# PRESS FILE



# The European Week for Waste Reduction 2019

16-24 November 2019

11th Edition























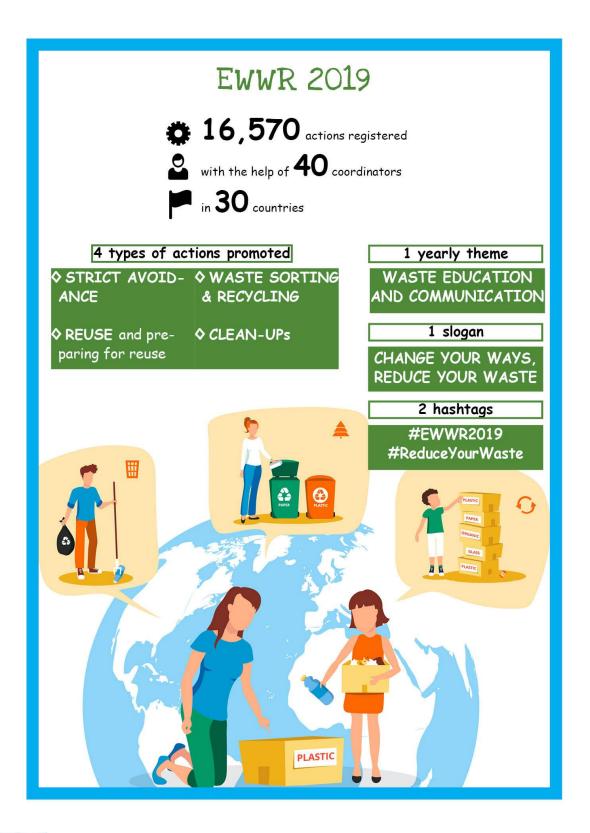


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### KEY FACTS







I only feel angry when I see waste. When I see people throwing away things that we could use.

Mother Theresa

I'm very attached to the EWWR. This week is a genuinely pan-European event, with thousands of actions organised across the continent.

Karmenu Vella, European Commissioner for Environment, Maritime Affairs and Fisheries

#### The European Week for Waste Reduction in 2019

The **European Week for Waste Reduction** (EWWR) is a leading international campaign aiming to raise awareness about waste prevention. It takes place every year during one week in November. A variety of participants — public authorities, private companies, schools, civil society, as well as citizens — contribute to the EWWR by spreading the message about waste reduction in their cities and regions.

The 11<sup>th</sup> edition of the EWWR will take place between 16 and 24 November 2019. As has been the case in recent years, this edition has broken new records: more than 16,500

**EWWR actions**<sup>1</sup> (up from 14,347 in 2018) will be implemented in 30 countries (same as in 2018) thanks to the contribution of 40 coordinators (up from 32 in 2018). These actions will be carried out to convince the general public, businesses, students, and public authorities, among others, of the necessity to reduce waste, first and foremost, and to recycle and repair goods when that is not possible.

 $<sup>^{\</sup>mathrm{1}}$  The final number of registered actions, as of 14 November 2019, is 16,570



#### Our objectives are therefore to:

- Raise awareness about waste reduction, product reuse and materials recycling;
- Mobilise and encourage the public to concentrate on four key types of actions (see below);
- Support EWWR participants with targeted communication tools and training;
- Highlight the efforts of those who make the EWWR possible.

# Our message: 3Rs and a clean-up

The actions implemented during the EWWR address the "3Rs": **Reducing waste, Reusing products, and Recycling materials**. The "3Rs" (in that order) represent the options that the EWWR recommends consumers and decision-makers consider first in order to reduce waste, in line with the waste hierarchy (see figure below). In fact, one of the most powerful slogans of the EWWR is that:

# 'The best waste is the one that is not produced!'

Reducing 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 preparing products for reuse. The third priority, and last waste management option supported by the EWWR, is materials recycling.



Aside from these, the EWWR also welcomes a fourth type of actions, namely **clean-ups** of different public spaces and ecosystems. With this type of actions, participants contribute to solving the littering problem and also raise awareness about the amount of waste we produce.

# Why our message is important

The large amount of waste we generate is a pressing environmental, social, and economic issue in and of itself. It is also a symptom of a bigger problem: unsustainably high levels of consumption, which are associated with the emission of greenhouse gases and other pollutants, and which in turn cause climate change, environmental degradation, and public health problems.

Besides, much of the waste generated by our excessive consumption is out of sight for consumers because it takes place at the mines where resources are extracted or in the production plants where goods are manufactured. Managing the waste that the general public does see – municipal solid waste



 requires an infrastructure that is often too costly for local municipal budgets.

Compounding the problem is the fact that the amount of waste we generate has skyrocketed. Average household waste in the EU has doubled in weight since 1970; **482 kg of municipal waste and 5 tonnes of total waste** was generated per capita in the EU in 2016<sup>2</sup>.

Changing the behaviour surrounding waste generation is key to accomplishing not only waste-related targets, but also climate change mitigation ones. Case in point, a 2019 study by the Ellen MacArthur Foundation estimates that, by switching to a circular economy model for five commodities (steel, plastic, aluminium, cement, and food), the world could save up to 9.3 billion tonnes of greenhouse gases by 2050. That is the equivalent of the emissions from all forms of transport nowadays.<sup>3</sup>

The appetite for climate action and sustainable consumption in the EU, which is the mainstay of the EWWR, has never been higher. The ninth European Parliament, voted in in May 2019, and the incoming von der Leyen Commission have indicated that the scale of the climate action at the policy-making level during their terms will be unprecedented. Against this backdrop, the EWWR, which complements policy efforts with awareness raising among

different types of actors, is more relevant than ever before.

# Thematic focus: education and communication about waste

While policymakers and businesses have a key role to play in changing unsustainable consumption patterns, consumers also share part of the responsibility for what they purchase and how much waste they generate.

In order to emphasise the importance of educating and informing consumers in order to elicit behavioural change, the theme of the  $11^{\rm th}$  edition of the EWWR is devoted to **waste** education and communication.

Under the slogan "Change your ways, Reduce your waste", participants are encouraged to identify the problem areas in their consumption and learn how to tackle them. To assist EWWR Action Developers in carrying out actions addressing these issues, a number of tools have been developed:

- **5 factsheets** about different waste preventing activities;
- **1 infographic** about the environmental impact of fashion;
- 2 promotional posters.

https://www.ellenmacarthurfoundation.org/news/climatechange-paper-released



<sup>&</sup>lt;sup>2</sup> Source: <u>Eurostat, Key figures on Europe 2018 — Statistics illustrated</u>

<sup>&</sup>lt;sup>3</sup> Source:

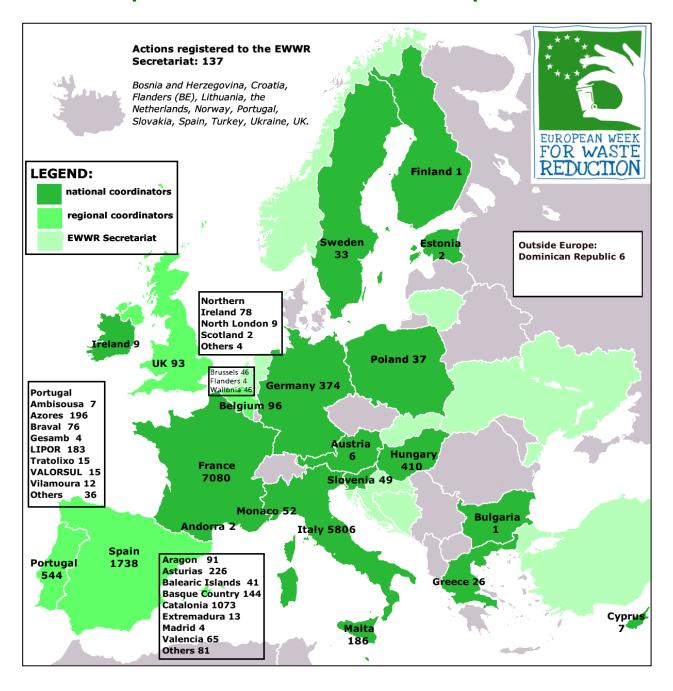
#### Who is involved in the EWWR and where?

#### 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 people and changing hearts and minds. Action Developers can be

individual citizens or work for administrations and public authorities, associations and NGOs, businesses, or schools. Each Action Developer can organise one or more actions. The rule to register for the EWWR is: one location, one action.

#### European Week for Waste Reduction 2019 - Map of actions



#### Coordinators

The EWWR relies on dozens of regional and national coordinators, whose importance to mobilising and overseeing Action Developers cannot be overstated. The 2019 edition was possible thanks to the efforts of **40 Coordinators from 22 countries**.

Under the direction of the EWWR Coordinators and with the support of the EWWR Secretariat, Action Developers will carry out their awareness-raising actions from 16 to 24 November:

- In territories directly coordinated by national, regional, or local Coordinators: Austria, Belgium, Bulgaria, Cyprus, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Malta, Poland, Portugal, Slovenia, Spain, Sweden, and the United Kingdom.
- Outside the EU, actions for the European Week for Waste Reduction will also be coordinated in Andorra, Bosnia and Herzegovina, Norway, the Principality of Monaco, Ukraine, Turkey, and as far afield as the Dominican Republic!
- The EWWR Secretariat has promoted and coordinated the EWWR in those areas not covered by Coordinators this

year. Thus, we have monitored registrations from Bosnia and Herzegovina, Croatia, Lithuania, the Netherlands, Norway, parts of Spain and Portugal, Slovakia, Turkey, and Ukraine!

**Annex 1** contains information about the activities implemented in each Coordinator's territory, including the number of actions registered and a brief description of an interesting action taking place this year.

#### **EWWR Steering Committee**

Having started off as a LIFE project financed by the European Commission in 2009, the EWWR has been led by the EWWR Steering Committee (ESC) since July 2017. The ESC works to coordinate the EWWR and to disseminate and promote the project. The 12 members of the ESC (see their names below) finance the coordination of the EWWR and take the key decisions regarding the campaign. For instance, they decide on the location of the EWWR awards ceremony, which takes place every year in May or June, on the annual thematic focus, and on the communication strategy.



#### The members of the EWWR Steering Committee 2019



**ACR+**, the Association of Cities and Regions for sustainable Resource management, is an international network of cities and regions that share the aim of promoting smart resource consumption and sustainable waste management through prevention at source, reuse, and recycling. ACR+ aims to develop public authorities' expertise and skills related to waste, product, and resource policies, to encourage practical action in waste management and sustainable consumption, and to promote cooperation and partnership to develop eco-efficient solutions. **ACR+** acts as the EWWR Secretariat.



**ADEME** is active in the implementation of public policies 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 actions. As part of this work, the agency helps finance projects, from research to implementation, in its areas of action.



**AICA**, the International Association for Environmental Communication (Italy), is a cultural project that aims to understand, study, and promote international environmental communication actions. It creates connections between different actors - institutions, associations, and businesses - at different levels to encourage them to exchange best practices in 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 stimulating and advising on valorisation, reuse, and recycling, among others.



**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. The institution elaborates and implements 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. It has almost 20 years of practical experience in the area of recycling, reuse, and repair.



**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, or 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.





that established objectives will allow it to reach its intended aim.

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



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Follow the EWWR on:











#### ANNEX 1 -

#### EWWR Coordinators and the actions they will oversee

#### Coordinators located in the EU

#### Austria

Coodinator: ARGE Österreichischer Abfallwirtschaftsverbände



6 actions registered, including three repair workshops staged in Vienna by the Reparaturnetzwerk (the Repair Network), where people can drop by to get advice on how to repair broken items.

More information: www.argeabfallverband.at

#### Belgium - Brussels

Coodinator: Bruxelles Environnement – Leefmilieu Brussel



46 actions registered, such as the second edition of the Zero Waste Fair organised by Bruxelles Environnement Leefmilieu Brussel. Having attracted thousands of visitors in 2018, this year's edition features a wide range of activities aimed at informing visitors and acquainting them with the local zero waste actors.

More information: <u>www.bruxellesenvironnement.be</u> or <u>www.leefmilieu.brussels</u>

#### Belgium - Walloon Region

Coordinator: Service Public de Wallonie



46 actions registered, including Green

Friday, an awareness campaign organised by the NGO Ressources that will promote sustainable consumption through workshops, talks, and other activities. The action is inspired by the eponymous French initiative and is a response to Black Friday.

More information: www.moinsdedechets.wallonie.be

# Cyprus

Coordinator: Ministry of Agriculture, Rural Development and Environment



7 actions registered, including an upcycling effort staged by the NGO Tesura Cyprus that will see waste turned into art. The action will take place between 16 and 21 November in Nicosia. A public exhibition will take place featuring the artefacts created out of waste.

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

#### Bulgaria

**Coordinator: BAMEE** 



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

1 action registered: an exhibition about waste organised by MUZEIKO, a sustainability-minded activity centre for children. The exhibition will feature interactive installations that will engage children and adults in educational activities about how personal consumption impacts the planet.

More information: www.bamee.org

#### Estonia

Coordinator:

Keskkonnaministeerium Ministry of the Environment



2 action registered, including one to make bird feeders out of recycled, everyday objects organised by a school - Rakvere Rohuaia Lasteaed.

More information: www.envir.ee



#### EWWR Secretariat - Europe & beyond

Coordinator: ACR+

137 actions registered, such as a series of three actions organised by the Hotelschool The Hague to





tackle food and paper waste in the school itself, in the restaurants participating in a national Food Waste Challenge, and in the consciousness of the future hospitality managers that it is training.

More information: www.ewwr.eu

#### France

# Coordinator: ADEME (French Environment and Energy Management Agency)



7,080 actions registered, including a campaign to "bring your own cup" staged by France's national train company SNCF. During the EWWR, passengers will be encouraged to bring their own containers to save €1 on hot drinks served on SNCF trains. Some 5,000 passengers are expected to take part in the campaign.

More information: www.serd.ademe.fr

#### Greece

#### Coordinator: Hellenic Recycling Agency (HRA)



26 actions registered, including a national awareness campaign organised by the Greek Public Broadcast Corporation called "We all participate in waste reduction". It will feature a TV commercial, radio announcements, a designated website, and social media activity.

More information: www.eoan.gr

#### Ireland

Coordinator: Eastern Midlands
Regional Waste Office



9 actions registered, including the awards ceremony for the #upcyclechallenge, which will be held in Dublin on 22 November. At the event, six winners will be awarded €750 each for their creative solutions to upcycle objects.

More information: emwr.ie

#### Finland

**Coordinator: Motiva Oy** on behalf of the Finnish Ministry of Environment



1 action registered: a nation-wide campaign to raise awareness about invisible waste and to encourage Finns to live a zero-waste life for a week. The campaign includes press releases, social media activity, events, and several videos.

More information: www.jätteetönviikko.fi

#### Germany

## **Coordinator: VKU – Verband kommunaler Unternehmen e.V.** on



behalf of the Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety.

374 actions registered, such as the upcycling market organized by the after-school programme OGS St. Markus. Using the alphabet to categorise the different waste varieties (e.g.: "a" for aluminium, "p" for pellets), the organiser will creatively upcycle various materials. The resulting objects will be sold at a market on 23 November.

More information: www.wochederabfallvermeidung.de

#### Hungary

# **Coordinator: Association of Environmental Enterprises** on behalf of the Ministry for Innovation and Technology



410 actions registered, including a Going Green Fair organised by Felelos Gasztrohos, where participants will have a chance to become acquainted with Hungarian manufacturers of eco-friendly household products, clothing and toys.

More information: www.hulladecksokkentesihet2019.hu

#### Italy

#### **Coordinator: Italian Steering Committee**



5,806 actions registered, among which the "Earth diet' organised by SERIT. This action will revolve around an itinerant chef, who will travel to different towns in Italy in a camper van in order to teach people how to cook without generating waste. His trip will be recorded for a television



show and will also serve as a catalyst for other waste reduction actions.

More information: www.menorifiuti.org

#### Malta

Coordinator: WasteServ Malta



186 actions registered, including a physical theatre show held in the capital La Valetta on 22 and 24 November that explores the potential to make the changes our planet needs; to consume less, produce less waste, and dump less.

More information: www.wasteservmalta.com

Portugal - Azores

Coordinator: Autonomous Region of Azores -Environment Regional





196 actions registered, including one organised by the Santa Cruz das Flores municipality aimed at teaching children between the ages of 3 and 10 how to recycle different types of waste. Given the young age of the participants, the action will consist of games and other dynamic activities.

More information: www.azores.gov.pt

#### Portugal - Distrito de Évora

Coordinator: Gesamb – Gestão Ambiental e de

Resíduos, EIM



4 actions registered, including a theatre play staged in the municipality of Mourão that aims to raise awareness among students about plastic pollution in the ocean.

More information: www.gesamb.pt

#### Portugal - Porto Region

Coordinator: Lipor



183 actions registered, including a workshop about food waste at the Escola Básica Maria Manuela de Sá in Matosinhos called "The ugly fruit comes to school".

More information: www.lipor.pt

#### Poland

**Coordinator: Ministry of Environment of** 

**Poland** 



37 actions registered, including a nation-wide campaign dubbed "Hello Wielo" - to promote reusable diapers and sanitary products for women organised by the Polish Zero Waste Association.

More information: www.mos.gpv.pl

#### Portugal - Amares, Braga, Povoa de Lanhoso. Terras de Bouro, Vieira do Minho, and Vila Verde

Coordinator: Braval



76 actions registered, among which an exchange market for the collection, recovery, and reuse of toys. Organised by the students of the University of Minho, this action will see that the refurbished and repurposed toys are donated to children with special needs.

More information: www.braval.pt

#### Portugal - Vilamoura Algarve

Coordinator: Inframoura, E.M.

12 actions registered, among which a day-long seminar that will gather different types of actors working with or influencing waste management in the area.

More information: www.inframoura.pt

#### Portugal - Regiao do Vale do Sousa

**Coordinator: Ambisousa** 



7 actions registered, including a campaign

organised by Ambisousa in the shopping centres of six municipalities to promote the 3Rs.

More information: www.ambisousa.pt



# Portugal - Cascais, Oeiras, Mafra, and sintra

Coordinator: Tratolixo EIM, SA



15 actions registered, including "Old Rags — New Bags" organised by the municipality of Sintra. This action aims to make the youth aware of how much clothing we purchase by asking them to collect unused T-shirts from family and friends, which will then be repurposed into reusable shopping bags.

More information: www.tratolixo.pt

#### Slovenia

**Coordinator:** Chamber of Public Utilities, part of the Chamber Commerce and Industry



49 actions registered, including several information stands set up by business Kostak d.d. in Krško to raise awareness about the need for waste reduction.

More information: www.gzs.si/

#### Spain - Asturias

Coordinator: COGERSA



226 actions registered. To celebrate a decade coordinating the EWWR, COGERSA launched an environmental awareness campaign called "The 3Rs Forest", urging the 1 million residents of the region to contribute their thoughts about waste prevention through messages that they hang on tree-like structures. 37 municipalities and 68 schools will participate in the action.

More information: www.cogersa.es/

#### Spain - Basque Country



Coordinator: IHOBE - Basque Government Environmental Agency

144 actions registered, including a sculpture challenge and exhibition called "Modelling the circular economy". Through this action, the organiser – the Diputación Foral de Gipuzkoa provincial authority – aims to raise awareness among students about waste prevention.

More information: www.ihobe.eus/

#### Portugal - Lisboa Norte and West Region

**Coordinator: VALORSUL** 



15 actions registered, including a challenge by the NGO DECOJovem to encourage students to make Christmas trees out plastic packaging. Dubbed "Zero waste Christmas", the challenge asks students to send the photos of their trees through Facebook using #deconatalsemresiduos4.

More information: www.valorsul.pt

#### Spain - Aragón

Coordinator: Gobierno de Aragón (D.G. Sostenibilidad)



91 actions registered, among which a "waste monologue" competition. Participants will record themselves reciting a funny monologue about waste prevention, which will then be uploaded to YouTube. The best videos will be awarded during an Oscar-style ceremony on 23 November.

More information: <a href="https://aragon.es/-/semana-europea-de-prevencion-de-residuos">https://aragon.es/-/semana-europea-de-prevencion-de-residuos</a>

#### Spain - Balearic Islands

**Coordinator: Gobern de les Illes Balears** 



41 actions registered, including one staged by Mestral Menorca, a social economy BALEARS initiative, to help second-hand shops calculate the CO2 emissions they help to avert every day through their sales.

More information: www.cma.gva.es

#### Spain - Catalonia

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



1,073 actions registered, including Solidança Association's Reparatruck, a mobile service that educates passers-by about waste and how to repair everyday object. During EWWR 2019, the Reparatruck will spend three hours in 14 locations in nine Catalan towns helping residents repair their broken items.

More information: www.arc.cat



#### Spain - Comunidad de Madrid

## Coordinator: D.G. for Environment and Sustainability, Community of Madrid



4 actions registered, among which an advertising campaign in the mass media that the regional government will run between 11 and 30 November to promote the circular economy and inform residents about how they can reduce their waste.

More information: www.comunidad.madrid

#### Spain - Valencia

Coordinator: Generalitat Valenciana



65 actions registered, among which a multi-pronged effort to fight plastic pollution of the sea staged by the Franco-Spanish Windsurf Club, the Oceanographic Foundation, and the French School in Valencia.

More information: www.cma.gva.es

#### UK - North London (England)

## Coordinator: North London Waste Authority



9 actions registered, including a bring & take of reusable nappies and baby clothes organised by the NGO Real Nappies for London.

More information: nlwa.gov.uk

#### UK - Scotland

**Coordinator: Zero Waste Scotland** 

#### Spain - Extremadura

#### Coordinator: D.G. Environment, Junta de Extremadura



13 actions registered, including an action to swap throwaway plates and cutlery at the Magical Autumn festival in the Valle del Ambroz with reusable ones. Implemented by an NGO – the Development Association for the Ambroz Valley – this action is expected to help save some 5,000 disposable cups and plates.

More information: www.juntaex.es

#### Sweden

**Coordinator: Avfall Sverige**, delegated by the



Swedish Environmental Protection Agency

33 actions registered, such as a week-long workshop series targeting plastic and textile waste organised by waste management companies SAVAB and SÖRAB in the municipality of Sundyberg, close to Stockholm.

More information: www.avfallsverige.se

#### UK - Northern Ireland

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



78 actions registered, including an effort by the Derry City and Strabane District Council to encourage local schools to organise waste-free lunches during the EWWR.

More information: www.wrapni.org.uk



2 actions registered, including one by the North Ayrshire Council to promote its birth-to-potty nappy scheme on social media during EWWR 2019.

More information: www.zerowastescotland.org.uk



#### Beyond the EU

#### Andorra

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



#### Dominican Republic

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



2 actions registered, including a campaign by the Comú d'Escaldes-Engordany municipality to teach its

residents how to correctly separate waste.

6 actions registered, including several workshops and talks about waste prevention with the students of the Jacoba Carpio School in Santo Domingo.

More information: www.fundacionpacma.com

More information: www.mediambient.ad/setmana-

europea-prevencio

#### Principality of Monaco

**Coordinator: Environment Directorate** 

52 actions registered, among which an educational effort staged by waste management company SMA that will teach residents what goes on in a garbage collection truck. Those interested will be able to hop on a truck between 18 and 22 November and spend up to one hour learning how waste is treated in the country.

More information: www.gouv.mc

