



PRESS KIT



European Week for Waste Reduction

November 2009



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The first European Week for Waste Reduction

21-29 November 2009

Introduction

Waste Reduction Week is becoming a Europe-wide event starting this year. European Week for Waste Reduction is being supported by the Information and Communication component of the European Commission's LIFE+ programme until 2011. The project aims to organize awareness-raising actions on waste reduction throughout Europe during the same week. The Week will thus mobilize the populations of more than 21 territories of the European Union.

Over 2,151 actions initiatives will be conducted to convince the general public, businesses and public authorities, among others, of the necessity of reducing some 2.7 billion tons (*2006 Eurostat estimate*) of municipal waste generated each year by the 27 countries of the EU.

Technical preamble

It should be noted that the combined European figures concern municipal waste while the data put forward in France, for example, pertain to household waste.

For the reader's information, the definition of municipal waste adopted by the OECD and Eurostat includes the following types of materials: paper, cardboard, plastic, glass, metal, cloth, food products and garden waste.

It should also be pointed out that municipal waste includes:

- Household waste
- Waste from retailing, industry and small businesses as well as from offices and institutions (schools, hospitals and administrative buildings)
- Waste from municipal collection services
- Waste from street cleaning services

But the following categories are excluded:

- Waste from drainage and municipal wastewater treatment plants
- Waste from construction or demolition.



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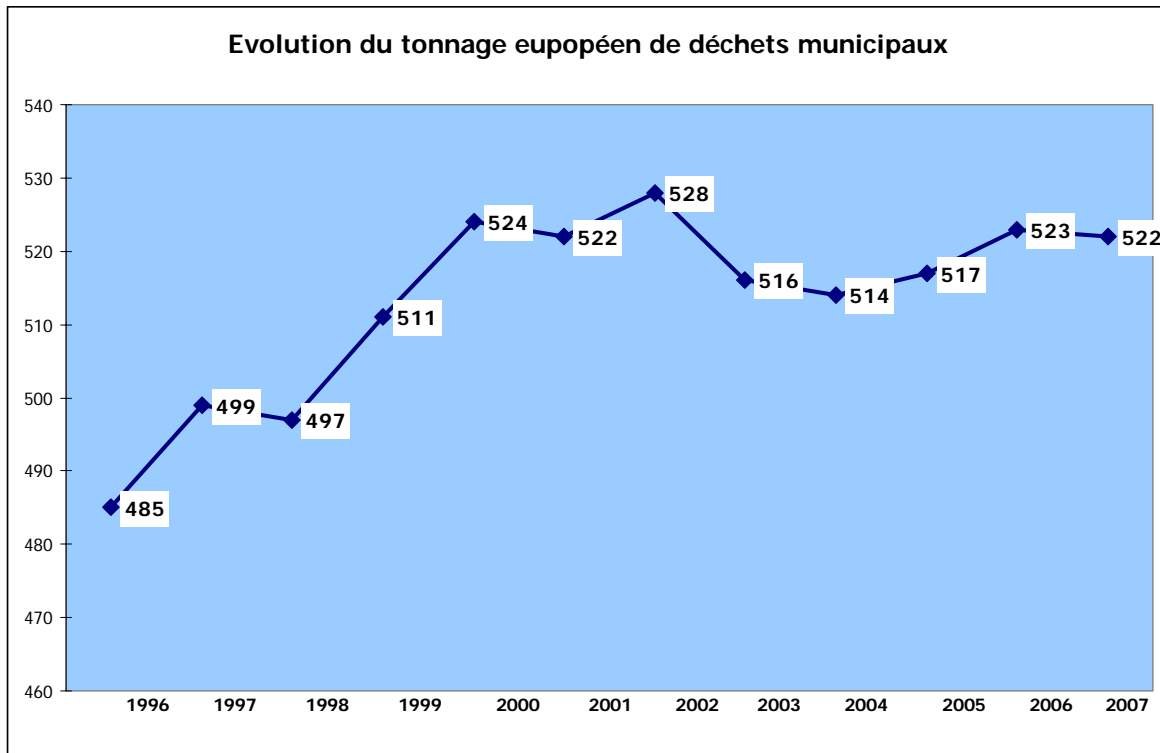


Waste in Europe

The current situation and future developments

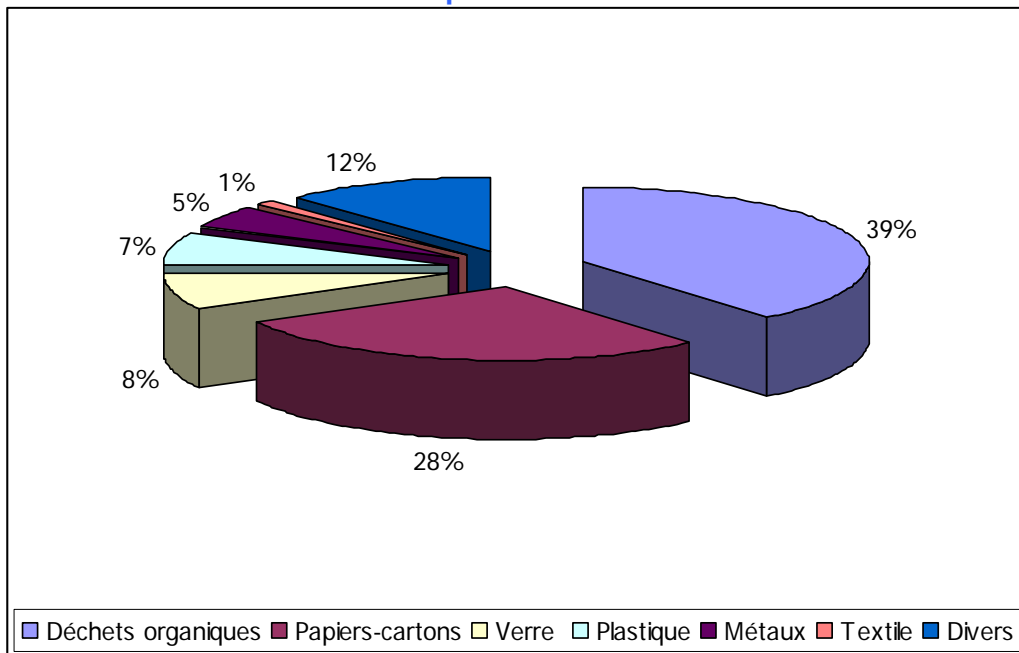
European production of municipal waste

In 2007, each European in the EU-27 produced on average 522 kilograms of waste annually. Since 1996, this figure has increased somewhat with slight fluctuations.



Source: Eurostat

Breakdown of the content of European waste bins



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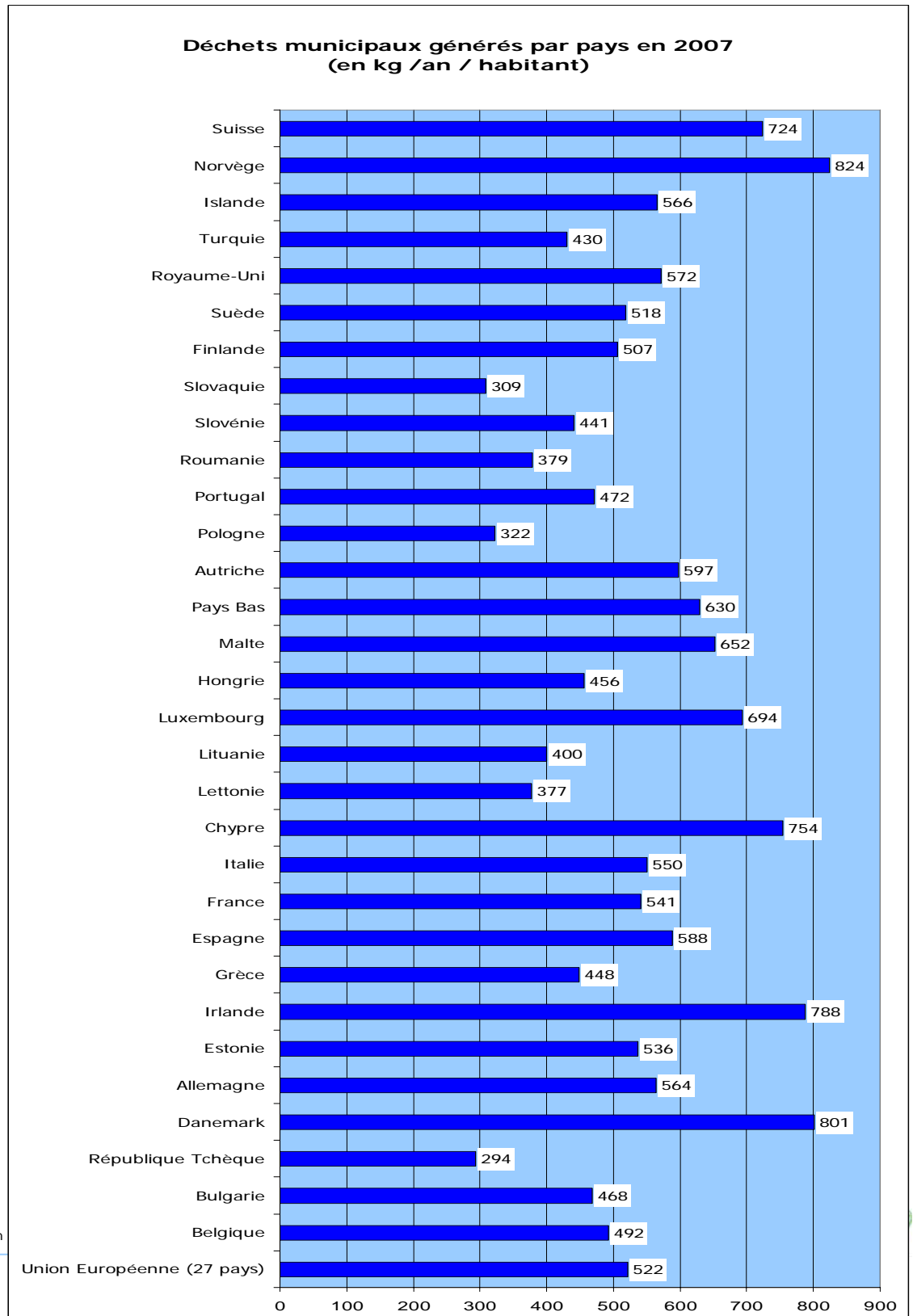




Source : European Joint Research Center

Country by country situation in 2007

On average, each European produces nearly a half ton of waste per person every year. However, there are wide disparities within the EU and each country has its own particular waste production profile. By way of example, in 2007, the country that produced the most waste was Norway (with 824 kg annually per inhabitant), while the Czech Republic (with 294 kg annually per inhabitant) was the country that produced the least municipal waste.



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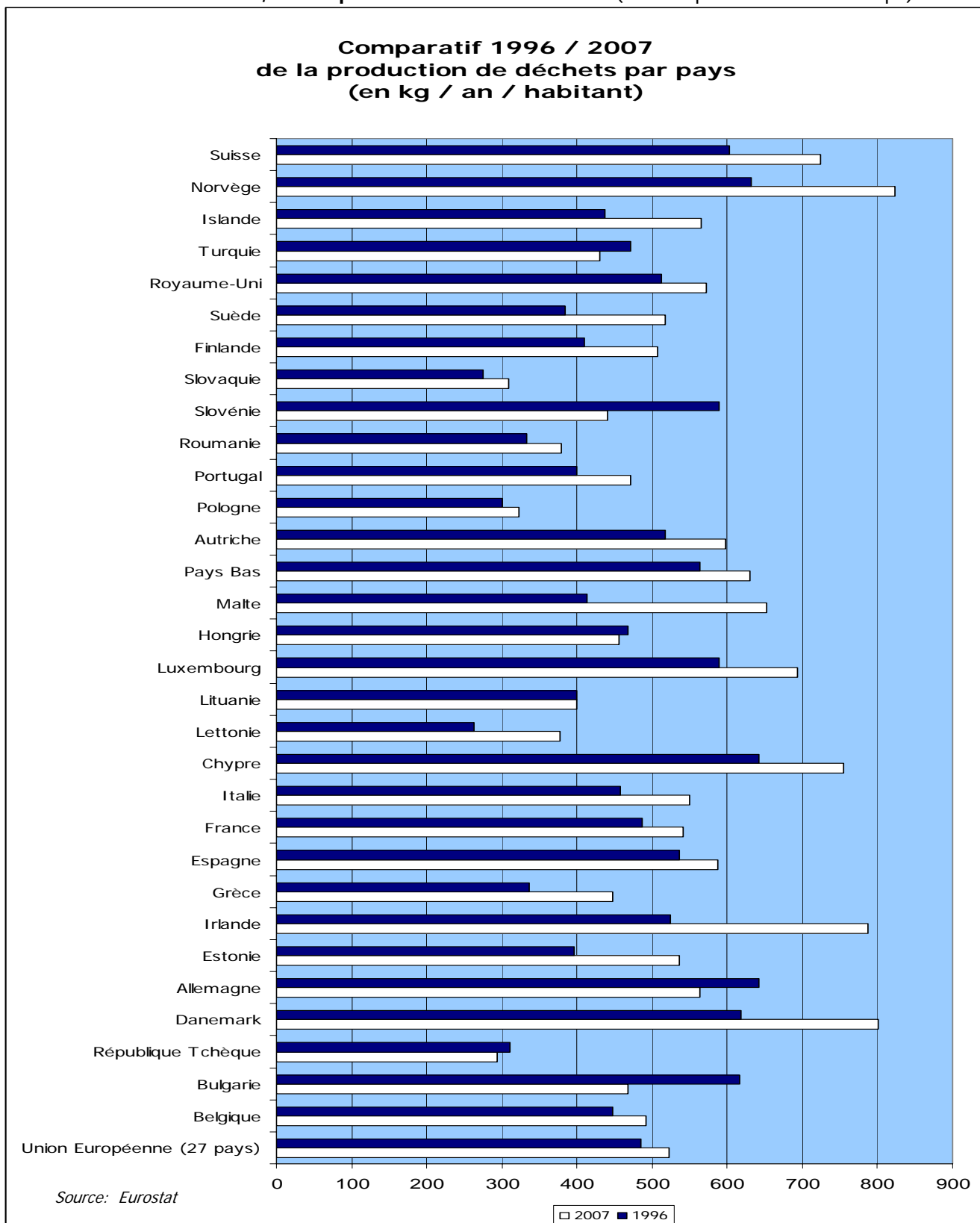


Country by country trends – 1996/2007 comparative figures

Just as there are substantial disparities concerning waste tonnage, it should also be pointed out that waste production trends vary widely depending on the country.

For example, between 1996 and 2007:

- **In Malta, waste production was up 58%** (the largest increase in Europe)
- **In Slovenia, waste production was down 25%** (the sharpest decrease in Europe)





European waste on the brink of 2010

A projection of the European Environment Agency (2007) calls for a 33% increase in municipal waste production between now and 2030 in the fifteen oldest members of the EU. However, in the new Member States, this growth could reach 66%.

An estimate of the increase in household waste per country between 1995 and 2010, already provides a glimpse of the short-term situation:



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European Week for Waste Reduction

21 – 29 November,

2,639 initiatives in 21 European territories

The objective of European Week for Waste Reduction is to reach the widest possible audience and thus increase the level of awareness of behaviours that can reduce **waste production (i.e. everything that can and must be done before throwing out waste to reduce the volumes that must be collected and reduce the harmfulness of the waste produced)**.

Why is it important to reduce waste?

The quantity of household waste produced has doubled over the last 40 years, increasing by 1% to 2% annually.

In 2007, 522 kg of municipal waste were generated on average per person in the Member States of the EU (source: Eurostat).

European Week for Waste Reduction profile 21 – 29 November 2009

Why a European Week?

To publicize the waste reduction strategies and policy of the EU and its Member States

To promote sustainable waste reduction actions throughout Europe

To underscore the work accomplished by the various stakeholders through concrete examples of waste reduction

Who is the target?

Administrative departments/municipalities

Associations

Businesses

Educational institutions

Other stakeholders
(Hospitals, rest homes, cultural institutions etc.)

Who are the organisers?

The Organisers of the European Week for Waste Reduction for 2009 are the Official Partners of the European Union's LIFE+ project:

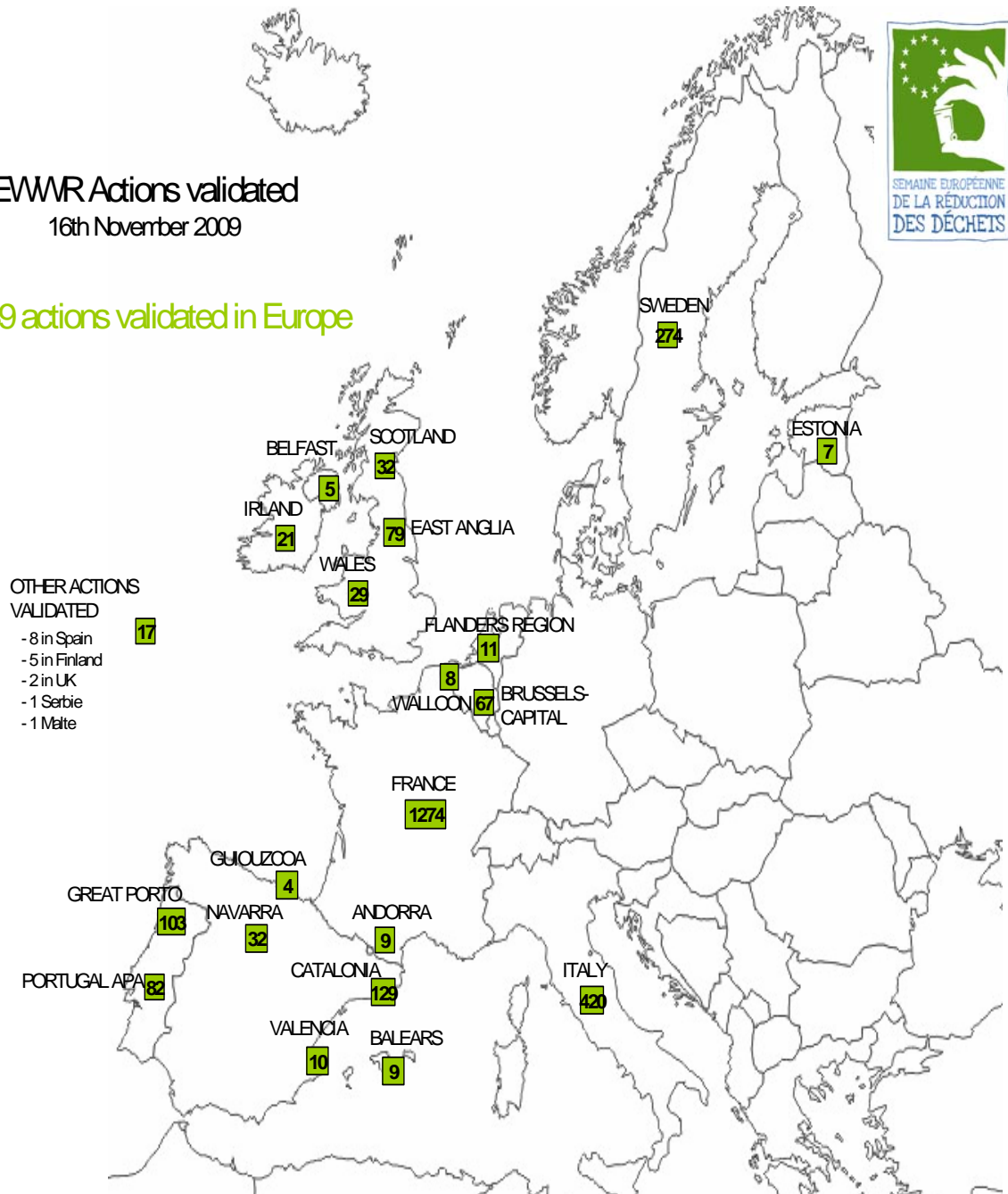


The LIFE+ programme at a glance: The financial instrument of the European Commission devoted exclusively to environmental stewardship. Its objective is to foster a higher level of awareness among as many people as possible concerning environmental issues, including both the general public and economic actors.



EWWR Actions validated
16th November 2009

2,639 actions validated in Europe





A total of 21 territories mobilized

- Andorra
- Belgium : walloon, flanders regions, Brussels-Capital
- Estonia
- France
- Ireland
- Italy
- Spain : Asturias, Gipuzkoa, Balearic islands, Navarra, Valencia, Catalonia
- Portugal : national, Porto region
- Sweden
- United - kingdom : Belfast city, East Anglia, Scotland & Wales



For further
information

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European regulatory environment for waste Waste Framework Directive 2008/98/EC of November 19

Waste management in Europe today is largely influenced by a series of European regulations that are based on a waste management hierarchy which favours prevention at source. The revision of the Waste Framework Directive 2008/98/EC which entered into force in December 2008 has consolidated the primary role of waste prevention. Member States must bring into force the laws, regulations and administrative provisions necessary to comply with this revised Directive.

More information: [Waste: revision of the Framework Directive \(repeal. Directives 75/439/EEC, 91/689/EEC and 2006/12/EC\)](#)

Le programme LIFE + en bref

Pour favoriser la prise de conscience du public sur les questions environnementales, la Commission européenne propose un instrument financier consacré exclusivement à la protection de l'environnement : le programme LIFE+, qui a pour objectif d'inclure l'environnement dans les politiques européennes. La Semaine Européenne de la Réduction des Déchets (2009-2011) est soutenue par ce programme via le volet « Information et Communication ».

<http://ec.europa.eu/environment/life/index.htm>



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Practical Information on the European Week for Waste Reduction

2,171 officially endorsed European initiatives

	<p>The European Week for Waste Reduction is supported by the LIFE+ programme of the European Commission.</p>
<h3>Official partners of the project</h3>	
	<p>ADEME, the French Environment and Energy Management Agency (France) is a public institution under the supervision of the ministry in charge of Sustainable development and the Ministry of National Education, Higher Education and Research. It implements public environmental policies. ADEME is the coordinator of the LIFE+ project whose objective is to implement a European Week for Waste Reduction.</p>
	<p>ACR+, Association of Cities and Regions for Recycling and the sustainable management of resources (Belgium), is a network of local and regional authorities that promotes the sustainable consumption of resources and the management of municipal waste by prevention at the source, reuse and recycling. ACR+ serves as the secretariat for the LIFE+ project.</p>
	<p>ARC, the Waste Agency of Catalonia (Spain), is a public statutory body responsible for the integrated management of municipal, industrial, medical, healthcare and agricultural waste in Catalonia.</p>
	<p>IBGE, Bruxelles Environnement (Belgium) is the administrative authority responsible for waste management in the Brussels-Capital Region. It is responsible for the formulation and implementation of the Waste Prevention and Management Plan for this Region.</p>
	<p>LIPOR, the intercommunal waste management department of Grande Porto (Portugal), is the organisation responsible for the integrated management of solid municipal waste produced by the eight municipalities of the Porto region (Espinho, Gondomar, Maia, Matosinhos, Porto, Povia de Varzim, Valongo and Vila do Conde).</p>



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Actions in France

1184 actions validated in France

Targets conducting actions

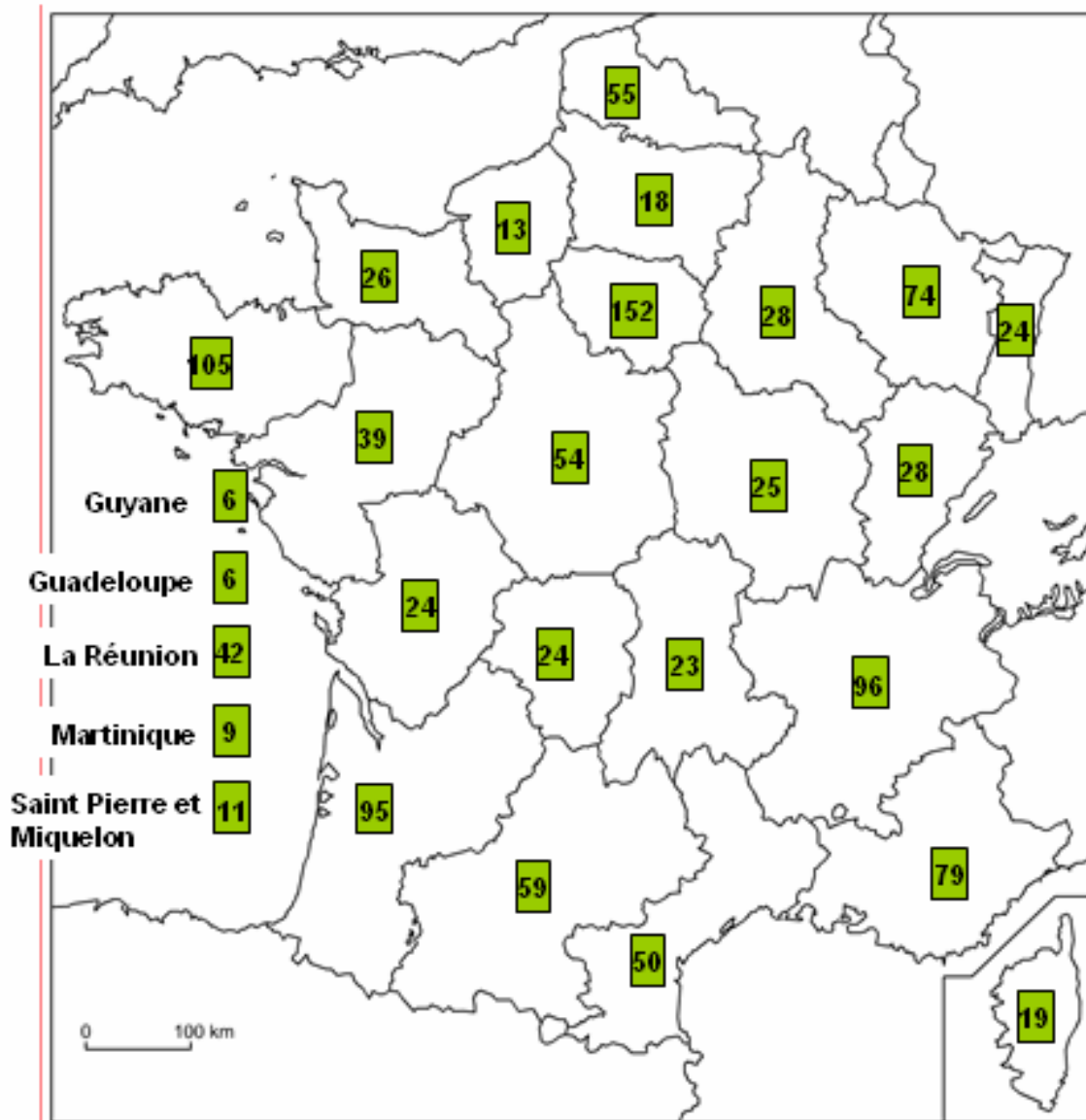
Administrative and Public Authorities: 42%
Business/Industry: 33%
Associations/NGOs: 19%
Educational institutions: 6%

Target audience

General public: 80%
Schools / children / students: 13%
Professionals: 5%
Other (mixed audiences): 2%

Types of action carried out (full programme at www.reduisonsnosdechets.fr)

1184 actions labeled in France





Types of actions carried out in France

“public authorities” category:

- From composting to vegetable, a vegetable insertion offers a morning devoted to the discovery composting, sale of vegetables (without buying plastic) and a visit from his building constructed with recovered materials.
- Within the first Franco-Brazilian "Waste and Citizenship", a seminar exchange and work is organized for the institutional players and associative processing waste recycling, environment, integration of the social economy and eco-industrial sector. Objective: "to share our experiences to deepen our reflection community on waste reduction.
- Children are invited to a show on the ecology and waste. They can make games, toys, Books, CDs, DVDs in good condition, no longer having them cluttering up the toy boxes. A charity collection before the show.

“association” category:

- Signs representative silhouettes of waste (water bottles, cans, cigarette butts, batteries) associated with messages reminding the time it takes for each of these wastes to disintegrate in the nature, are installed along a highway. Congestion in the morning and evening, Motorists are facing people dressed in delivering waste their t-shirts. On these are listed overleaf: "Nature is not vindictive?" and back "but it could change! "with a vision and a slogan urging them not to throw.
- Fashion, decor, musical instruments ... all designed from salvage.
- Installing a table unpacking Release cash from a supermarket to be aware of the amount of waste packaging that we buy.

“businesses” category:

- An exhibition to raise a new look at the second life of potential waste: product diverted from its primary function, or thrown in the trash right sort. Old canvas bags are transformed into postal bags, pencil pots, card holders.
- Awareness raising of all staff in a clinic on the concept of waste reduction in the organization of their different spots: practical workshops, exhibition of posters and informational distribution of a guide to sorting clean the hospital sector, supports video and visual aids on the treatment of waste from production to recycling, environmental impact and appearance economic waste.
- Remove water bottles in the personal self. The goal is to visualizeat the end of a week and a school year the decreased visual inputs.

“school” category:

- During the Week of waste reduction, the college sets its waste (paper, bread of canteen, board ...) which were collected and quantified the previous week. Subsequently, a group students will work on improving the management of these wastes.
- Awareness raising of students on waste food by counting the bread and entrances disposed school canteen, as well as sorting through the collection and storage of waste recyclables (mostly paper) for a week.
- Recovery and reuse: why, how? From old toys, "ecofriends" build new ones.
- As part of the school project, in conjunction with urban renewal areas, the objective is to make children aware of their responsibility as a consumer and producer Waste and see what we can all do to mitigate this impact: individual taste or collective composting in the school garden, sort to recycle better.



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Actions in Brussels region

67 actions validated in the Brussels-Capital Region (Belgium)

Targets conducting actions

Administrative and Public Authorities: 26%
Business/Industry: 27%
Associations/NGOs: 26%
Educational institutions: 16%
Other: 5%

Target audience

General public: 23%
Schools / children / students: 20%
Professionals: 50%
Other (mixed audiences): 7%



Media plan for the week

The Brussels Region is developing a media campaign for the general public from 16 to 30 November: Eurybia posting (2000 posters), press announcements (4 newspapers – 8 inserts), radio advertisements (4 radio stations, 232 adverts), mailings (info: 3124 contacts, posters: 130 contacts), a newsletter “My City, Our planet” (19,000 copies), a website and e-news from Brussels Environment and partners.

Types of activities carried out (full programme at www.bruxellesenvironnement.be)

“Public authorities” category (18 projects)

- The European Institutions are involved: Parliament, the Economic and Social Committee and the Committee of the Regions are offering their personnel awareness activities (on paper for the first, in general for the two others).
- The organiser in the Region, Brussels Environment, is proposing a project for its personnel (reduction of paper), two for the general public (a brochure on “100 recommendations for reducing wastes”, and an electronic campaign on overconsumption of electrical and electronic goods). The cabinet of the Brussels Minister of the Environment also carries out a project that aims at reducing paper consumption. Among the 19 Brussels municipalities 6 are also developing projects.

“Businesses” category (16 projects)

- A group of hotels (3 registered) is performing an inventory of their wastes in order to initiate joint activities for reduction (notably with regard to suppliers).
- A soup bar is avoiding food waste, composting, re-using bread, and offering carafes of water and is proposing a purchase system with reusable bags.

“Schools” category (11 projects)

- Students in industrial design from a college are organising an exhibition of utilitarian objects manufactured from packaging waste.
- Several primary schools are taking advantage of the week to discuss with the children how to reduce waste, organising paper or packaging reduction projects, or composting.

“Associations” category (18 projects)

- An association is organising stands offering Christmas gifts created from recovered items supplied by the discards from the waste recovery centre where they operate.
- A consumers’ organisation is sending an open letter to the production and distribution sectors following a study of food waste; a flyer for the general public will round out the activity.
- An “after school” [*école des devoirs*] is introducing a snack bar with healthy, unpackaged products to replace chips, candy, and soft drinks.

“Other” category (4 projects)

- A private master composter is opening his doors and demonstrating his individual approach to fighting waste: vermicomposting, reusable nappies, etc.



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Actions in Catalonia

129 actions validated in Catalonia



Targets conducting actions

Administrative and Public Authorities: 59 %
Business/Industry: 6 %
Associations/NGOs: 16%
Educational institutions: 14%
Other: 4 %

Target audience

General public: 50%
Schools / children / students: 26 %
Professionals: 19 %
Other (mixed audiences): 5%

Media plan during the week

The Waste Agency of Catalonia has arranged a press conference with the Catalanian Government's Minister of the Environment, Francesc Baltasar, in Gerona on 24 November during the European Conference on Waste Reduction.

Two press releases will be sent to the 450 media organizations in Catalonia including radio, written and electronic press, specialist magazines and television channels, etc. One will be on the launch of European Week for Waste Reduction in 21 regions of Europe and Catalonia in particular, and the other on the European Conference on Waste Reduction.

Presentation of the European Week for Waste Reduction to the people responsible for 4 television programmes specializing in the environment.

A European Week for Waste Reduction publicity campaign by the 110 project developers -public authorities, associations, schools, universities and businesses- with the distribution of 2,000 displays during the week, 2,000 posters on prevention, 2,000 booklets about the week, 1,000 prevention snakes and ladders sets and 4,000 shopping notebooks. Massive display on 205 selective clothing collection containers distributed in various towns in the province of Gerona and the 13 second-hand clothes shops in Catalonia.

Publishing of the agenda of activities for the week in Catalonia on the Catalanian waste management agency website supported by a circular email (info: 2900 contacts).

Types of action carried out (full programme at www.arc.cat/setmanaprevencio09.html)

Types of actions performed

- School institutions: Autonomous University of Barcelona

Consumption aperitif

The difference between two types of consumption, economic and environmental effects, and public commitment to responsible consumption.

The activity will consist of making two well-known aperitifs that demonstrate two different types of consumption; one group will make an aperitif using responsible consumption criteria (local products, no packaging or minimum packaging, fair trade, organic production, etc.); and the other group will present a conventional aperitif. At the end, the two types of consumption, the environmental, economic, social effects and effects on health associated with each product will be assessed at a workshop. After this, it will be compared to our type of consumption and this will be a moment for a kind of collective public commitment to work for responsible consumption and the prevention of waste. A video recording will be made of the activity.



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- Other institutions: L'Éscala fishermen's society

Prevention of waste in L'Escala fishing port

Prevention of waste day in L'Escala fishing port: current waste management, needs detected and presentation of proposals.

The activity proposed is part of the L'Escala fishermen's society "on board and in the port" municipal waste prevention project. The first phase of the project consists of the production of a "good practice manual for minimizing and managing municipal waste on board and in the port." It begins with the characterization of different types of waste in order to determine requirements and considers the action recommended by the good practice manual.

A group will present the requirements determined as a result of a survey of professionals and members of the association, meetings about the ports by Regional Government and the town hall, and it will present a series of actions that will be open to contribution, modification and debate by those present. The participants in this debate will be ship-owners, prevention plan end-users and association personnel responsible for implementing, monitoring, assessing and running the waste prevention programme.

- Business : Startup firm ADAD L'ENCANT of the Roba Amiga cooperative.

Enrenou de Roba

Stylistic creation by renowned designers and beginners that apply environmentally friendly criteria to their eco-design with second hand clothing from selective collection. The event forms part of European Waste Reduction Week 2009 and highlights the importance of prolonging the life of pre-owned clothes, and in particular stresses the value of the product as a high quality raw material.

- Government/local authority examples: Argentona Town Hall

Debate on fair tax

Implementation of the first taxation system on waste production in Catalonia

Because of the implementation of the taxation system on the production of waste and packaging, the families and businesses affected are going through an adaptation phase during which information, advice and ideas should enable them to reduce their waste. The conference/debate aims to reach the largest number of people possible and to offer them advice, useful information on waste management in every home and/or business to enable them to manage their waste collection tax.

- Government/local authority : Gerona Regional Council

A la cuina, triem menys residus! (Less Waste in the Kitchen!)

Workshop on good kitchen waste management, sensible use of resources, waste management and environmentally friendly purchasing.

The activity will be centred on the main environmental vectors related to good kitchen management; sensible use of water, energy, waste management and purchases that take the environment into account. These various vectors, water, energy, waste and purchases will enable us, through advice and recommendations, to deal with all sorts of environmentally friendly practices that will improve the quality of management in our kitchens.

This proposal aims to promote actions to prevent or at the very least minimize environmental problems in the kitchen.



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Actions in Porto region

102 actions validated in Greater Porto Region (LIPOR)



Targets conducting actions

Administrative and Public Authorities: 36%
Business/Industry: 18%
Associations/NGOs: 6%
Educational institutions: 28%
Other: 12%

Target audience

General public: 52%
Schools / children / students: 56%
Elderly persons: 27%
Professionals/employees (private sector): 15%
Professionals/employees (public sector): 18%
Other (Mixed Public): 26%

Media Plan for the Week

The Porto region will develop a media campaign for the general public and media partners between the 16th November and 04th December:

- Dissemination on the websites www.eunaofacolixo e www.lipor.pt
- Advertising Press
- Daily SMS Sending: 4.700 contacts
- Dissemination of the week on TV, Radio and Cinemas
- E-mailing: 5.000 contacts
- Lipor Corporate TV
- Press Release sending to the national and local media

Type of actions to be placed (complete program at www.eunaofacolixo.com)

«Administration/Public Authority» category (27 projects)

- The Municipal Councils and Parish Councils proposed actions under the awareness of employees, distribution of unaddressed sticker to their public and Exhibitions on the theme of prevention

«NGO/Associations» category (13 projects)

- Two Artists Associations promote art exhibitions on the theme of reuse "Giving a second life to objects"
- A host institution for Persons with Disabilities promotes a collection of electrical and electronic equipment for donation
- A Social Support Association promotes the collection of used clothing for donation
- The *Ecoclubes* shows an exhibition to promote awareness for prevention among young people
- The Fire Department will raise awareness of its fire department

«Business/Industry» category (4 projects)

- A company operating in the water area will increase awareness for the tap water consumption and water saving
- A textiles company will give a presentation on the reuse of rags (waste of cloth) in the textile industry
- The "Zon-Lusomundo" Cinemas aims to disseminate good practice in prevention
- A restaurant will encourage consumption of tap water during their customers meals

«Educational establishment category » (21 projects)

- Promotion of Home Composting
- Collection of Clothing and Electronics Equipment for donation
- Exhibitions on the theme of prevention
- Awareness of school community to the importance of prevention

«Other» category (9 projects)

- Three religious congregations are proposing to raise their parishioners to the issue of prevention in Eucharist and in catechesis.



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Actions in Andorre

9 actions validated

The highlight of the week is the conference about waste prevention with the inauguration by the Andorran minister of environment Vicenç Alay

EWWR web page : <http://www.setmanaprevencioresidus.ad/>



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Actions in Belfast

5 action validated

Belfast is taking this opportunity of the first edition of the EWWR to relaunch its Waste Minimisation campaign. This will include a radio and television campaign, including a series of road shows.

They aim to gain public support through the endorsement of local councillors and politicians. They have distributed the posters and other communication tools to the business community and the aim is the promotion of waste prevention.

Stitch and Style: A project aimed at reviving vintage old clothes.



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Actions in East of England

79 actions validated

In the East of England Region, the Government Office for the East of England's Environment for the Future office is the organiser.

Website: http://www.goeast.gov.uk/goeast/environment_and_rural/870380/

Examples of action

- Co-ordinating with Defra on a Business Resource Efficiency mailing Micro SMEs
- Waste Prevention Roadshows: including Tesco's, Sainsbury's and Morrison's
- Working with Cambridge to launch EWWR with Barbara Follett, MP
- Reuse/Restored workshop at upper school with Max McMurdo from Dragon's Den

Government Offices | East of England | - Mozilla Firefox

http://www.goeast.gov.uk/goeast/environment_and_rural/870380/

Government Office for the East of England

Home > Environment and Rural > European Week for Waste Reduction 21 - 29 November 2009

European Week for Waste Reduction 21 - 29 November 2009

The European Week for Waste Reduction aims to raise awareness of preventing the production of waste - that is to say, everything that can and should be done to prevent an item from being thrown away. This will help to reduce the amount of waste that is submitted for collection; and to reduce the harmfulness of the waste generated.

So, the best waste is that which is not produced!

Waste reduction can therefore be defined as the complete range of measures and actions that people take before a substance, material or product becomes waste. These measures aim to reduce:

- The quantity of waste produced, including through the intermediary process of reuse or by lengthening the lifespan of products;
- The harmful effects of waste produced and treated, both on the environment and on human health;
- The content of harmful substances in materials and in products.

Reducing the quantity of waste produced means taking action at the different stages of the product life cycle: product design, production, distribution, consumption and end of life. This could mean a change of input materials, use of a different type of technology, change in design, alternative operating practices, changes to the product, introduction of refill or reuse

Terminé



Actions in Estonia

7 actions validated



www.envir.ee/jaatmenadal

In Estonia, the national Ministry of Environment is the official EWWR Organiser.

There are currently 7 validated actions, 5 public authorities and 2 educational establishments, most popular theme Less waste thrown away and too much waste.

The Tallinn City Government Environment Department organize its international 4th Waste Conference in Tallinn on 19-20.nov, also exhibition of children's drawings and things made from used things will be opened on 23rd and the Municipality of Narva highlights final day of Waste Reduction Week in big shopping centre in Narva town.

Interest was high after first press release on 29th of Oct. Last week interest has risen again. So far approx. 1000 page views on the specific website.



Teeme koos
Löö kaasa

Jäätmetekke
vähendamise nädal
21.-29. novembrini



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Actions in Flanders

11 actions validated

In Flanders, OVAM the Flemish Public Waste Agency is the organizer.

Some actions

- "Smart gardening": measuring is knowing
- "Flagbag"
- Launching of the "Eco-efficiency scanwebmodule"
- "Eco-efficiency examples database"
- "Waste prevention projects database" in the picture
- "Waste Watchers"
- "Reduce paper use"
- "Low waste shopping"
- "Waste prevention tips" on the EcoWerf web site together with the promotion of the European Week for Waste Reduction

<p>Flemisch Compost Organisation - Vlaco</p>	<p>"Smart gardening": measuring is knowing</p>	<p>Vlaco aims to gather more practical information about "smart gardening" techniques to reduce the generation of green waste and about the gardening management that generates less garden waste. 4 types of garden management are tested: lawn & hedge management, mulching and ground cover. On behalf of Vlaco Comité Jean Pain has lay out a demo place for smart gardening.</p>
<p>Re-use shop OKAZI in cooperation with the city of Hasselt</p>	<p>"Flagbag"</p>	<p>The city of Hasselt offers the re-use shop OKAZI a lot of used flags and banners. These flags and banners are used to produce all kind of bags as shoppingbags, backpacks, bags as well as scarfs and to refurbish old seats. This is done by a social employment project. The flag emblem or symbol design is still recognisable what makes these bags funny and unique. This project has been already started up but not yet proposed to the large public. The European Week for Waste Reduction is an ideal opportunity to launch this project.</p>
<p>Public Waste Agency of Flanders (OVAM)</p>	<p>Launching of the "Eco-efficiency scanwebmodule"</p>	<p>Three years ago the Public Waste Agency of Flanders has launched a subsidised programme for SME's: the Eco-efficiency scan programme. 1000 SME's has been scanned on their eco efficiency way of production. A large number of these companies are working now on the principle of "More with less". The OVAM has decided to develop an on line web module of which the company can detect by himself eco efficiency opportunities by a simple mouse click (waste, energy, transport, production processes, product design, management system, etc). A report is produced that mentions all the measures chosen. This report is a starting point for the company to manufacture products on an eco efficiency way. Further assistance is done by Flanders DC, the short for Flanders District of Creativity.</p>
<p>Public Waste Agency of Flanders (OVAM)</p>	<p>"Eco-efficiency examples database"</p>	<p>Many companies are searching for the implementation of Eco-efficiency measures in their daily operational management. They implement the principle of "More with less". An "Examples database" has been established, giving the companies a lot of inspiration. More than 300 company cases regarding Eco-efficiency and eco-design have been brought together on the web site in the "Examples database". Some of those cases have a low threshold. Others are more ambitious. Every case shows that eco-efficiency is worthwhile. A navigator on www.ovam.be/voorbeeldendatabase allows search for selected by sector, topic, product. More specific cases can be searched by a search function.</p>



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<p>Public Waste Agency of Flanders (OVAM)</p>	<p>"Waste prevention projects database" in the picture</p>	<p>The Public Waste Agency of Flanders (OVAM) aims among others the decrease of the generation of waste and the increase of environmental friendly product use in Flanders. The OVAM invites the local authorities (municipalities, provinces) to play an exemplary role and to support the local authorities in their task to make the citizens aware of less waste production and environmental friendly product use. The OVAM offers for this purpose the local authorities a "Waste prevention projects databank". This databank contains actions and initiatives from local authorities regarding waste prevention and environmental friendly product use. The database contains not only actions concerning environmental care on events, the use of re-usable cups, unsolicited mail but also the use of environmental friendly products as cleaning products, paints and varnishes, etc ... The database is a source of inspiration for the local authorities. The local authorities can place their own examples at the disposal of others in this database. On this manner experience and information are shared. The local authorities can also take contact with each other to set actions jointly.</p> <p>The database has been recently updated and completed. During the European Week of the Waste Reduction the revised database will be relaunched to the local authorities. This launching will be announced on the OVAM web site, the OVAM newsletter and by a direct mailing to the local authorities.</p>
<p>Umbrella organisation of environment entrepreneurs in the social economy (KOMOSIE, nfp)</p>	<p>"Waste Watchers"</p>	<p>The customer will be pointed on the fact that when he/she buy something in the re-use shop x kilogram investment in commodities re-used prevent the generation of waste. Every day KOMOSIE will report on line on the kilogram re-used. This initiative fit in the Waste Watcher initiative that has been set up by the European Umbrella organisation RReuse in co-operation with umbrella organisations in France, Finland, UK, Spain and Belgium. RReuse is the short for Re-use and Recycling Social Enterprise in the European Union.</p>
<p>The municipality of Hasselt</p>	<p>"Reduce paper use"</p>	<p>The target group are the employees of the city hall of Hasselt. An awareness campaign will stimulate the employees to make their copies duplex (on both sides). The IT desk will work out a simple guideline explaining how set up the default parameters to make copies in duplex instead of simplex (one side). The College of Aldermen will insist that all the documents treated need to be copied in duplex. This initiative will reduce a lot of paper as well as the volume of the documents.</p>
<p>IOK Waste management (Intermunicipal co-operative association)</p>	<p>"Low waste shopping"</p>	<p>Customers will be requested to sort their purchases in low waste and much waste products in 2 shopping trolleys. When they have sorted well, they may play on the "wheel of fortune" and can win funny prizes as re-usable shopping bag, pencils, funnels for collecting used kitchen oil, etc...).</p>
<p>EcoWerf (Intermunicipal co-operative association)</p>	<p>"Waste prevention tips" on the EcoWerf web site together with the promotion of the European Week for Waste Reduction</p>	<p>Promotion of the European Week of Waste Reduction on the home page web site of EcoWerf and the associated municipalities. At the same time a extended list of "Waste prevention tips" will be enumerated.</p>



Actions in Gipuzkoa

4 actions validated



The Diputacion (Province) of Gipuzkoa is organising the EWWR in its area. There is a press conference scheduled for 20th November 2009 which aims to inform and explain the importance for the European Week for Waste reduction. There will also be a series of press advertisements beginning on 21st November 2009.

Below is the current schedule of events during the Week.

Event	Place	Day	Time
Press Conference: Presentation of the EWWR	County Council	20	10:30
Inauguration of the exhibition on waste and Presentation of the results of the pilot experience on Waste Prevention in the Business Center Urbil	Centro Comercial Urbil	23	10:30
Presentation of the Agreement with the Food Bank of Gipuzkoa and the DVD. Honours to companies for their collaboration	County Council	24	11:30
I Awards Ceremony of Home composting	Koldo Mitxelena	25	19 h
Conference on Ecodesign	Mondragon Unibertsitatea	26	9 h
Press Conference Inauguration of the Emaús Ekocenter 2	Ekocenter Irún	27	11:00

There is a dedicated web page in both Spanish and Basque which will be frequently updated:

http://www4.gipuzkoa.net/MedioAmbiente/gipuzkoaingurumena/es/secciones/residuosurbanos/semana_europea_residuos_urbanos/presentacion.asp (ES)

http://www4.gipuzkoa.net//MedioAmbiente/gipuzkoaingurumena/eu/secciones/residuosurbanos/hondakinak_europako_astea/aurkezpena.asp (EU)



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Actions in Ireland

21 actions validated

For the Republic of Ireland EWWR, the Environmental Protection Agency EPA is the Organiser. The communications programme will commence with national and local radio advertising telling the general public about the week and how they can get involved and a general Press Release will be issued 21 November from EPA welcoming EWWR.

Website www.ewwr.ie

On 23/24 November EPA plans to launch the National Waste Report which has all the Irish waste statistics for 2008 and will link the statistics messages closely to the EWWR and the National Waste Prevention Programme (NWPP) as "what can you do about this waste?"

Each event has good potential to attract large audiences from a range of stakeholder groups. The Repak Packaging Prevention Seminar is likely to be a larger scale event attracting a business audience. The Green Homes and Clean Technology Centre public events should attract a good number of people also from the general local population. Five local authorities to date have organised events and some are organising several in their areas. One NGO group (Community Network Recycling Ireland) is to set up a Reuse exhibition at Trinity College in Dublin.

There are 21 events proposed for Ireland to date. Of the 21 events, 15 are being organised by Public Authorities, 3 by business oriented organisations (sponsored by NWPP) and 3 by NGOs. Some proposed actions were amended before acceptance but none were refused to date.



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Actions in Italy

420 actions validated



In Italy, a Steering Committee has been created, gathering different stakeholders at public, NGO, academic levels, under the Patronage of the President of the Republic, the President of the Parliament and the Ministry of Environment:

- Federambiente - Italian Federation of Public Environmental Services
- National Observatory on Waste (Environmental Ministry)
- Province of Turin
- Waste 21 Network (National Agenda 21)
- Italian National Commission for UNESCO
- AICA (International Association for Environmental Communication)
- Legambiente (National Environmental NGO)
- ERICA Soc. (Education, Research, Information, Environmental Communication)
- ECO DALLE CITTÀ (e-magazine)

The Italian Committee has been involved into the organisation of EWWR since the summer.

On the official Italian website www.menorifiuti.org all the EWWR tools are available and the validated actions are registered. In this website it is also possible to find useful and interesting news about ways to reduce waste. Moreover people, who cannot participate as project developers, have the possibility to write their goals and actions for the Week.

Just few days ago, October, 30th, during the big festival of "Ecomondo" organised in Rimini, FEDERAMBIENTE, as part of the Committee, has organised a press conference to officially introduce the EWWR to people and media. It was a success both for the authorities who took part and spoke and for people who came and participate as public to get some more information.

Main events of the Week

November, 23rd, Mestre (Palaplip - 9.30 a.m. – 1 p.m) "Third Convention about bottom up waste prevention"

November, 25th, Rome Palazzetto Mattei, Via della Navicella 12 (Villa Celimontana Federambiente, the National Observatory on Waste and Legambiente organize the National Conference "Building the National Waste Prevention Programme". The environment Ministry and main national stakeholder are invited to the debate on the drafting of the Waste Prevention Programme, mandatory for Member states accordingly to directive 2008/98/CE. During the conference the new guideline Federambiente – ONR on municipal waste Prevention will be presented.

November, 27th Genova (Palazzo Tursi – Salone di rappresentanza - 9.30 a.m. – 1 p.m) conference "How specific waste prevention actions can enter into local environmental pianificatio and into the organisation of a national waste prevention programme"



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Categories

Administration / Autorité Publique : 44,5%

Entreprise / Industrie : 28%

Association / ONG : 18%

Etablissement d'éducation : 7,5%

Autres : 3,2%

Targets

Grand public : 69%

Scolaires / enfants / étudiants : 17,7%

Professionnels : 10,9%

Autres (public mixte) : 2,7%

Regions

Abruzzo : 3%

Calabria: 0,5%

Campania: 4,5%

Emilia Romagna: 17,2%

Friuli Venezia Giulia: 2,5%

Lazio: 5,25%

Liguria 2,5%

Lombardia: 7,2%

Marche: 2,7%

Molise: 0,2%

Piemonte: 21%

Puglia: 1,7%

Sardegna: 0,5%

Sicilia: 2,5%

Toscana: 13,5%

Trentino Alto Adige: 0,5%

Umbria: 8,2%

Valle d'Aosta: 1,5%

Veneto: 4,2%

Types of actions

- reusable baby diapers (an association of mothers among others)
- clothes collection to give them a new life (a voluntary association)
- reusable bags to raise awareness against the use of plastic bag (several public administrations all over Italy)
- compost in school against waste of food (different schools)
- tap water against the use of bottles (several associations, public administrations and business/industry)



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MENO RIFIUTI ANCHE TU!

SETTIMANA EUROPEA PER LA RIDUZIONE DEI RIFIUTI 405 AZIONI CONVALIDATE:

L'elenco con nomi dei partecipanti, titolo azione e descrizione [Scarica](#)
L'elenco con luogo, data dell'azione e sito internet [Scarica](#)

Per tutte le informazioni sulla Settimana Europea per la Riduzione dei Rifiuti: [Clicca qui](#)

**SELEZIONA LA TUA REGIONE
SCRIVI IL TUO IMPEGNO
O LA TUA ESPERIENZA
PER LA RIDUZIONE DEI RIFIUTI**

21-29 NOVEMBRE 2009
**SETTIMANA EUROPEA
PER LA RIDUZIONE
DEI RIFIUTI**
RESOCONTO 2008

HOME
PROGRAMMA
SUGGERIMENTI
DOCUMENTAZIONE
LINK UTILI
CONTATTACI

EcoCittà
costruisce per l'ambiente urbano



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Actions in Portugal

82 actions validated (except Greater Porto)



The Portuguese Environmental Agency (APA) is the Organiser for the whole Portugal, except the area of intervention of LIPOR (Greater Porto Waste Management Co) which is a partner in the EWWR Life+ Project.

APA has promoted the dissemination of information on EWWR the widest way possible, disclosing specific news in their website with all the information tools available and giving permanent highlight on EWWR. They have made an even wider dissemination of the event through the publication of promotional material in newspapers and a press conference for information of the media.

Website

<http://www.apambiente.pt/divulgacao/Projectos/SemanaEuropeiadaPrevencaoDeResiduos/Paginas/default.aspx>

The APA has the following initiatives scheduled for the EWWR:

- The signature of a Cooperation Protocol between the Portuguese Ministry for the Environment and Spatial Planning and the municipal and regional systems responsible for the urban solid waste management, for the implementation of the Urban Waste Prevention Programme (PPRU).
- The public launch and distribution of the Urban Waste Prevention Programme (PPRU).
- A training session on prevention, which will take place in the APA,
- An advertising film about the problematic of waste prevention, to be displayed on prime time on national TV.

They categorize the level of interest on this event as high, once they have received applications from all parts of the country, including the autonomous regions of Madeira and the Azores.



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Actions in Scotland

32 actions validated

Waste Awareness Wales is supporting local authorities, community groups and educational institutions and helping them to promote their actions through both their dedicated webpage and both local and national media.

Dedicated website <http://www.wasteawareScotland.org.uk/html/ewwr.asp>

The website has proven to be quite popular and is constantly updated with new tips on waste prevention. They have also attempted to engage people through the social media of both Facebook and Twitter.

There is some stand out events taking place during the Week:

- [Back In the Cupboard Campaign](#)

This is being organised by the Shetlands Island Council and seeks to encourage people to search for unused stationary in their cupboards. This aims to highlight the needless purchase and production of new stationary.

- [Christmas Waste Workshops](#)

These consist of a series of stalls and information campaigns encouraging people to consider waste prevention in the run up to the holiday season.

The screenshot shows the Waste Aware Scotland website. The main heading is 'European Week for Waste Reduction'. Below this, there is a section titled 'Project themes' which lists two categories: 'Too much waste' and 'Better production'. The 'Too much waste' section describes actions aimed at raising awareness about waste quantity and prevention. The 'Better production' section describes actions aimed at reducing waste generated by businesses and industry. The website also includes a search bar, a 'Contact Us' section, and a sidebar with navigation links like 'Home', 'FAQ', 'Events', etc.



Actions in Sweden

274 actions validated



In order to get people to understand the importance of the Week, Avfall Sverige cooperate with Swedish Environmental Protection Agency, and together act as a organiser in Sweden. To help spread information about the project they collaborate with the organisations "Keep Sweden Tidy Foundation", "Confederation of Swedish Enterprise", "Swedish Association of Local Authorities and Associations" and "Swedish hotel and restaurant enterprisers".

The main message to the project developers is that waste reduction is an extremely important question in environmental, sociological and economic terms and if you are not already working with reducing your amount of waste, it is about time to start now!

The information given also focuses on:

- Describing the purpose of the week
- Describing the organiser's task - to invite different project developers to organise activities (in Sweden Avfall Sverige/Swedish Waste Management in cooperation with Naturvårdsverket/Swedish Environmental Protection Agency
- Explaining which ones allowed to organise activities
- Explaining which activities that could be organised
- Explaining how to get involved in the project (registration)

Website: www.minskaavfallet.se.

There is also a link to the web page from Avfall Sverige's web page www.avfallsverige.se.

Highlights of the activities organised by project developers:

- Eurest (member of the Compass group):

About 150 units are participating in the action (most restaurants). The units measure the waste from their production and from the guests. Eurest will report the quantity of food waste from their restaurants on posters. This information will be put in the restaurants, available for guests and staff. Eurest will also inform about the negative effect of waste generation and what everyone can do to reduce the waste. Eurest will work with a 10-measure list to reduce the waste - for both guests and staff, focusing on how the restaurants can improve their production and how they can plan the menu. Information for guests - use the same plate for both salad and main course, use one table napkin, avoid single use articles, use porcelain cups and so on. All the units will leave the organic waste to local authorities for biological conversion to biogas and compost earth.

- Food chain (not yet registered), including about 50 stores in Sweden:

Are about to introduce a new marking for food of which the "best before date" is about to expire. The new marking is called "eat now"



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- Helsingborgshem (a housing company judging that their action will reach out to about 3-5000 apartments):
A campaign will be carried out about "no junk mail" stickers

- SYSAV (treats/takes care of waste from South of Sweden)

Has the action "Cleaning our own backyard" with the mission to within the company find and suggest actions for waste reduction or elimination. The goal is 48 actions. The results will be published on SYSAV's intranet. Work managers will get presentations of the results to communicate to all employees.

- SÖRAB (treats/takes care of waste from 10 different municipalities around Stockholm)

SÖRAB are going to advertise in the local press and also try to get them to publish some articles that they will give them. At the website www.soren.nu we will organise a competition where people can leave their best tip for waste reduction. Three winners get a cookbook called "Fattiga riddare och andra kökshjältar" that focus on how to handle your food and what you can do with your leftovers. The second prize is lunch boxes with the text "Here is a box full of resources". The cookbook was also sent with a message to the local radiostation and SÖRAB are hoping they will notice this week in some way. During the week SÖRAB will also invite those in charge of the waste management in the municipalities to visit Erikshjälpen (an organisation collecting people's used clothes at our recycling centres). SÖRAB hope that this visit will inspire the waste managers to a broader collaboration with Erikshjälpen in the municipalities and hopefully new ways of collecting clothes may come up.

minskaavfallet: Start - Windows Internet Explorer

http://minskaavfallet.nu

File Edit View Favorites Tools Help

★ Favorites

EUROPA MINSKAR AVFALLET

21-29 NOVEMBER

START AVFALL SVERIGES ROLL AKTIVITETER ANMÄLAN AVFALLSMINIMERING LIFE+ KONTAKT

Sök

VAD ÄR "EUROPA MINSKAR AVFALLET"?

VAD ÄR SYFTET?

VAD VINNER MAN PÅ ATT MEDVERKA?

DELTA I "EUROPA MINSKAR AVFALLET"!

I Sverige är vi duktiga på att ta hand om vårt avfall. Vi återvinner 97 procent av vårt hushållsavfall som material eller energi. Däremot ökar mängderna stadigt. Att få dem att minska är en stor utmaning. Det behövs åtgärder både för att minska mängden avfall och minska halterna av skadliga ämnen i avfallet, annars når vi inte de nationella miljömålen.

Vill du vara med och arbeta för en bättre miljö? Vill du visa att du och din arbetsplats varje dag gör insatser för att minska era avfallsmängder? Vill du påverka andra att också minska sitt avfall? Missa då inte att delta i veckan då Europa minskar sitt avfall!

Vad är veckan "Europa minskar avfallet"?

- Veckan "Europa minskar avfallet" är ett 3-årigt projekt (2009-2011) som stöds av EU-kommissionens program LIFE+. I Europa kallas projektet European Week for Waste Reduction, EWWR. Inom projektet betonas speciellt vikten av att förhindra att avfall uppkommer och minska halterna av farliga ämnen i avfallet.
- Under år 2009 äger veckan rum vecka 48, mellan 21-29 november.
- Under veckan kommer olika typer av aktiviteter för att minska avfallet att anordnas av projektanordnare. Aktiviteterna kommer att ske på olika platser i Sverige under veckan, och fokusera på avfallsminimering.
- Under veckan ligger fokus på hushållsavfall. Aktiviteterna kan också indirekt handla om hushållsavfall genom att fokusera på industrins och näringslivets åtgärder för att minska mängden avfall som uppkommer i deras verksamhet.

Forskning visar att de årliga utsläppen av växthusgaser kan minska med 300000 ton om mängden hushållsavfall i Sverige blir drygt 5 procent lägre. Det motsvarar de



Actions in Wales

29 actions validated



Waste Awareness Wales (WAW) have contacted a range of stakeholders to encourage them to hold events during the EWWR. These include local authority waste departments, [Cylch](#) who represents the Community recycling/reduction sector across Wales, [Keep Wales Tidy](#) and [Envirowise](#) (a business support organisation). In response many of these stakeholders have contacted WAW with details of their local events.

WAW will also be sending out a national press release on the EWWR focussed on how people can do their bit to reduce waste at home. The article will also touch upon how Wales compares with the rest of Europe regarding waste reduction.

Website (which links direct from our home page) to EWWR details (this will be updated nearer the week) <http://www.wasteawarenesswales.org.uk/reduce/ewwr.html>

The level of interest on EWWR by our partners has been surprising – we have 13 local authorities (out of 22) undertaking some sort of activity, 6 community organisation led activities and 10 events being coordinated by Keep Wales Tidy.

WAW have promoted EWWR and encouraged our stakeholders to undertake an activity based upon one of 5 main designated waste reduction themes namely:

Junk Mail, Smart Shopping, Love Food Hate Waste, SWAP/Sales events (for second hand items) and Green parenting (reusable cloth nappies)

WAW have agreed to inform the national press of all of these local activities – however we have no involvement with organising these events or promoting them on a local level. WAW has produced a range of press templates to assist local event organisers in promoting their activities locally (see attached).



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Actions in the Walloon Region

8 actions validated

In the Walloon Region, the "Office Wallon des Déchets" is the official organizer.

Website <http://serd.wallonie.be/>

Examples of action

- Campagne de prévention des déchets : animation dans les grandes surfaces et sur les marchés communaux
- Appel à la participation des citoyens en matière de compostage
- Conférence langes lavables
- Waste Watchers
- Récup'Attitude
- No More Waste
- Atelier compost

The screenshot shows a web browser window with the URL <http://serd.wallonie.be/>. The page title is "La Semaine Européenne de la Réduction des Déchets". The main content area is divided into three columns:

- Left Column (Navigation):** "La semaine", "Les objectifs", "Les actions", "Qui peut s'inscrire?", "Comment s'inscrire?", "Les awards", "Connexion utilisateur" (with fields for "Nom d'utilisateur" and "Mot de passe", and a "Se connecter" button), "Créer un nouveau compte", "Demander un nouveau mot de passe".
- Middle Column (Main Content):**
 - La Semaine Européenne de la Réduction des Déchets**
 - La Semaine Européenne de la Réduction des Déchets est organisée du **21 au 29 novembre 2009** à travers l'Europe par les autorités publiques compétentes en matière de réduction des déchets.
 - Elle vise à s'étendre à un maximum de pays européens. C'est un projet co-financé par l'instrument financier LIFE+ de l'Union Européenne qui est exclusivement consacré à la protection de l'Environnement.
 - Le programme LIFE+ vise à sensibiliser le public aux questions environnementales et à intégrer le développement durable dans toutes les politiques européennes.
 - Il comprend trois volets : Nature et biodiversité, Politique environnementale et gouvernance et Information et Communication. La Semaine Européenne de la Réduction des Déchets est soutenue par la partie Information et Communication du programme LIFE+.
 - Pour en savoir plus : www.ewwr.eu
 - » [En savoir plus](#)
- Right Column (Proposed Actions):**
 - Les actions proposées**
 - Campagne de prévention des déchets : animation dans les grandes surfaces et sur les marchés communaux
 - Appel à la participation des citoyens en matière de compostage
 - Conférence langes lavables
 - No more waste
 - Waste Watchers
 - Récup'Attitude
 - Récup'attitude à l'athénée royal Charles Rogier
 - Atelier compost



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Actions in Navarra

32 actions validated in Navarra

Targets conducting actions

Administrative and Public Authorities: 40%
Business/Industry: 40%
Associations/NGOs: 10 %
Educational institutions: 5 %

Target audience

General public: 60 %
Schools / children / students: 10 %
Professionals: 30 %

Media plan during the week

Production of 4 press releases.

Types of actions performed:

Volkswagen

Internal awareness raising (company personnel) about excess waste.

Leclerc

Waste reduction awareness-raising event with 4 key points:

- Exhibition on Waste Reduction.
- Workshop for children
- Exhibition on the creation of tools
- Discussions on waste reduction and the costs of consumption.

Merchant's associations

Design competition for the creation of reusable bags.

Navarre Federation of Municipalities and Communes

Special edition on prevention via electronic newsletter.

AEZMNA

Creation of the new business waste prevention service.

Special edition of a new service giving advice to businesses on production and prevention.



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Actions in Valencia

10 actions validated in Valencia

Targets conducting actions

Administrative and Public Authorities: **63%**
Educational institutions: **38%**

Target audience

General public: **25 %**
Schools / children / students: **13%**
Professionals: **63%**

Types of actions performed (4 examples)

- Internal training courses for UPV laboratory personnel on waste prevention.
- Because of the major impact on the environment, those who have university cafeterias intend to give a speech on environmental training to those responsible for food service establishments.
- Two-day workshop on recycling so that items can be reused. In addition to objects transformed and recycled in workshops, there will be a an exchange bazaar.
- Audiovisual platform in schools on prevention.



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Actions in Balearic Islands

9 actions validated in the Balearic Islands

Target audience

General public: 29%

Schools / children / students: 29%

Professionals: 29%

Other (mixed public): 14%

Media plan during the week

Introductory press conference 20/11 by the Minister of the Environment, Director General of Environmental Quality, to present the week and SIG representatives with the active participation of the Councils and island councils. The importance of waste prevention will be announced at this inaugural event, as will the activities to be carried out as part of this awareness-raising week and to promote waste prevention. The campaign will be aimed at institutions and associations, industry, businesses and superstores, users and schools. The campaign's main focus will be the use of new technologies, educational material and electronic publishing.

Types of actions performed (4 examples)

You have a message!

Messages on waste prevention sent by Bluetooth to mobile phones, information centres in squares and markets.

Towards the waste free market

This activity will develop information for merchants and the main users of markets and will enable promotion and the distribution of reusable bags.

Make a noise!

We have developed a teaching activity in a number of schools on the archipelago where they are working with the transformation of waste into musical instruments.

Visit to the Environmental Technologies Park

Visit to installations and raising awareness about the problem of waste and waste prevention options.



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FOCUS France

Amidst these Europe-wide mobilisation efforts, France as the coordinator of Waste Reduction Week is making an exceptionally strong showing with, for the first time, over 1,000 awareness-raising initiatives throughout the country in conjunction with this project. The exceptionally high turnout in France is related in part to the fact that a substantial number of businesses and local authorities have adopted this awareness-raising approach this year.

The European Week for Waste Reduction is being organized in France by the Ministry of Ecology, Energy, Sustainable development and the Sea, ADEME, the Network of Ressourceries (waste recovery centres), the association France Nature Environnement (FNE) and the consumers' organisation Consommation Logement Cadre de Vie (CLCV).

The 2009 event is characterized by a high level of mobilisation and a record number of initiatives.

European Week for Waste Reduction 2009, an exceptional vintage in France!

During the four preceding years Waste Reduction Week was held in France, it had already met with growing success. In fact, the increasing numbers of initiatives each year have been a real success, proving the growing interest and concern of the French for waste reduction in their daily lives.

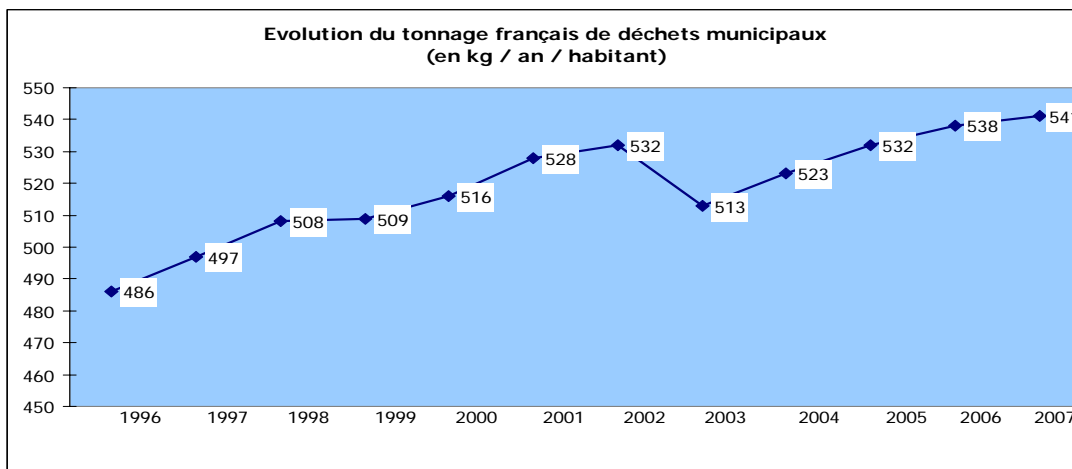
The activities to be held during the 2009 Week confirm this growing interest. While in 2008 there were 470 officially endorsed initiatives aimed at informing citizens and mobilising them to take action, **in 2009, 1,184 initiatives will be conducted throughout France.**

The other major difference of this "2009 vintage" concerns the type of organisers. Businesses and municipalities have never before turned out in such numbers; in fact, they alone represent three-quarters of the initiatives.

In addition, target audiences have evolved just as much. It goes without saying that the general public remains the Week's priority target group, but it should be pointed out that the efforts of educational institutions are bearing fruit, and 13% of "school children and students" are expected to participate in the activities.

Waste reduction: a priority for all

In 2007, France produced 541 kg of municipal waste annually per inhabitant, an increase of 11% since 1996.



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Waste reduction: a commitment of the French public authorities

The following objectives were set at the end of the Grenelle Environment Forum:

- For the next five years, an annual reduction of 5 kg per inhabitant each year or 25 kg in five years.
- A 15% decrease in waste destined for subsurface containment or incineration by the year 2012.

In view of the urgency of these objectives, the Ministry of Ecology, Sustainable Development and Planning and ADEME are reviving in 2009 the campaign "Réduisons vite nos déchets, ça déborde" (Don't wait to reduce waste, it's overflowing). This campaign is part of the National waste production prevention plan inaugurated in 2004.



The 2009 prevention campaign

A media and non-media campaign for the long term targeted at the general public, businesses and local authorities.

With three challenges: provide more information on the waste reduction issues, promote some simple eco-actions, and stress the need for everyone to participate

A slogan that incites to action without inducing guilt feelings:

"Quand on voit les déchets qu'on produit..."

"On a envie d'agir autrement !" (When we see the waste we produce, we want to do things differently)



Leaner production and smarter consumption for more reduction

Leaner production: Entrepreneurs, think "Eco-design"!

Eco-friendly design is a preventive approach which consists in integrating the product's environmental impact into traditional design criteria (technical feasibility, costs, lead time, market expectations etc.) during the creation or improvement of a product. This approach involves a global awareness of environmental issues at each stage of the product life cycle (energy and materials consumption, discharges, emissions and waste) from the production stage to the product's recovery and reuse at the end of the life cycle, including the distribution and use stages. All stages of the product life cycle are taken into account.

Smarter consumption: Citizens, think "Eco-consumption"!

The modes of consumption we have adopted in the last several years have negative impacts on the environment.

The waste we produce originates primarily from the way we choose the items we consume and the use we make of them.



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The “shopping cart study” conducted by ADEME in 2007 and resumed in 2009 on the contents of several shopping carts represents the consumption of households (one- or four-person households) in supermarkets and hypermarkets.

This study analyses in detail the waste content of two shopping carts depending on the behaviour of consumers:

- **Low-waste carts** when consumers adopt “ecologically responsible” behaviour
- **High-waste carts** in the contrary case.

Main lessons to be learned

In 2009...

- 73 kg of waste were found in the reference cart of French consumers!
- **26 kg less waste in the Low-waste carts**
- **€40 of savings per month in Low-waste carts for four people**
- **The reference cart produced as much waste in 2009 as in 2007!**
- **Compared with the reference cart, Low-waste carts generated even less waste than in 2007** (-1 to - 6kg/year/pers). **While High-waste carts generated even more** (+ 18 kg/year/pers).
- **High-waste carts are more expensive than Low-waste carts.** The cost of each cart increased between 2007 and 2009. But with equivalent products, this increase was more pronounced (from 62 to 147%) for High-waste carts.

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