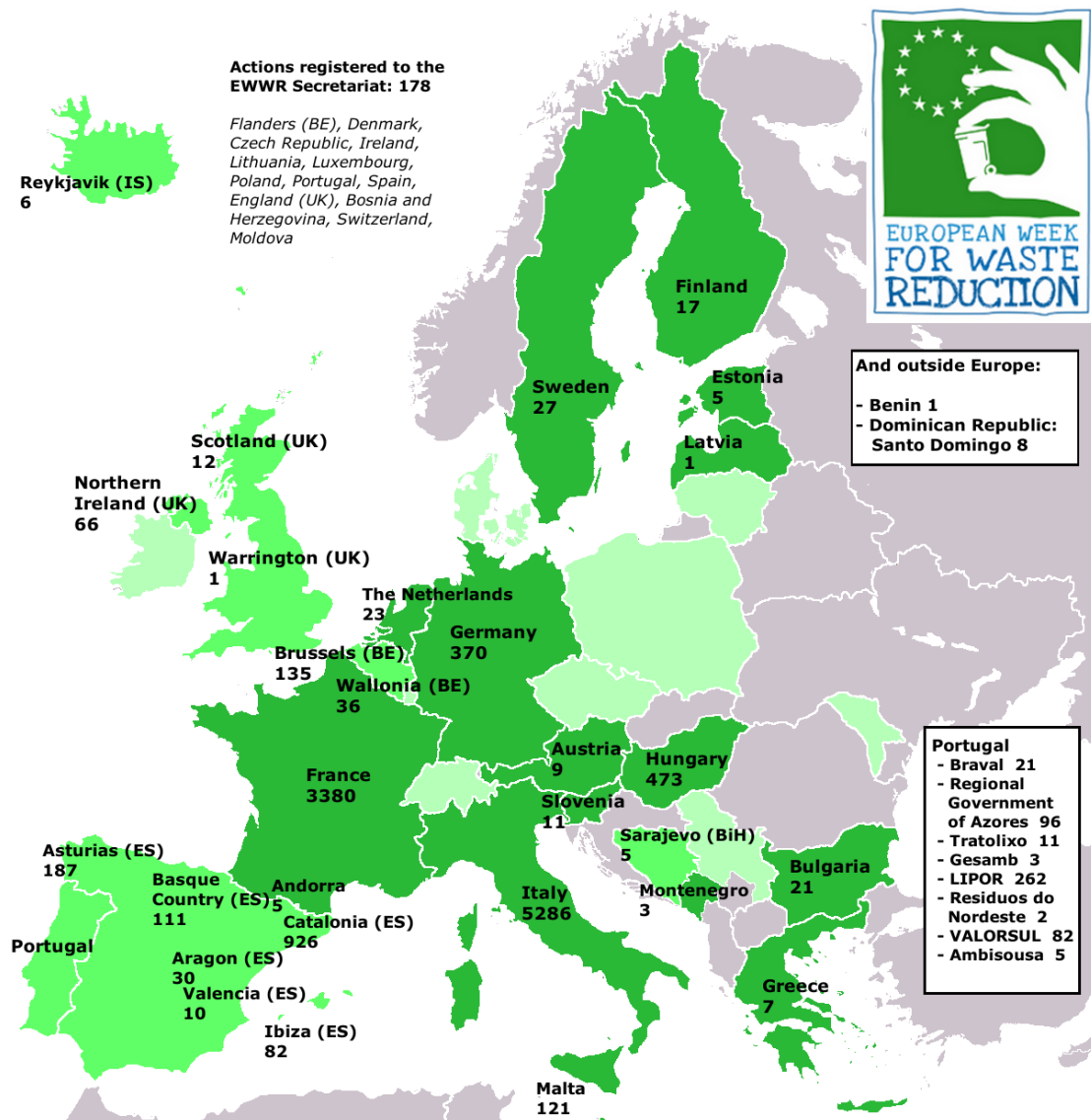


With the support of the EWWR Coordinators and of the EWWR Secretariat, a **variety of Action Developers**, including administrations, associations and NGOs, businesses and industry, educational establishments, citizens and others, were involved in the EWWR 2015. By carrying out awareness-raising actions on the “3Rs”, Reduce, Reuse and Recycle, Action Developers targeted various audiences, from employees and customers to children and students.

These actions ranged from simple e-mails to comprehensive awareness-raising campaigns, focusing on the various stages of a product’s life cycle: from production, consumption and reuse to selective collection and recycling. The actions focused on **one or several of the four following themes: Waste reduction, Product reuse, Material recycling, and Clean-Up**. In addition, the 2015 edition of the EWWR put a specific emphasis on the topic of [Dematerialization](#) in the scope of the Prevention Thematic Days 2015.

We invite you to have a look at the [comprehensive press file](#) issued after the EWWR 2015, where you will find a broad overview of what happened in the Coordinators’ territories.

European Week for Waste Reduction 2015 - Map of Actions





B. The European Week for Waste Reduction Awards

The EWWR Awards aim to highlight the most outstanding actions implemented each year during the EWWR. One action from each of the following categories is rewarded:

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

Process:

After each edition of the EWWR, each Coordinator pre-selects a maximum of 6 actions (1 per category of Action Developers), which took place within their territories, and put them forward as EWWR Awards Nominees. To choose and select their Nominees, Coordinators follow the EWWR selection criteria.

A Jury of European professionals working in the environmental sector then selects finalists and winners amongst all the many inspiring EWWR actions!

Selection criteria:

- Visibility and communicational aspects
- Quality of content and focus on waste reduction, products reuse or materials recycling
- Originality and exemplarity
- European reproducibility
- Lasting impact & follow-up
- Motivation of target audience and/or general public



C. The EWR Awards 2015

Amongst the more than 12,000 actions carried out during the EWR2015, more than 90 actions (see the complete list of nominees in the Annex) were nominated by EWR Coordinators for the Awards and submitted to the Jury. The EWR Jury designated three finalists for each Action Developer category and voted for one winner amongst them.

The EWR Awards Jury is composed of personalities from the environmental sector recognized at the European level, as well as professionals in the field of waste management. This year, 6 Jury members have been appointed, each of them representing one of the Action Developers categories:

- Administration/Public authority: **Peter De Franceschi**, Head of Brussels Office, ICLEI (Local Governments for Sustainability)
- Association/NGO: **Piotr Barczak**, Project Officer for Air and Waste at EEB (European Environmental Bureau)
- Business/Industry: **Michael Steurer**, Advisor, EU Affairs for Energy & Environment, Eurochambres (The Association of European Chambers of Commerce and Industry)
- Educational Establishment: **Rob Buurman**, Policy Officer Circular Economy, FEE (Foundation for Environmental Education)
- Individual citizen/Other: **Simona Bonafè**, MEP, ENVI Committee, European Parliament
- Other: **Gunther Wolff**, Policy Officer, DG Environment, European Commission

The following pages will present all finalists and winners of the 2015 EWR Awards.

Administration/public authority category

About 15% of all EWWR actions in 2015 were registered in the Administration/Public authority category. Out of these, 22 had been nominated for the Awards. The Jury selected the following winner and finalists:

Winner:

A Tiana reduïm els residus (In Tiana we reduce waste)

Ajuntament de Tiana, Catalonia, Spain



Tiana's commitment to waste prevention goes back to 2000, when a door-to-door collection of organic waste and residual waste fraction was implemented. In 2010 it was the first Catalan municipality to approve the Local Waste Prevention Plan (LWPP).

The local council and the Environment Department, within the framework of their Waste Prevention Plan, have taken part in the EWWR already since 2008.

This year's activities for the 2016 EWWR included:

- Training and dissemination activities, such as workshops on reuse (e.g. bicycle repair, soap making workshop from cooking oil, books exchange, promotion of domestic composting, and much more)
- Implementation of permanent activities related to waste management:
 - A shelter for reuse of bulky material,
 - A clothing exchange point
 - Becoming members of the composter maker network in the metropolitan area
- A second-hand market
- Specific actions targeting local council employees.
- A Third Edition of the competition for recipes using leftovers
- Campaign entitled "Where are you going without a basket?": An initiative involving partners which loaned their clients 10 reusable baskets for which the cost was refunded once taken back.



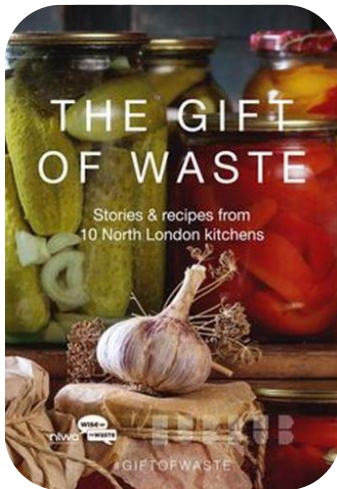
An estimation of 2,800 citizens took part in these activities.

Find out more about this action in the [good practice document](#).



Finalists: The Gift of Waste

North London Waste Authority, London, UK



The Gift of Waste action was delivered in partnership with the environmental charity Hubbub and consisted of three separate elements:

- Food Ethnographic study: Anthropologists visited a number of north London households to understand their culinary waste reduction practices.
- The Empathy Museum: The second part of this EWWR action consisted in presenting the 'Human Library' of 20 'Living Books'. Curated by the Empathy Museum, the Human Library of Food contains a unique collection of human "books", each representing a different stage of our food's journey from the plot to the plate, and beyond.
- Food Workshops: This took place in the run up for Christmas, a perfect context to think about how to give thoughtful gifts without spending too much money or creating unnecessary waste. Preserved, pickled or fermented food makes perfect gifts for friends and family.

The action envisages a good dissemination of findings, such as recipes to be included in the [North London Food Lovers' Cookbook](#) and in the [Gift of Waste 10 recipes cookbook](#).

Find out more about this action in the [good practice document](#).

The near Community ReTurn reuse and recycling center

VA SYD, Skåne, Sweden

Within the scope of improving waste urban management, VA SYD is carrying out the creation of the community "ReTurn" reuse and recycling center in Malmö.

VA SYD opened the community ReTurn reuse and recycling center on the 25th of November in order to promote both EWWR and the Center.

They cooperated with a number of local organisations and organized the following workshops during the opening day on November 25th:

- "Aterskapa" organized an artistic workshop with paper and reused material
- An activity with the objective of building clothes hangers from reused material
- Skrotmusik" arranged a musical workshop in which participants built instruments from waste
- Food was served by Rude food, a catering firm which uses and avoids food waste with the help of volunteers



Find out more about this action in the [good practice document](#).



ASSociation/NGO category

About 21% of the 2015 EWWR Actions were registered in the Association/NGO category. Out of these, 18 were nominated. The Jury selected the following winner and finalists:

Winner:



LuogoComune (SharingPlaces)

Il Formicaio Aps, Lecce, Puglia, Italy

For the fourth year, the Association "[Il Formicaio](#)" (The ants' nest) is the lead partner in the project and action "LuogoComune" for the EWWR 2015.

This year the activities were located in the suburbs and aimed at raising awareness among citizens of the concept of "Gift economy" while, at the same time, re-evaluating the city's main peripheral suburbs.

The following activities took place:

- The official opening of the Bazar del Dono (Gift Free shop): a free shop promoting and putting into practice circular economy
- *Le'nticchie Ethical Catering*: inviting participants to taste organic and ethical products
- *The Hub Lecce*: The Hub hosted and facilitated English language discussion workshops focusing on environmental issues
- Swap party; eco-fashion and eco-design sartorial labs
- A Global Climate March: to conclude the EWWR, all partners took part in the Global March advocating for a radical change in the current economic, energy and development models and for the need to reverse the effects of global climate change.



Find out more about this action in the [good practice document](#).

Finalists:

Reducing waste from perishable food products

Banco de Alimentos de Bizkaia, Basque Country, Spain



During the EWWR, Banco de Alimentos de Bizkaia (BAB) continued developing their unsold perishable food collection, which is then distributed among the large net of charities served by BAB. The collected food is mainly products that have been discharged for their appearance.

The BAB initiative helped about 6,000 people in need.

With the aim of promoting this activity and of avoiding and cutting on food waste, BAB organized the **“Great Collection” between the 25th and 27th of November.**

4,000 volunteers were placed in 278 supermarkets informing about BAB’s work and asking clients to donate food products.

Find out more about this action in the [good practice document](#).

BCN comparteix el menjar (Barcelona shares its food)

Nutrició sense Fronteres Barcelona, Catalonia, Spain

“BCN comparteix el menjar” is a project which makes good use of food resources and which works within a network in the scope of food waste reduction and of helping alleviating poverty in the metropolitan area and city of Barcelona.

This EWWR action aims at recovering the surplus cooked food generated in hotels and food companies of the metropolitan area and city of Barcelona, for its distribution to charity organizations.

Daily transportation is made from hostels and food companies’ partners to the canteens and charities. The NGO Nutrition Without Borders is responsible for collecting, evaluating nutritionally, analysing and transporting the food from the hotel, catering or food business to the social charity beneficiaries.



Find out more about this action in the [good practice document](#).

Business/Industry category

About 47% of the 2015 EWWR Actions were registered in the Business/industry category. Out of these, 17 were nominated. The Jury selected the following winner and finalists:

Winner:

Mes déchets valent de l'Or (My waste is worth gold)

Village Partenaire scrl, Brussels, Brussels Capital Region, Belgium



During the EWWR Village Partenaire scrl which is a business center comprising 35 companies with about 100 employees, launched an ideas competition amongst the centre's entrepreneurs in order to involve them in waste management. This competition is part of a project led in the framework of the Brussels Waste Network and which aims to reduce waste in all Brussels business centres. The competition is organised in several phases:

Phase 1: diagnosis: Prior to the EWWR, the organization visited each company in order to identify and quantify all of the produced waste.

Phase 2: During the EWWR the ideas competition "Our waste is worth gold" was set up: The aim was to bring a certain number of ideas to discuss of which ideas could have been implemented by the entrepreneurs on a daily basis.

Phase 3: Selection of best ideas: from 30 November to 10 December, companies voted for the best ideas. Three prizes were awarded and presented on the 10th of December 2015:

Phase 4: Implementation of ideas generated during the competition: from January 2016

Grand concours d'idées
Nos déchets valent de l'Or

Ensemble réduisons-les Au Village Partenaire

A gagner :

- Une lampe design sur base de matériaux recyclés - valeur 100 euros pour Le prix de la créativité
- Des fournitures de bureaux écologiques - valeur 100 euros pour Le prix de l'efficacité
- Des repas chez Hibiscus - valeur 100 euros pour Le prix de la circularité

Du 23 au 27/11/2015
Renseignements à l'accueil du Village Partenaire

Production annuelle de déchets au Village Partenaire :

Tout venant 17000 kg dont 330 kg café 500 kg déchets organique	Papier-cartons 16500 kg	PMC 650 kg
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* cartouches d'encre, piles, frigolite, déchets électroniques, bois, verre (en geste collecté au centre de 10)

Brussels Waste Network Village Partenaire

COMMISSION EUROPÉENNE DE LA RÉDUCTION DES DÉCHETS

Have a look at the [good practice document](#) for this action.



Finalists:

Projecte la Vespa I la Vispa (Vespa & Vispa project)

Campos Estela, Rubí, Montcasa I Reixac, Catalonia, Spain

The Vespa & Vispa project aims to promote the reuse of bicycles within the context of the BeCiclos project, aiming at giving abandoned bicycles a second life.

During the EWWR the following activities were carried out:

- A stand for the presentation of the project
- Implementation of the Vespa & Vispa project
- A healthy afternoon snack event organized for families and an exhibition of photo-emotions produced by the children with their 'Vespa&Vispa' projects.
- Dissemination of the activity through the website and social network profiles



3,170 boys and girls from 20 different schools where Campos Estela provides its catering services have taken part in the project.

Have a look at the [good practice document](#) for this action.

Turn Trash Into Art!

Skeleton Sea, Ericeira, Mafra, Portugal

In partnership with a local group of schools related to the sea and the coast, the project developed artworks related to environmental education with children age 7-10 years old. The objective was to transform future citizens in qualified social scientists and to enable them to understand the need for change in a captivating and fun way.

Find out more about this action in the [good practice document](#).



Educational establishment category

About 12% of the 2015 EWWR Actions were registered in the Educational establishment category. Out of these, 18 were nominated for the awards. The Jury selected the following winner and finalists:

Winner:

Ne dobd ki, használd újra! (Do not throw away your future!)

Pumuckl German Nationality Kindergarten, Érd, Pest county, Hungary



The key aspects of the Pedagogy Program of this Kindergarten are environmental awareness and education about environmental protection. Among the implemented schemes, a **paper collection** and a compost scheme, together with a **separate waste collection**, were initiated.

The topic of the week was waste hierarchy.

In the first stage, the children learnt how to sort waste properly and how it gets recycling.

During the second part of the action on creative reuse, waste materials were used as “building materials” for memory game, advent calendars, eggcups and much more. Reused Christmas tree decorations were made and a reuse contest set up.



The third stage focused on waste reduction and prevention.

The winners of the reuse contest were announced during the “Waste reduction Family Afternoon”. The afternoon included creative workshops, a family competition, a “Water Bar”, 3 types of mineral water and tap water had to be compared. Parents were also invited to calculate their households’ ecological footprints and invited to donate unworn clothes and objects to the donation program.

Have a look at the [good practice document](#) for this action.

Finalists:

L'essenziale non pesa... ed é invisibile agli occhi (what's essential doesn't weigh ... and is invisible to the eyes)

Scuola secondaria di primo grado G.B. Monteggia ,Laveno Mombello Lombardia, Italy

In the scope of introducing pupils to the issue of dematerialisation, a series of activities were proposed during the EWWR:

- Preparation of gift messages, package and presents made with recycling material
- Evaluation of the amount of waste avoided thanks to this activity
- Social media awareness-raising campaign
- Discussion in class
- Book sharing
- Car-pooling for parents
- Give a second life to Words: book swap
- A Global Climate March



The action counted 700 participants among pupils and parents.

Find out more about this action in the [good practice document](#).

EuroRecycling

Lucas Rey-Matias Landaburu Primary School, Amurrio, Basque Country, Spain & Poland, Italy and Greece

EuroRecycling is a project carried out by the 6th grade of the “Lucas Rey-Matias Landaburu” Primary school and in collaboration with students from Poland, Italy and Greece.

The students have carried out activities related to:

- Water: Students have analysed the water from a local river
- Renewable energies: Helped by their teachers students created some solar fans and windmills
- Students compared the way the different European countries recycle at their school



Have a look at the [good practice document](#) for this action.

Citizen(s)

About 1% of the 2015 EWWR Actions were registered in the Individual Citizen category. Out of these, 7 were nominated. The Jury selected the following winner and finalists:

Winner:

Differenziamoci 2015 (Diversifying 2015)

Nerina Palazzolo, Paternò, Sicily, Italy



Together with the Administration of Paternò, which hosted a press conference for the presentation of the action, and the support of the local waste collection and transportation firm (Dusty spa), Nerina Palazzolo, together with the informal group of citizens of which she is the President, “Mamme in Comune” (“Moms in Common”, in Italian “Comune” also means Municipality!) organized:

- Guided tours of the Communal Recycling Depot (CRD) for schools
- A creative recycling laboratory in Christmas theme
- Launch of the contest “ScArti in mostra” (“WasteArt exhibition”)
 - 27-28 Nov. Two days dedicated to the Reuse&Recycle theme, with an Eco-festa that included: a flea market, an open-air exhibition, exchange of used goods, an Art lab creation of papier-mâché marionettes, a “Nature Corner”: with the help of the WWF Catania, explaining how littering has a negative impact on some animal species survival.

About 1,500 citizens participated in this action.



Have a look at the [good practice document](#) for this action.



Finalists:

The experiment "Yellow Bag"

Evelyn Spillman, Online, Germany



The experiment "Yellow Bag" invited everyone to start his or her personal challenge on how to avoid packaging waste. Through Facebook, the Action Developer invited people to start up a personal challenge which was documented on the page and which lasted between 2 to 4 weeks.

You can find the challenge [here](#).

Have a look at the [good practice document](#) for this action.

Let's make a wormbox

Ireen Laarkker, The Netherlands

[Compost Guild](#) is an initiative targeting a wide community in the scope of sharing knowledge and materials. Compost Guild wants to show consumers and policy makers that home composting can significantly contribute to reducing the waste problematic, and to the greening of the city.

The 'Compostgilde' mainly aims at informing consumers and policymakers about the benefits of home composting and give them an easy do-it-yourself guide. Within this objective, a website was developed and launched on the 27th of November. The launch was followed by a workshop on how to make worm boxes and compost worm so to invite participants to start composting at home. The event was held at the small scale eco-cityfarm, called 'Noordoogst'. Those interested went on a tour around the facility, which included the compost heat and the pig-stable where all their own waste can be put to use.

Find out more about this action in the [good practice document](#).

About 4% of the 2015 EWWR Actions were registered in the Other category. Out of these, 10 were nominated. The Jury selected the following winner and finalists:

Winner:

Waste Away - Waste reduction week in Wedding

Baumhaus Projekt, Himmelbeet, WeddingWandler, Berlin, Germany



In Berlin, in the district of Wedding, three local cultural institutions gathered to organize a full week of waste reduction: The 'Baumhaus', the 'Himmelbeet' and the 'WeddingWandler'.

In total the initiatives organized 10 different events during the EWWR:

- A Zero Waste Challenge: From Monday to Saturday WeddingWandler tried to produce zero waste and invited all participants to document their results.
- The Talk 'Hacking our Wastefulness' by Alice Grindhammer of Circular Economy Lab
- Games Upcycling with children
- A 'Use not Own' guided tour of Wedding
- Repair Café Soldiner
- Bokashi Workshop
- Waste-free Wedding': a guided tour on low waste shopping opportunities in Wedding
- The Workshop 'Cleanliness on Playgrounds'
- & a Zero Waste Party to honour the end of the EWWR!



Find out more about this action in the [good practice document](#).



Finalists:

Let's make recycling easy!

Lithuanian Green Party, Vilnius, Lithuania



In order to empower and engage Lithuanian residents into household waste sorting, the Lithuania Green Party organised the informational/educational campaign 'Let's make recycling easy!' targeting residents of block flats.

Near the area where waste containers are placed, team of volunteers set up mobile "consultation centre" and met residents who wanted to dispose their household waste. By using interactive communication methods, volunteers informed, taught and helped residents to properly sort their household waste.

Volunteers also answered questions regarding daily sorting and recycling regulation in general - is dirty tara is recyclable; should tetrapak be placed in paper or plastic container, etc. Information booklets on sorting requirements were distributed and, for those who demonstrated positive waste management habits, motivational prizes were provided.

The action saw the participation of 1,000 people and the help of 25 volunteers.

Have a look at the [good practice document](#) for this action.

Smart City Expo World Congress towards 0 waste

Fira Internacional de Barcelona Catalonia, Spain

Fira de Barcelona, supported by Barcelona City Council and its Waste Prevention Plan decided to promote the initiative entitled Towards 0 Waste. In line with this objective, sustainable measures were taken to strengthen the sustainability and waste collection of the event Fira de Barcelona.

Measures included:

The set-up of a mobile app, electronic billing and contract management, an E-kiosk with the possibility of download publications and other press using a digital tool, reuse of event materials, reuse of surplus food collected by NGO Nutricio sense Fronteres, the use of compost, selective organic waste fraction, waste bins and paper-cardboard, and much more.



Find out more about this action in the [good practice document](#).



D. Context: the European Week for Waste Reduction and the current waste situation

1. Why is it important to reduce waste?

Waste is a pressing environmental, social and economic issue. Increasing consumption of resources generate 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.

The European Week for Waste Reduction aims at encouraging a wide range of audiences to change their behaviour regarding products, waste and resources, with an emphasis on waste reduction. The high quantity of waste produced every year in Europe and poor waste management schemes impede the achievement of the Europe's sustainable development goals. Furthermore, waste has a huge impact on the environment, as it causes pollution and greenhouse gas emissions that contribute to climate change.

Household waste has doubled in weight since 1970 and stayed at a high level since 15 years. In the EU28, **474 kg of municipal waste was generated per capita in 2014**¹ The amount of municipal waste generated varies significantly across Member States, reaching up to almost 759 kg/capita in certain countries² 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. Landfilling and incineration can have serious environmental impacts: landfilling, for example, takes up land space and may cause air, water and soil pollution, while incineration may result in emissions of dangerous air pollutants. Despite the fact that landfilling has lost its prominent place as a waste treatment practice in the past 20 years (having decreased from 68% in 1995 to 27,5% in 2014)³ the target to reduce waste sent to landfills by 50%⁴ has not been reached by all Member States. Full implementation of the EU Landfill Directive can have lateral benefits for climate change through reduction in greenhouse gas (GHG) emissions of 62 million tonnes of CO₂ equivalent in 2020 compared to 2008⁵. Additionally, illegal landfills are still a major problem, particularly in southern EU countries, as they leach pollutants into the soil and groundwater.

Similarly, despite an overall significant increase in the share of municipal waste recycled or composted in the European Union, selective collection and recycling schemes are **at a very early stage of development in some Member States**. To date, only 66% of our municipal treated waste is recycled and 38% is composted; the rest goes to landfill or incineration⁶. In countries with high incineration and landfill rates, sorting waste is not yet integrated in citizen's behaviours and habits; awareness-raising on the benefits of recycling and preparing for reuse thus remains a great challenge.

¹ [Eurostat](#)

² [Ibidem](#)

³ [Eurostat](#)

⁴ As required by the Directive 1999/31/EC on landfill of waste

⁵ European Environmental Agency - [The European environment state and outlook 2010 2012 Update](#)

⁶ [Municipal waste landfilled, incinerated, recycled and composted in the EU-27](#)



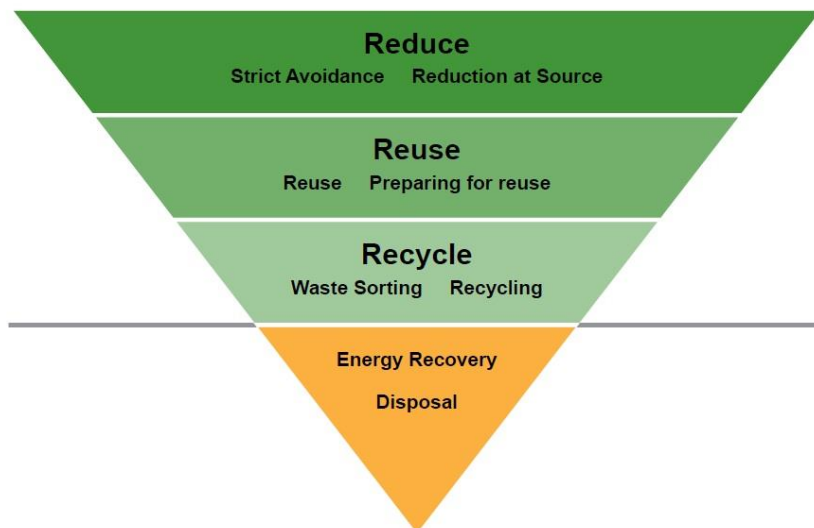
2. European Week for Waste Reduction - The project

Objectives:

- ✓ 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.

3. The core of 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 when elaborating a waste management strategy.



Following the hierarchy illustrated above, reducing waste should always be the first priority. In fact, one of the most powerful slogans of the EWWR is ‘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.



4. Themes of actions

- 1. Reduce:** Strict avoidance & 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 home composting, using anti-advertising stickers on mailboxes or opting for tap water. It also 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.
 - ✓ This category theme also includes actions related to the Prevention Thematic Days 2015 (PTDs 2015): [Dematerialisation: Doing more with less!](#) These actions address dematerialisation through concrete ideas on how to use less or no material and still deliver the same level of functionality to the user, with information campaigns to different targets aimed at changing behaviours and practical workshops with topics such as ecodesign or packaging waste reduction.
- 2. Reuse:** Preparing for reuse & reuse: This theme covers actions that aim at reminding participants that products can have a second life, at promoting repair or reuse of products and their components instead of purchasing new ones, and at encouraging the donation of products that are no longer needed. The theme also includes actions whose objective is to change consumer behaviour in the sense of buying reusable or refillable products, hiring items rather than buying them and similar.
 - ✓ This category also includes numerous actions related to the PTDs 2015, through activities such as repair cafés, reuse market, and other practical workshops.
- 3. Recycle:** Waste sorting & 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.
- 4. Let's Clean Up Europe!:** In order to reduce the quantity of waste dumped in nature and to give visibility to the problematic, the EWWR coordinates a Europe-wide annual clean-up day. Action Developers have also organized actions on this issue during the European Week for Waste Reduction 2015, by implementing Clean-Up activities in their area.

The third edition of the yearly European Clean-Up Day, "Let's Clean Up Europe!", took place on 6-8 May 2016 all over Europe, involving as many citizens as possible. More information about Let's Clean Up Europe! is available under www.letsclanupeurope.eu



E. The partners of the EWWR



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.



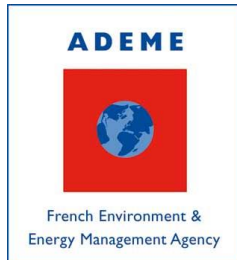
IBGE-BIM, Brussels Environment (Belgium) is the public administration for the environment and energy in the Brussels-Capital Region, in charge of all environmental issues. Regarding waste, IBGE-BIM is in charge of elaborating and implementing the Brussels-Capital waste prevention and waste management 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 Directorate of 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 EWR - 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 EWR 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.

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All press files and press releases can be downloaded from the [press area](#) of the EWWR website.

More information about the Week: www.ewwr.eu



G. Annex - List of EWWR 2015 nominees

Administration/public authority			
Country/Region	Coordinator	Action Developer	Name of Action
Spain	ARC	Tiana Municipality	In Tiana we reduce waste
UK	EWWR Secretariat	North London Waste Authority	The Gift of Waste
Spain	Cogersa	Empresa municipal de servicios de medioambiente urbano de gijón, sa (Emulsa)	Odyssey in the trash
Latvia	Ministry of Environmental Protection and Regional Development	Valmiera Local Government	Enjoy playing game the second time
Belgium	SPW	Administration communale de Chapelle-lez-Herlaimont	Recycle fashion
Estonia	Estonian Ministry of The Environment	Estonian Ministry of the Environment	Waste Information Point
Germany	Verband Kommunaler Unternehmen e.V.	Abfallwirtschaftsbetriebe Münster	Too good for the bin – Münster avoids food waste
Andorra	Centre Andorra Sostenibile	Government of Andorra. Ministry of Tourism and Environment	“Desmaterialitza’t”
France	ADEME	Artois Comm.	Salon du réemploi et de la réparation
Portugal, Porto	Lipor – Serviço Intermunicipalizado de Gestão de Resíduos do Grande Porto	Câmara Municipal de Valongo	Photo Frame
Hungary	NWMD	Balaton Water Management	Green is the new water management’s blue
Sweden	Avfall Sverige	VA Syd	The near community ReTurn reuse and recycling center
Spain	Consell Insular d’Eivissa	Consell Insular d’Eivissa and Mancomunitat de Serveis intermunicipals	“Taller de Scrapbooking”



Portugal, Azores	Direção Regional do Ambiente	Local Council – Hal-Ghaxaq	Reuse of Construction Waste
Italy	AICA	Comune di Desenzano del Garda	Do + with - = waste 0
Portugal	Resíduos do Nordeste	Resíduos do Nordeste, EIM. S.A.	Dematerialization – Do more with less
Slovenia	Chamber of Local Public Economy	Ministry of the Environment and Spatial Planning of Slovenia	Promotion of EWWR
Spain	IHOBE	Cuadrilla de Salvatierra	Waste Characterization
The Netherlands	Ministry of Infrastructure and Environment	City of Sliedrecht	Recyclerace
Belgium	Brussels Environment	ONSS-RSZ (National Social Security Office)	ONSS - Economie créative
Portugal, Lisboa	Tratolixo EIM SA	EMAC - Cascais Ambiente	Recycling bin for classroom

Association/NGO			
Country/Region	Coordinator	Action Developer	Name of Action
Italy	AICA	Association Il Formicaio Aps	SharingPlaces (LuogoComune)
Spain	ARC, Catalan Waste Agency	NGO Nutrition Without Borders	Barcelona shares its food
Hungary	NWMD	Legyünk Kocsér Jó Gazdái csoport	Swap market and Preparations for Advent from civil cooperation
Spain, Madrid	EWWR Secretariat	AERESS	'Mejor que tirarlo...¡que cambie de mano!'
Spain, Basque Country	IHOBE - Basque Country Governem Environmental Management Public Society	Banco de Alimentos de Bizkaia	Reducing waste from perishable food products
Bulgaria	BAMEE	Ecocentric Foundation	Educational tours for waste prevention and swap events
Spain, Asturias	COGERSA	RIQUIRRAQUE EMAÚS	Solidary collecting of appliances and gadgets
DOMINICAN REPUBLIC	PROGRAMA DE ACCION COMUNITARIA POR EL MEDIO AMBIENTE (PACMA)	FUNDACION LOS CLAVELINES	RECYCLING IN FAMILY



France	ADEME	PikPik Environnement	Village de la réparation
Germany	Verband Kommunaler Unternehmen e.V.	Bauteilbörse Hannover c/o Glocksee Bauhaus e.V.	Beautiful treasures in your neighborhood
Malta	Wasteserv Malta	Youth for the Environment	The upcycled office
Portugal, Gondomar	LIPOR	SEMENTE – Associação de Voluntários LIPOR	Menu Solidário
Belgium, Brussels	Brussels Environment	Le Relais du Triporteur	The bulk shock
Slovenia	Chamber of Local Public Economy	Via Futura	Recycle & Redesign your stuff, REUSE IT!
The Netherlands	Ministry of Infrastructure and Environment	Stichting Biomeiler	Stichting Biomeiler
Portugal, Azores	Região Autónoma dos Açores - Direção Regional do Ambiente	Associação SOS Amamentação	Mother's milk is the best in the world
Benin	Amis de l'Afrique Francophone- Benin (AMAF-BENIN)	Amis de l'Afrique Francophone- Benin (AMAF-BENIN)	Benin Clean-up2
Portugal	Valorsul	DECO – Associação de Defesa do Consumidor	Smart Purchases

Business/Industry			
Country/Region	Coordinator	Action Developer	Name of Action
Spain, Aragón	Gobierno de Aragón	General Motors España, S.L.	Sustainable living
Germany	Verband Kommunaler Unternehmen e.V.	Veolia Deutschland GmbH	Shelves for Swapping at our sites
Hungary	NWMD Hungary	Zalai Közzszolgáltató Nonprofit Kft.	Awareness raising playhouse
Malta	Wasteserv Malta	Soap Café	The Green Label
Spain, Cataluna	ARC, Catalan Waste Agency	Catering Campos Estela	Vespa & Vispa Project
Belgium	Brussels Environment	Village Partenaire scrl	My waste is worth gold
Slovenia	Chamber of Local Public Economy	Chamber of Local Public Economy	Together for a Better Society
Portugal, Mafra	EWWR Secretariat	Skeleton Sea	Turn Trash Into Art!
Portugal, Porto	LIPOR	Águas de Gondomar S.A.	Eco-invoice: less paper, more environment!
Spain, Illes Balears	Consell Insular d'Eivissa	Ca na Negreta	Els teus residus et duen al cine!



Italy	AICA	Gruppo Hera	Hera 4 Ewwr
France	ADEME	INTERROUTE	Bitumen import in reusable containers
UK	Zero Waste Scotland	Crieff Hydro	The Toast and Jam Challenge
The Netherlands	Ministry of Infrastructure and Environment	Koos 'the garbadgenmen'	Nature Adventure
Portugal, Lisboa	Valorsul	Livraria da Universidade Católica Portuguesa	Book my Book
Spain, Asturias	COGERSA	SAMOA INDUSTRIAL, S.A.	Reduction of packaging products
Portugal, Azores	Região Autónoma dos Açores - Direção Regional do Ambiente	Rocha Sapataria	We recycle

Educational establishment			
Country/Region	Coordinator	Action Developer	Name of Action
Portugal, Porto	Lipor	Escola Básica Susão - AVVL	"move, mix and change!"
Italy	AICA	Scuola Secondaria di primo grado G. B. Monteggia	What's essential doesn't weigh ... and is invisible to the eyes
Germany	Verband kommunaler Unternehmen e.V.	Heinrich Böll School of Rodgau	Plastic bags - No thank you!
Spain, Asturias	COGERSA	IES SANTA CRISTINA DE LENA	Throw your bottle
Belgium, Brussels	Brussels Environment	Ecole La Sagesse Philomène	Wednesday without paper
Hungary	NWMD Hungary	Pumukli (Pumuckl) German Nationality Kindergarten	Do not throw away your future!
Spain, Aragón	Gobierno de Aragón	Universidad de San Jorge	Play recycling!
Spain, Basque Country	IHOBE	"Lucas Rey-Matias Landaburu" Primary school	EuroRecycling
France	ADEME	Lycée Boucher in Perthes / Lycée in Marquenterre	Two lycées, two sectors, united against food waste



Slovenia	Chamber of Local Public Economy	Elementary School Škofja Loka	Mini Reused Theatre
Estonia	Estonian Ministry of The Environment	Tallinna Vanalinna Hariduskollegium	Say No To Plastic, Use a T-Shirt
Spain, Cataluna	ARC, Catalan Waste Agency	La Farigola de Vallcarca School	Replacing paper serviettes with cloth serviettes
Malta	Wasteserv Malta	Bishops Conservatory, Secondary School	Reusing and Upcycling Jeans
Portugal, Lisboa	Valorsul	Escola Superior de Tecnologia da Saúde de Lisboa	Resíduos com valor
Portugal, Azores	Região Autónoma dos Açores - Direção Regional do Ambiente	Escola Secundária Jerónimo Emiliano de Andrade	A Happier Christmas!
Netherlands	Ministry of Infrastructure and Environment	Duurzame PABO	32 lessons for the future
Portugal	EWWR Secretariat	Agrupamento de Escolas da Trofa	Keep Calm and Be Green

Individual Citizen			
Country/Region	Coordinator	Action Developer	Name of Action
Hungary	NWMD Hungary	Kludia Alt-Kiss	Consciousness in everyday life
Italy	AICA	Comitato Mamme in Comune	Differenziamoci 2015
Malta	Wasteserv Malta	Joseph Bouvett	Bouvett's Marble Collages
Spain, Cataluna	ARC, Catalan Waste Agency	Mar Gallardo López	Give Box Barcelona
Netherlands	Ministry of Infrastructure and Environment	Compostgilde	Let's make a wormbox/ workshop Wormery
Portugal, Porto	Lipor	Diogo Bernardino	REUSELAB Website
Germany	Verband Kommunaler Unternehmen e.V.	Evelyn Spillmann	The experiment "Yellow Bag"



Other			
Country/Region	Coordinator	Action Developer	Name of Action
France	ADEME	CLINIQUE CHANTECLER (Almaviva santé)	Le sachet plastique, ce n'est pas automatique
Hungary	NWMD Hungary	Down Syndrome Early Development Centre	Waste that is useful again
Italy	AICA	gipeTOuch Social Touch Rugby Torino e Piemonte	Leftovers' Third Half – Terzo Tempo con gli avanzi
Lithuania	EWWR Secretariat	Lithuanian Green Party	Let's make recycling easy!
Portugal, Azores	Região Autónoma dos Açores - Direção Regional do Ambiente	Lira Sport Clube	Fair trade, used and utilities
Portugal, Caldas da Raíña	Valorsul	Biblioteca de Alvorninha	Creative Reusing Workshop
Spain, Asturias	COGERSA	SESPA - HOSPITAL SAN AGUSTÍN	Roundtables. "5ªR = Restart" quality circle involves promoting 3R + 4ªR "Responsibility"
Spain, Cataluna	ARC, Catalan Waste Agency	Fira Internacional de Barcelona	Smart City Expo World Congress towards 0 waste
Portugal, Porto	LIPOR	Unidade Local de Saúde de Matosinhos	Dematerialization of the Clinical Process in ULSM
Germany	Verband Kommunaler Unternehmen e.V.	Baumhaus, Himmelbeet, WeddingWandler	Waste Away – waste reduction week in Wedding