



PRESS RELEASE

The European Week for Waste Reduction 2017: more than 13.000 actions to reduce, reuse, and recycle!

Brussels, 17th of November 2017

To be released immediately

From the 18th to the 26th of November 2017, the [European Week for Waste Reduction \(EWWR\)](#) is back for another intensive week of awareness-raising events! For its 9th edition, more than 13,000 actions related to waste reduction, products reuse and materials recycling, as well as clean-ups will be carried out across 30 countries in Europe and beyond.

For more information on the EWWR 2017, please consult our comprehensive [Press Kit](#).

The EWWR 2017

The European Week for Waste Reduction (EWWR) is an international initiative aiming to promote the implementation of awareness-raising actions about sustainable resource and waste management during a single week. The objective of EWWR actions is to change the behaviour of European citizens regarding their consumption patterns and waste habits.

In 2017, a record number of 13,410¹ actions will be implemented under the coordination of 40 national or regional coordinators in 30 countries.

Each year, the EWWR offers a special focus on waste prevention via a Thematic Focus. For the 9th edition, the chosen topic is "[Reuse & Repair: Give it a new life!](#)". Behind this topic is the need to shift from a throw-away attitude towards more appreciation for products and the resources used. This year the EWWR will open your eyes about how easy it is to find value in something you thought had become useless. Discover the great ideas to "give it a new life" in our [2017 database of actions](#) and don't hesitate to join!

Reduce, Reuse, Recycle: it is time to make a difference... and every action counts!

¹ The final number of registered action as of 17 November 2017





The EWR in context: too much waste

Launched in 2009, the EWR has always focused on raising awareness on waste prevention, the highest priority stated in the European waste management hierarchy.

Over the eight past editions, the EWR has seen a growing success and created a network of public and private actors actively involved in the field of waste prevention. Not only associations, public authorities, educational establishments and businesses, but also individual citizens, will implement actions during the EWR: this shows the increasing interest in how to reduce the amount of waste we put in garbage bins every day. Including this year's actions, the EWR has reached a **total number of 87,221 actions since its first edition in 2009**.

On average, a European citizen throws away nearly 500 kg of waste yearly², while recycling less than half of it – and in some countries almost none of it³. More actions, such as the ones implemented during the EWR, are needed to change people's habits at home, at the office, or when shopping.

The EWR Steering Committee

The European Week for Waste Reduction has officially entered a new phase starting on the 1st of July 2017, and is now led by the EWR Steering Committee (ESC).

The EWR Steering Committee was set up to coordinate, spread and promote the EWR. The members of the ESC finance the coordination of the EWR and take the major decisions regarding the campaign. For instance they decide on the EWR awards ceremony, the annual thematic focus or the communication strategy. In 2017, its members are: ACR+ (Association of Cities and Regions for sustainable Resource management), Bruxelles Environnement-Leefmilieu Brussel (Belgium), the Catalan Waste Agency (Spain), the Environment communication association - AICA (Italy), the European Commission, the German Association of Local Utilities – VKU (Germany) and WasteServ Malta.

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More information:

The Press Kit is available on the EWR website (www.ewwr.eu/en/misc/press).

www.ewwr.eu

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² According to Eurostat, 476 kg of waste was generated per inhabitant in the EU28 in 2015. Source: Eurostat

³ Only 46% of municipal treated waste was recycled or composted in the EU27 in 2015. Source: Eurostat