



PRESS RELEASE

The European Week for Waste Reduction 2018: Over 14,000 actions to reduce, reuse, and recycle!

Brussels, 16th of November 2018

To be released immediately

From the 17th to the 25th of November 2018, the [European Week for Waste Reduction \(EWWR\)](#) is back for another intensive week of awareness-raising events! For its 10th edition, **over 14,000 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 2018, please consult our comprehensive [Press Kit](#).

The European Week for Waste Reduction 2018

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 2018, a record number of 14,347¹ actions will be implemented under the coordination of 32 national or regional coordinators in 30 countries.

Each year, the EWWR selects a specific aspect of waste reduction on which to place a special focus. For the 10th edition, the chosen topic is "[Hazardous Waste Prevention: Time to Detox!](#)"

Hazardous waste poses a greater risk to our health and our environment when compared to other types of waste. Thus, it is even more important to reduce our consumption of products with hazardous contents as well as make sure that they are properly disposed of. 100 million tonnes of hazardous waste are generated each year, a fifth of which comes from households.² That's why this year the EWWR encouraged Action Developers to think about ways to detox and diminish the use of such products in their nearest surroundings such as bathrooms, kitchens, sheds and garages.

Discover some of the exciting upcoming actions in our [2018 database of actions](#) and don't hesitate to get involved!

¹ The final number of registered action as of 16/11/2018

² Source: European Environment Agency (<https://www.eea.europa.eu/publications/waste-prevention-in-europe>)



Marking 10 years of the EWR

This year marks the 10th edition of the European Week for Waste Reduction.

Although the EWR has undergone considerable growth and changes throughout the past 10 years, its core mission has remained the same: **to contribute to waste prevention and reduction at source across Europe and beyond, by encouraging and supporting the implementation of awareness-raising actions.** In this sense, it has been a trailblazing initiative, acting upon the evidence that our consumption and production patterns lead to unsustainable levels of waste, and reaching out to citizens, organisations and policy-makers across Europe to bring about change, long before the topic became widely-discussed in civil society and high on the political agenda.

Over the past 10 years the EWR has gone from strength to strength, reaching millions of people across more than 40 countries, and preventing thousands of tonnes of waste from being generated. It has tackled specific challenges such as packaging waste, reuse and repair and food waste. There has been a steady increase in the number of actions, countries, coordinators, action developers. The first edition in 2009 saw 2,672 actions implemented in 14 countries, while the 2018 EWR has seen over 14,000 actions registered across 30 countries.

The EWR Steering Committee

The European Week for Waste Reduction is led by the EWR Steering Committee (ESC). Its members are: ACR+ (Association of Cities and Regions for sustainable Resource management), ADEME (French Environment & Energy Management Agency), Bruxelles Environnement-Leefmilieu Brussel (Belgium), EMWR (The Eastern-Midlands Regional Waste Office, Ireland), the Catalan Waste Agency (Spain), the Environment communication association - AICA (Italy), the European Commission, the European Committee of the Regions, Lipor (Intermunicipal waste management of Greater Porto, Portugal), the North London Waste Authority (UK), the German Association of Local Utilities – VKU (Germany) and WasteServ waste management company in 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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