

# PRESS FILE



## Awards of the European Week for Waste Reduction

21-29 November 2020

12<sup>th</sup> Edition



Supported by



# TABLE OF CONTENTS

KEY FACTS.....	2
1. Who are the EWR 2020 Awards winners?.....	3
2. The EWR Awards: How does it work?.....	5
3. What happened during the EWR in 2020?.....	6
4. Get to know the stars of the EWR 2020.....	8
▶ Public administration/organisation category	8
▶ Business/industry category	10
▶ Association/NGO category	13
▶ Educational establishment category	14
▶ Citizens category	16
▶ European Special Prize	18
▶ The best action for the EWR audience	19
▶ The guest stars of the EWR Awards Ceremony	19
5. What is the role of the EWR in the drive towards waste reduction?.....	20
6. The EWR Steering Committee.....	23
ANNEX 1.....	26

# KEY FACTS

## EWWR 2020

⚙️ 10,695 actions registered  
👤 With the help of 38 coordinators  
🚩 In 33 countries

4 types of actions promoted

- ★ STRICT AVOIDANCE and reduction at source
- ★ REUSE and preparing for reuse
- ★ waste sorting and recycling
- ★ CLEAN-UP actions

1 yearly theme

Invisible waste

1 slogan

what's your real weight?

2 hashtags

#EWWR2020  
#invisiblewaste



## 1. Who are the EWR 2020 Awards Winners?

On 1 June the European Week for Waste Reduction (EWR) awarded the most outstanding actions organised during the 2020 campaign.

As pre-ceremony, the organisers showed a video made of the contributions of the action developers that participated at the 12<sup>th</sup> edition of the EWR. The video aimed to give visibility also to the actions not selected among the finalists, making all the EWR lovers part of the Ceremony.

Virginijus Sinkevičius, European Commissioner for Environment, Oceans and Fisheries, Françoise Bonnet, Secretary General at ACR+ and Tjisse Stelpstra, member of the European Committee of the Regions and member of the Council of the Province of Drenthe (The Netherlands), opened the ceremony and welcomed the participants to this great EWR celebration.

For the second time in an online format, the Awards Ceremony gathered over 250 participants including numerous EWR coordinators and action developers. The online mode did not stop the enthusiasm of the participants, creating a cheerful atmosphere that made all the participants feel like being on the same place even if connected from several European countries.



## Here are the winners and runners-up of the EWWR 2020 per category:

- In the **public administration and organisation** category, the winner is the *Prevention of Marine Pollution in Barcelona: #beuresenseplastic challenge and "the sea starts here" campaign* implemented by Zero Waste working group and Barcelona City Council in Spain.  
The runners-up are *Another shoe does not bring happiness*, implemented by the JP VOKA SNAGA d.o.o. (Slovenia) and *A magical week with invisible waste*, implemented by the Gästrike återvinnare (Sweden).
- In the **business/industry** category, the winner is *Against food Waste: Act differently* implemented by Corporación Alimentaria Peñasanta S.A. (CAPSA) in Asturias, Spain.  
The two runners-up are *Kaledobox* implemented by ECOUP NC (New Caledonia, France) and *The Future of the Planet is Not Recyclable & Ecovalor, Schools to recycle! & Tons of Aid & Recycle BinGo 2* implemented by EGF – Environment Global Facilities (Portugal).
- In the **association/NGO category**, the winner is *Making the invisible visible: EWWR 2020* implemented by Mannheim Climate Protection Agency (Germany).  
The two runners-up are *Acción Plena: por el fomento de las 3R (boosting the 3R)*, implemented by Federación Plena Inclusión Asturias (Spain) and *Re 'Compota (Re'Jam)*, implemented by ADCE – Associação de Desenvolvimento do Concelho de Espinho (Portugal).
- In the **educational establishment** category, the winner is *#MissieMinder (#MissionLess)*, implemented by MOS Vlaanderen (Belgium).  
The two runners up are *Movilizate por la Selva!*, implemented by CPI Castillo Qadrit (Spain) and *Questionnaire, games and launch of lasting actions during EWWR week* implemented by Ecole Don Bosco in Lille (France).
- In the **citizens** category, the winner is *TOYS STORIES: Re-have fun!*, implemented by a 10 years old girl, Teresa Monguilod Villa from Zaragoza (Spain).  
The two runners-up are *Bye Bye Plastik Sylt*, implemented by Bye Bye Plastik Sylt Citizens (Germany) and *Village of Climate Elves*, implemented by Ildikó Szabó Bozókiné in Hódmezővásárhely (Hungary).

- In the **European special prize** category, the winner is *[Visible actions for invisible waste board game](#)*, implemented by Col·legi Sant Josep, Navàs, Catalonia (Spain), E.P. Saint Paul, Cesson (France), Su Ekzarh Antim I, Kazanlak (Bulgaria), Oulun Yliopisto, Oulu (Finland), Istituto comprensivo Statale "R. Trifone", Montecorvino Rovella (Italy), and Scoala Gimnaziala "Nicolae Lorga", Sibiu (Romania).
- During the Ceremony, the audience selected as **The best action for the EWWR audience**, *[Re'compota \(Re'Jam\)](#)*, implemented implemented by ADCE – Associação de Desenvolvimento do Concelho de Espinho (Portugal). An action that mixed the topic of food waste together with reuse and solidarity.

For more details about the actions, see [section 4](#). For the full list of EWWR Awards nominees see [Annex 1](#).

## Congratulations to them all!

### 2. The EWWR Awards: How does it work?

#### The categories

Every year, our coordinators pre-select a maximum of five actions (1 per category of action developer), which took place within their territories, and put them forward as EWWR Awards nominees. The categories of action developers are:

- Public Administration and Organisation;
- Business/Industry;
- Association/NGO;
- Educational Establishment;
- Citizen(s);

In addition, a European Special Prize was awarded to the action that best contributed to the European spirit.

Out of 84 actions submitted by EWWR coordinators to run for the EWWR Awards this year, two actions per category were chosen as runners-up and one as winner as well as one winner for the European Special Prize. 16 actions in total were rewarded during the EWWR Ceremony.

## The EWR Jury

The actions are chosen by the EWR Jury, composed by environmental experts at European level, as well as professionals in the field of waste management. They are in charge of examining the shortlisted actions (those pre-selected by the EWR Coordinators) and of designating a winner in each of the 6 categories.

This year our distinguished Jury members, appointed for each of the action developer categories are:

- Public Administration and Organisation: **Tjisse Stelpstra**, European Committee of the Regions;
- Business/Industry: **Stefanie Sieberer**, Eurochambres;
- Association/NGO: **Piotr Barczak**, European Environmental Bureau ;
- Educational Establishment: **Shimon Ginzburg**, Foundation for Environmental Education;
- Citizen(s): **Franc Bogovič**, European Parliament;
- European Special Prize: **Chiel Berends**, European Commission.

## The criteria

To select the finalists and winners of the EWR Awards, the Jury follows the EWR selection criteria:

- ✓ Visibility and communicational aspects;
- ✓ Quality of content
- ✓ Originality and exemplarity;
- ✓ Lasting impact & follow-up.
- ✓ Europeanness (only for the European Special prize)

## 3. What happened during the EWR in 2020?

The European Week for Waste Reduction (EWR) 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 EWR by spreading the message about waste reduction in their cities and regions.



Join us for the 13<sup>th</sup> edition of the EWR

from 20-28<sup>th</sup> November 2021!

#### 4. Get to know the stars of the EWR 2020

► **Public administration/organisation category**

**Winner: Prevention of Marine Pollution in Barcelona: #beuresenseplastic challenge and 'the sea starts here' campaign**

**Zero Waste working group and Barcelona City Council, Spain.**

This Catalan action is composed of two campaigns. The "Drink without plastic" (#beuresenseplastic) campaign involved 92 organisations of Barcelona that committed to carrying out actions aimed at reducing or eliminating the single-use plastics for drinking. "The sea starts here" aimed to raise public awareness, informing the citizens that anything thrown down city drains, mostly small plastic



items and cigarette ends, can end up in the sea, with the consequent impact on the marine ecosystem. The message was spread placing various metal plaques at drain grilles in emblematic city locations, saying "The sea starts here. Don't throw anything away here". An informative video describing the initiative was also produced, with the

collaboration of various environmental information officers, who explained the message to the general public and distributed educational materials for young children.



Supported by



The main aim of the campaigns concerned the transformation of bad habits, and this mission will be pursued by the day-to-day activities of those organisations. Furthermore, the plaques set up on the drain grilles will remain as a permanent fixture, as another feature of the urban landscape. Both campaigns can easily be reproduced in other territories. In fact, later on, the campaign was launched by other city councils in Spain (including Cádiz, Seville, Palma de Mallorca, etc.) and public water companies belonging to the Spanish Association of Public Water and Sanitation Operators (AEOPAS).

Watch the [video](#) on the #beuresenseplastic campaign (in Catalan)

Watch the [video](#) on « The sea starts here » campaign (in Catalan)

## Finalists:

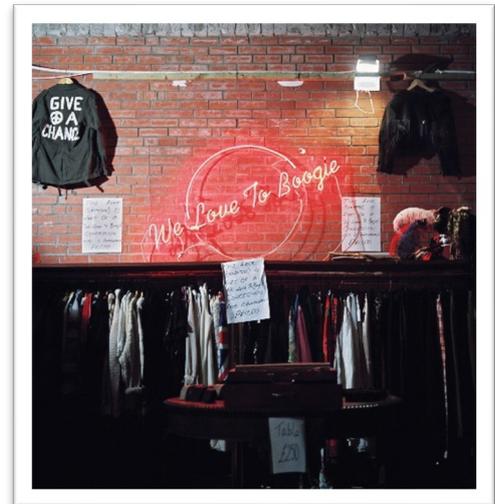
### **Another new Shoe does not bring happiness!**

JP VOKA SNAGA d.o.o. (S)

The action addressed the problem of non-critical and excessive shopping in a holistic way: it did not only highlighted the problem of excessive consumerism, which leads to waste generation and resource consumption, but it also explored the psychological and sociological aspects of such behaviour. The psychotherapist, Jana Lavtižar, was involved in the action through interviews explaining that the reason behind reckless shopping is most common with people who connect the amount of things they possess to their self-worth.

This was also the occasion to involve and give visibility to several different Slovenian providers of second-hand items (clothes, shoes, prams, car seats, toys, etc.). The communications activities pointed out the background of cheap products, modern slavery, negative environmental impacts of fast fashion and showed alternatives/second-hand purchases, borrowing and/or sharing goods, offered guidance tips, and highlighted examples of good practices that could serve anyone else as an inspiration for change. In the end, all the results and information have been published in a web magazine named "Another new shoe does not bring happiness!".

Read [here](#) the web magazine (in Slovenian).



## A magical week with invisible waste

### Gästrike återvinnare, Sweden

Magic is the special ingredient of this action. The digital campaign aimed at informing about invisible waste and inspiring on what everyone can do to reduce the large amount of invisible waste, with the special help of the magician Gabriel. Every day of the week, a topic (electronics, textile, food waste, furniture, etc.) was presented through



exciting interviews, videos and inspiring good tips. The videos produced will be the educational materials for schools and other organisations involved in the action.

The action did not target any specific target groups but it tried to make the campaign broad to reach as many people as possible. The magician Gabriel was commissioned to spirit away the waste but, on the last video, it ended up that he conjured away himself proving that we can't magically erase invisible waste: invisible waste does not disappear but everything remains. Our actions can be the real magic.

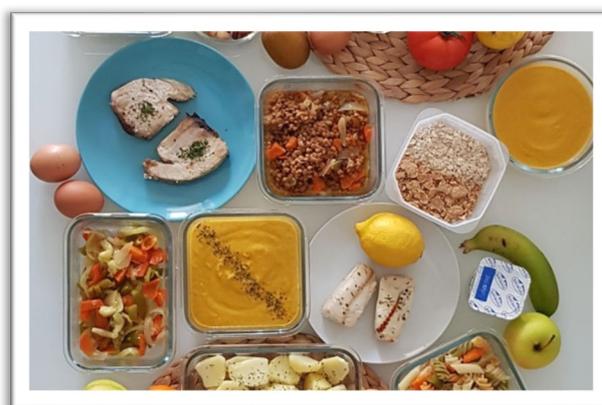
Watch some of the [videos](#).

### ► Business/industry category

#### Winner: Against food waste: Act differently

### Corporación Alimentaria Peñasanta S.A. (CAPSA), Asturias, Spain

This year, CAPSA decided to focus on the topic of food waste organising actions both externally and internally, involving the employees. First, they created an alliance with TooGoodToGo, which aims at avoiding food waste. On the other hand, CAPSA acted to raise awareness on food waste, producing a Decalogue "Against Food Waste" and promoting it among the employees and externally through social media. Then, the employees were challenged to focus on this topic throughout the whole week.



Furthermore, CAPSA acted on their own industrial processes and it generated a very big impact investing into TOC (Total Organic Carbon) equipment for the continuous control of pollution. The target was to reduce the generation of waste in the production process and to avoid having some water leakages in the network of wastewater.

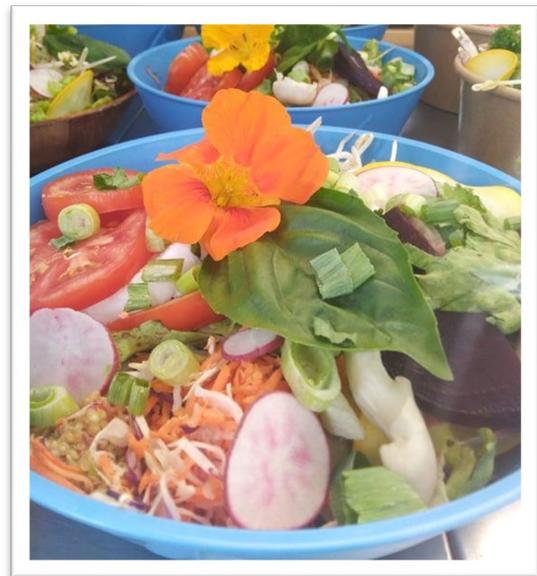
Watch the [video](#) about the activities developed by CAPSA during the 2020 EWWR.

## Finalists:

### Kaledobox

#### ECOCUP NC, New Caledonia, France

This company based in New Caledonia launched the Kaledobox during the EWWR, which are lasting and recyclable lunchboxes made of innovative materials. The lunchboxes are made from an innovative blue or eggplant coloured material called PBT GF30 (70% PBT plastic and 30% glass fibre). It complies with EU food hygiene standards concerning the absence of migrations of the product's properties during cleaning. At the end of its life, it can be broken down into granulates and recast to create a new object. The action promoted the circular economy benefits as well since the lunchbox is based on a deposit-payment system.



During the European Week for Waste reduction, 200 Kaledo boxes were offered to customers in 7 takeaway restaurants and two awareness-raising events were organised at the University of Nouville campus to promote the lunchboxes and the circular approach of the deposit-payment system.

## The Future of the Planet is Not Recyclable & Ecovalor, Schools to recycle! & Tons of Aid & Recycle BinGo 2

### EGF – Environment Global Facilities

The goal of The Future of the Planet is Not Recyclable campaign is to move the citizen to take action and be part of a collective movement, through the adoption of appropriate environmental behaviours in the daily waste management and by assuming their role as resource manager, in a value

chain of which EGF, a company leader in waste treatment and recovery, and its concessionaires are part of.

The advertising film shows what happens to waste after being separated at the eco points and gives face and voice to thousands of workers in this sector of activity. In addition, the role of municipalities and organizations, which are invited to promote this campaign in their regions, was also highlighted. Regional events and participations were also promoted, as well as environmental education actions on the ground, such as the Ecovalor Program and Recycle Bingo. The multimedia advertising campaign, in various national and regional media – press, radio, billboards and television -, highlights the actions integrated into the programs The Voice of Portugal, Big Brother and Manhãs of Rádio Comercial/Mornings of Radio Comercial.

All the [videos](#) are available in Portuguese.



## ► ASSociation/NGO category

Winner: Making the invisible visible: EWWR 2020

Mannheim Climate Protection Agency, Germany

During the EWWR, the Mannheim Climate Protection Agency highlighted various everyday situations and actions in which waste is produced but is not visible to the naked eye. Each day, a different topic was presented on social media (Facebook, Instagram and LinkedIn): 1) Microplastics in artificial turf; 2) how microplastics enter groundwater while doing laundry; 3) Rubber abrasion on roads; 4) Microplastics in cosmetics; 5) Buying unpackaged: Waste behind the storage door.



This social media campaign was the opportunity to make invisible waste visible, and to show solutions to avoid the production and the distribution of the invisible waste.

Watch the [video](#) in German.

## Finalists:

Acción Plena: por el fomento de las 3R (boosting the 3R)

Federación Plena Inclusión Asturias, Spain

Plena inclusión Asturias is an organization that represents people affected by intellectual and developmental disabilities and their families. The action followed two approaches. The first one focused on spreading the message of good practices implemented in the office based in Oviedo through several videos promoting the 3Rs.



The second approach focused on spreading the EWWR among the members of the association, boosting them to implement actions related to environmental care. Due to the Covid19 restrictions, many of them could not participate but the entities in Sant Martín del Rey Aurelio was able to organise some workshops during the week.

Watch [one of the videos](#) published on Instagram.

## Re'Compota (Re'Jam)

ADCE – Associação de Desenvolvimento do  
Concelho de Espinho, Portugal

The action Re'Compota (Re'Jam), had as its final objective, to make several jams and marmalade to offer to the Social Canteen of Espinho Parish. In mid-March 2020, due to the COVID 19 pandemic, the beneficiaries stopped dining in the canteen space for safety reasons, and the delivery service became take-away, while it kept only for situations of greater dependence. Between March and June, the number of users



covered by this support increased significantly, approximately 140 meals were served daily. Through the establishment of partnerships with fruit shops, markets, grocery stores and private individuals, it was possible to collect several kilograms of fruit, non-saleable, which was promptly given for the realization of this action. Thus, it was possible to combat food waste, raise awareness of donation, help others and reuse materials.

After making, the jams were placed in glass jars (reused) and the marmalade in packages of ice cream and others (reused). The fruit leftovers were placed in the compost bin in the institution to be used as fertilizer in the association's organic garden. To complete the process, the labels for the bottles/ packaging were prepared reusing supermarket magazines and miscellaneous paper.

Watch the [video](#) of the action in Portuguese.

### ► Educational establishment category

Winner: ·#MiSSieMinder (#MiSSionLeSS)

MOS Vlaanderen, Belgium

#MissionMinder is based on the 'Piraminder' of Netwerk Bewust Verbruiken. Pira the rat was the "face" of #MissionMinder. For the youngest children, a short story was offered to introduce the topic of food waste. The schools were encouraged to participate registering their actions. Furthermore, a set of inspiring actions was offered, divided into



categories (Use what you have, Borrow or swap, Second-hand, Make, Buy leftovers with TooGoodToGo).

29 schools took part to the Mission and several actions were organised such as the collection of lunchboxes, environmental classes, collecting leftovers in the neighborhood to feed animals, cleaning up the neighborhood, questionnaires for pupils about the "ugly food", etc. MissionMinder will be repeated annually on Black Friday, each time with the same character (Pira the rat) and recognisable elements (reductions linked to the pyramid) and colors, with the aim of "infecting" more and more schools over the years.

Read the [Pira's story](#) (in Flemish).

## Finalists:

### Movilizate por la Selva!

CPI Castillo Qadrit, Spain

The CPI CASTILLO QADRIT school is inscribed to the "Roots & Shoots" educational program that aims to inform and empower citizens to carry out actions based on the respect and empathy for all living beings, the understanding between all cultures and beliefs and it motivates each individual to act to make the world a better place for everyone. "Movilízate por la Selva" campaign (Mobilise for the jungle!) raised awareness among school students, the "Chimpafriends" of Cadrete, about the impact of actions "to make the world a better place" and it encouraged the free collection of disused mobile phones.



During the EWWR, the students promoted the 3Rs focusing on the risk of the waste produced by old mobile phones. Together with talking about the topic through creative posters, they created a warehouse for used phones and tablets in the shape of a giant phone. After the collection, the students sent the electronic waste to recycling. As they collected more than 30 phones (112 in total, for a weight of 16kg), they won an annual Chimpafriend's sponsorship, supporting one of the chimpanzees of the Jane Goodall's Chimpanzee Rehabilitation Center in Congo.

Watch the [video](#) of the action.

## Questionnaire, games and launch of lasting actions during EWR week

### Ecole Don Bosco in Lille, France

The kindergarten and primary school Don Bosco took the opportunity of the European Week for Waste Reduction to make long-term commitments in favor of the environment. After a first phase of analysis, through a questionnaire on waste management in school addressed to both the children and their families, a set of awareness-raising activities were carried out. For example, the pupils aged 6 to 11 and their families calculated their ecological footprint, while the youngest children (2-7 years old) watched documentaries on sorting and reducing waste and played games based on this topic (lottery, memory games...) and organised a recycling rally.



On this phase, each class elected eco-delegates. At the end of the week, the school organised the first eco-council meeting where the delegates proposed their class' proposals and ideas. The actions most voted have started to be implemented soon, and more activities have been planned for the whole year.

### ► Citizens category

**Winner: TOYS STORIES: Re-have fun!**

**Teresa Monguilod Villa, Zaragoza, Spain**

Teresa is a 10 years old girl who has developed a project called Toy Stories: Re-have fun!

Teresa loves toys and play with them, as any child of her age. She used to watch YouTube videos about brand new colorful plastic toys. She could not have all of them and she enjoys creating things, so she first thought about designing her own toys. Firstly, she



started collecting waste materials at home and she realized that the most important thing she needed was IMAGINATION.

Reusing every kind of material (cartons, cans, packets and packages, trays, corks, screw tops, tubs...) she created her own toys, having fun twice: while making them and when she played with them.

In addition, she has filmed a tutorial video for each toy created, where she explains the materials used for it and how to create these toys. Then, in order to share her idea and have fun with more children, she created a Blog with her family.

Check Teresa's [blog](#) (in Spanish).

## Finalists:

### Bye Bye Plastik Sylt

#### Bye Bye Plastik Sylt Citizens, Germany

Bye Bye Plastik Sylt is a community-based initiative that aims at reducing plastic use and plastic waste by inspiring private actors and businesses through sensitization and information campaigns, sharing of ideas and solutions to minimise plastic use, waste collection activities, providing informal certifications through a Bye Bye Plastik sticker to businesses that use plastic substitutes.

During the European Week for Waste Reduction, Bye Bye Plastik mobilised the Sylt population to shop (almost) plastic free. All citizens were challenged to avoid purchasing items packaged in plastic for one full week and participate in a raffle that distributed 10 Sylt Buddles (bottles) designed by a local artist and stand-up paddle world champion, Sonni Hönscheid. To facilitate the process of shopping almost plastic-free, Bye Bye Plastik shared some simple tips to accomplish the mission and challenged citizen to join in this small, but relevant effort.

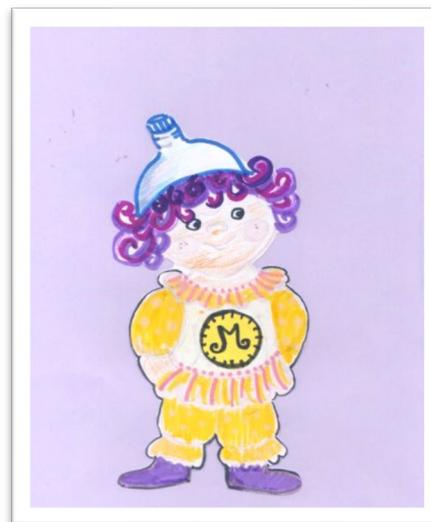
Read the [article](#) of the challenge (in German).



## Village of Climate Elves

Ildikó Szabó Bozókiné, Hódmezővásárhely, Hungary

The aim of the “Village of Climate Elves” program was to achieve a change of attitude in children, addressing all ages, in order to protect the climate, providing a wide range of knowledge on this topic. Mr Bozókiné prepared a booklet containing the tasks of the Climate Elves: each day of the EWWR, an activity related to waste prevention was presented to children and their families. During the joint activities, the children learned to feel the joy of thinking together, and to develop their expression, problem-solving skills as well as their way of thinking.



The activities involved parents, children, grandparents, museum educators and researchers, birds expert. The program touched several topics, such as waste reduction, environment’s protection, composting techniques, plastic-free lifestyle, renewable energies, etc.

Read the [full report](#) (in Hungarian).

### ► European Special Prize

**winner: Visible actions for invisible waste board game**

**Col·legi Sant Josep, Navàs, Catalonia (Spain), E.P. Saint Paul, Cesson (France), Su Ekzarh Antim I, Kazanlak (Bulgaria), Oulun Yliopisto, Oulu (Finland), Istituto comprensivo Statale “R. Trifone”, Montecorvino Rovella (Italy), and ScoalaGimnaziala“Nicolae Lorga”, Sibiu (Romania)**

In the framework of an Erasmus+ project “SDGs Action!”, kids took the challenge to enter the EWWR’20 campaign by designing and creating a didactic, funny and creative board game to play and learn. The students prepared the messages to insert in the 61 squares of the game: some are awards (green stars),



others are sanctions (red stars), there are questions (blue stars) and also video recordings (purple stars) which end up with a question.

This action represents an innovative way of working together, cooperating and collaborating. The activity can be spread all over the schools in Europe. Each student, each school, each country can use the board game to play and they even can get inspired and create a similar one according to the environmental issues and SDGs goals.

### ► **The best action for the EWR audience**

For the first time, the participants to the EWR Awards Ceremony had the opportunity to vote their favorite action among the 15 finalists announced. Once connected to the online event, the audience received a link to Slido.com to select their preferences.

The participants could make up their mind thanks to the descriptions published in the previous weeks on EWR website and social media, and after listening the live presentations made by the representatives of the actions. For this reason, the winner of the European Special Prize could not participate to this award, since the action was revealed just at the end of the Ceremony.

More than 450 people expressed they preference selecting ***Re'compota (Re'Jam)***, implemented by ADCE – Associação de Desenvolvimento do Concelho de Espinho (Portugal) as **the best action for the EWR audience**. The EWR Secretariat will plant a tree in an area experiencing the dangerous phenomenon of desertification, named after the action.

### ► **The guest stars of the EWR Awards Ceremony**

The EWR Awards Ceremony has always been a great opportunity to meet the EWR supporters and collaborators. The role of action developers is central: the EWR exist because of them and for them! This year, due to the still ongoing Covid19 restrictions, the event was held online for the second time. In order to involve as much of you as possible to better show the great impact that the 2020 edition of the European Week for Waste Reduction had in Europe and beyond.

Watch the video [here](#).

The actions described in the video are:

- **UNSDG18-I: rescue for future**, implemented by IMEDD (Mediterranean Research and Information Institute specialized in Environment and Sustainable Development);
- **The Invisibles**, implemented by IES Santa Critina de Lena;

- **31 Day Zero Waste Program (Zero Waste and Environmental Awareness in Preschool Education)**, implemented by Municipality of Buca;
- **Waste reduction at the top, PTE mode, or handle waste ECO! Make it invisible**, implemented by University of Pécs;
- **Let's recycle! Eco-thinking in the light of traditions**, implemented by Heritage House in Hungary;
- **Catalunya cleanup challenge** implemented by Robert Garcia Pano - founder of Catalunya CleanUp Challenge;
- **Qui studiamo il futuro del nostro pianeta: sfide individuali per un obiettivo globale**, implemented by Liceo Statale "G. Lombardo Radice" – Catania (Italy);
- **Una t-shirt per te...un dono per l'ambiente (a t-shirt for you ... A gift for the environment)**, implemented by Eco School Triangia e Fattoria didattica Lunalpina – Sondrio (Italy);
- **Dissemination activities (workshop, conferences, stories time and exhibitions)**, implemented by Biblioteca Pública de Girona Carles Rahola;
- **Environmental awareness at the Capital Circus**, implemented by the Capital Circus of Budapest;
- **Jornada de neteja a Sant Feliu de Guíxols (cleaning day in Sant Feliu de Guíxols)**, implemented by Glòria Campos i Soraya Ábia.

## 5. What is the role of the EWR in the drive towards waste reduction?

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.

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; 492 Kg of municipal waste and over 5 tonnes of total waste was generated per capita in the EU in 2018<sup>1</sup>. The waste sector has not been exempted by the effects of the Covid-19 pandemic. On the contrary, this crisis has made

---

<sup>1</sup> [https://ec.europa.eu/eurostat/statistics-explained/index.php/Waste\\_statistics](https://ec.europa.eu/eurostat/statistics-explained/index.php/Waste_statistics)

it very clear how the health of people and the health of our planet are closely interlinked. During the first wave of Covid-19, public authorities had to rapidly adapt their waste management systems in order to make waste collection and treatment safe. At the same time, the change of lifestyle most of us experienced, being forced to spend more time at home, affected the patterns of waste generation. Throughout the pandemic circular economy stayed high on the EU policy agenda and calls have been made to include circular economy in post Covid-19 recovery plans. The report A system Change Compass – Implementing the European Green Deal in a time of recovery<sup>2</sup>, recently published by the Club of Rome, highlights how the implementation of the European Green Deal and the Covid-19 recovery are two sides of the same coin.

**Against this backdrop, the EWWR is more relevant than ever before. It complements policy efforts with awareness raising among different types of actors.**

**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:

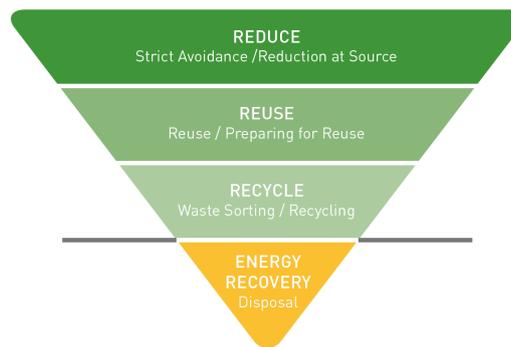
**‘The best waste is the one that is not produced!’**

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

---

<sup>2</sup> <https://clubofrome.org/wp-content/uploads/2020/10/System-Change-Compass-Full-report-FINAL.pdf>

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.

### The thematic focus of the 2021 edition

The Awards Ceremony was the occasion to announce the thematic focus of the next edition. This year, the European Week for Waste Reduction challenges you to **act together to shape circular communities** aimed to prevent the waste production. These difficult times have highlighted the role that small communities can play in the transition towards sustainable consumption and production patterns. All organisations (non-governmental organisations, grassroots movements, businesses, educational establishments, public authorities), as well as individual citizens that provide waste prevention, takeback, reuse, recycling and composting services should be involved in order to achieve zero waste targets.



**The key word is collaboration** among individuals or groups of people to imagine and build together communities based on the circular economy approach all around Europe and beyond! These uncertain times showed us the importance of human contact but, most of all, the power that people have in changing daily habits. The circular approach needs to be spread at local level reaching houses, offices, schools, factories, markets, city halls, local organisations, farms, etc. The thematic focus refers to the need that individual citizens and the wider community are engaged, invested, and see local value and benefit in pursuing zero waste and circular activities. Promotion of circular economy and a zero-emission society will necessitate a change of consumption and production patterns that go well beyond climate action alone. There is a full ecological transition that needs to be led and owned by the communities if we want it to succeed.



**Learn more on circular communities [on our website](#).**

## 6. The EWR Steering Committee

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



In 2020, the Steering Committee welcomed the Environmental Department of the Municipality of Monaco as a new member.

## The members of the EWWR Steering Committee 2020

 <p>www.acrplus.org</p>	<p><b>ACR+</b>, 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. <b>ACR+ acts as the EWWR Secretariat.</b></p>
<p>Supported by</p> 	<p><b>ADEME</b> 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.</p>
 <p>associazione internazionale comunicazione ambientale International association for the environmental communication</p>	<p><b>AICA</b>, 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.</p>
	<p><b>ARC</b>, 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.</p>
	<p><b>Bruxelles Environnement – Leefmilieu Brussel</b> (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.</p>
	<p><b>The Eastern-Midlands Waste Region (EMWR)</b> 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.</p>

 <p><b>European Committee of the Regions</b></p>	<p><b>The European Committee of the Regions (CoR)</b> is the voice of regions and cities in the European Union (EU). It represents local and regional authorities across the European Union and advises on new laws that have an impact on regions and cities (70% of all EU legislation). The CoR is a political assembly composed of 350 members and 350 alternates from all EU countries (grouped by political party and headed by the President) who have been elected at local or regional level (for example as Mayors or Presidents of a region).</p>
	<p><b>The Directorate-General for Environment</b> is the European Commission department responsible for EU policy on the environment. It aims to protect, preserve and improve the environment for present and future generations, proposing and implementing policies that ensure a high level of environmental protection and preserve the quality of life of EU citizens. It also makes sure that Member States apply EU environmental law correctly and represents the European Union in environmental matters at international meetings.</p>
	<p><b>Intermunicipal Waste Management of Greater Porto in Portugal (LIPOR)</b> is responsible for the management, recovery and treatment of the Municipal Waste produced in the eight associated municipalities: Espinho, Gondomar, Maia, Matosinhos, Porto, Póvoa de Varzim, Valongo and Vila do Conde. Lipor was founded in 1982 as a Municipalities Association and it has implemented an integrated waste management, recovered, developed and built infrastructures and organised awareness campaigns for the population. Every year, LIPOR treats about 500,000 tonnes of municipal waste - MW - that are produced by about one million inhabitants.</p>
	<p>The <b>Environmental Department of the Principality of Monaco</b> assists in developing and implementing Government policy on sustainable development and the environment. It coordinates sustainable development initiatives in the Principality by establishing cross-cutting relationships with the various stakeholders involved and raises awareness on environmental issues. On behalf of the Principality, the department also contributes to the work of international organisations in its area of responsibility.</p>
	<p>The <b>German Association of Local Utilities (VKU)</b> is the national association of municipally determined infrastructure undertakings and economic enterprises. These are companies that provide services of general interest in Germany within the framework of local self-government. The 1,450 member companies organized within the VKU are primarily active in the fields of energy supply, water supply and sewage, waste management, municipal cleaning, and telecommunications.</p>
	<p><b>Wasteserv</b> is responsible for organizing, managing, and operating integrated systems for waste management including minimisation, collection, transport, sorting, reuse, utilisation, recycling, treatment and disposal of solid and hazardous waste. The company also coordinates the export 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 that established objectives will allow it to reach its intended aim.</p>

## ANNEX 1

### EWR actions nominated for the EWR Awards

Public administration and organisation			
Country/Region	Coordinator	Action Developer	Name of Action
Belgium, Brussels	Brussels Environment	SPF Santé Publique	Collaboration du SPF Santé, de l'AFMPS et du CGRA pour éviter les mégots sur la rue, sensibiliser au nouveau déchet "les masques", à la récupération et à la pollution invisible
France, île-de-france	ADEME	Mutualité Sociale Agricole	Information e-messages and a serious game on responsible management of waste "boost our commitments!"
Germany, North Rhine-Westphalia	VKU	Bergischer Abfallwirtschaftsverband	Gr Small and nasty - how microplastics harm our environment-working together to find solutions
Greece	EOAN (Hellenic Recycling Agency)	Municipality of Sifnos	Think before you buy
Hungary	ÉMI	Heritage House	Let's recycle! Eco-thinking in the light of traditions
Italy, Piedmont	AICA	University of Turin	byte after byte against invisible waste
Malta	WasteServ Malta	Attard Local Council	Invisible Waste Campaign
Portugal, Azores	Autonomous Region of Azores – Environmental Regional Directorate	Câmara Municipal de Santa Cruz das Flores	"The right footprint"

Portugal, Centre	Portuguese Environment Agency (APA)	Leiria City Council	Distribution of Reusable Bags in the Leiria Municipal Market
Portugal, Grande Lisboa	Valorsul	General Secretary - Presidency of the Council of Ministers	RInovar - Dar uma segunda vida aos objetos! (RInnovate - Give objects a second life!)
Portugal, Greater Porto	LIPOR	Junta da Freguesia de Ermesinde/ Ermesinde parish council	“Be.Action   Street without cigarette butts   Time to Act”
Slovenia	EWWR Secretariat	JP VOKA SNAGA d.o.o.	Another new shoes do not bring happiness! (Še eni novi čevlji ne prinašajo sreče)
Spain, Aragon	Gobierno de Aragon	Municipality of Mosqueruela	Contest: Ingenious ideas for reusing and recycling!
Spain, Asturias	COGERSA	Municipality of Llanera	Intruders in the organic waste container/ Intrusos en el marrón
Spain, Basque Country	IHOBE	Diputación Foral de Gipuzkoa	Project Destiny – Step Towards Sustainable Fashion
Spain, Catalonia	ARC	Zero Waste working group and Barcelona City Council	Prevention of Marine Pollution in Barcelona: #beuresenseplastic challenge and ‘the sea starts here’ campaign
Sweden	Avfall Sverige	Gästrike återvinnare	Magisk vecka med osynligt avfall” – A magical week with invisible waste
Turkey	MMU	İzmir Buca Municipality	Zero Waste and Creating Environmental Awareness in Preschool Education
United Kingdom	WRAP NI	Belfast Zoo	Belfast Zoo recycled Christmas decorations and display

## Business/Industry

Country/Region	Coordinator	Action Developer	Name of Action
Belgium, Wallonia	Public Service of Wallonia	SGS Lab Simon – Wavre	Présentation sur la gestion des déchets chez SGS Wavre (Union presentation on waste management at SGS Wavre)
France, New Caledonia	ADEME	Ecocup NC	ECOCUP NC / KALEDOBOX
Germany	VKU	Liebe ist DU life	Online “morning pint” on Sustainability
Greece	EOAN	Weswim	Swimming Marathon (10km) for cleaning beaches from cigarette butts
Hungary	ÉMI	Mystic Nails Hungary Kft.	Green Wednesday
Italy, Abruzzo	AICA	DECO SPA	Give a new life to used objects on RIUSOGREEN.COM
Malta	Wasteserv Malta	Malta National Aquarium	Invisible waste at the Aquarium
Portugal, Azores	Autonomous Region of Azores – Environmental Regional Directorate	Resiaçores Faial	Reuse of residues
Portugal, Grande Lisboa	Valorsul	EGF - Environment Global Facilities	The Future of the Planet is Not Recyclable & Ecovalor, Schools to recycle! & Tons of Aid & Recycle BinGo 2
Portugal, Greater Porto	Lipor	Jardim d’Areias	Online book presentation “A Viagem do Senhor Pneu” - “Mr. Tire’s journey”
Portugal, National	Portugues Environment Agency (APA)	ANA Aeroportos de Portugal SA	Sharing good waste reducing practices@ANA Airport Portugal
Spain, Aragon	Gobierno de Aragon	Opel España, S.L.U – Groupe PSA Zaragoza	LIFE ZARAGOZA NATURAL
Spain, Asturias	COGERSA	Cooperación Alimentaria Peñasanta, SA.	Against food Waste: Act differently/ No desperdicios lo importante. Actúa diferente

Spain, Balearic Islands	Government of Balearic Islands	Minsait/Indra	The sea in our hands
Spain, Catalonia	ARC	HOTEL BARCELONA 1882	NETEJA DIGITAL (Digital Clean Up)
Turkey	MMU	Vestel White Appliances	Wheels For Paws
United Kingdom	WRAP UK	Refill Quarter	Reduce Food Waste

Association/NGO			
Country/Region	Coordinator	Action Developer	Name of Action
Belgium, Brussels	Bruxelles Environment	Union nationale des Mutualités Libres	Challenge Novembre Zéro Déchet
France	ADEME	La P'tite Brosse	"Game/Challenge" did you know? With the traders of Montlouis sur Loire
Germany	VKU	Klimaschutzagentur Mannheim gGmbH	Making the invisible visible: EWWR 2020
Greece	EOAN	Naturefriends Greece	17SDGs and waste reduction
Hungary	ÉMI	Jövő Öko-Nemzedéke (JÖN) Alapítvány	E-Waste Hunter patrol service garbage collection action
Italy, Sicily	AICA	COMITATO MAMME IN COMUNE (moms in common)	IL RIFIUTO CHE NON SI VEDE MA C'E (the waste that you don't see, but which is there')
Malta	WasteServ Malta	Il-Majjistral Nature and History Park	Clean-up & Educational Campaign
Portugal, Greater Porto	Lipor	ADCE – Associação de Desenvolvimento do Concelho de Espinho	Re'Compota (Re'Jam)
Spain, Asturias	COGERSA	Federación Plena Inclusión Asturias	Acción Plena: por el fomento de las 3R. (boosting the 3R)

Spain, Basque Country	IHOBE	Reciclanet	Reuse of computers with Free Software
Spain, Catalonia	ARC	ASSOCIACIÓ PER LA CONSERVACIÓ DELS ESCOSISTEMES NATURALS, CEN.	plastiXnatura (plastic for nature)
Turkey	MMU	Türk Plastik Sanayicileri Araştırma Geliştirme ve Eğitim Vakfı Geri Dönüşüm İktisadi	Pedaling for Health and Environment
Ukraine	EWWR Secretariat	Zero Waste Lviv	Book presentation: "104 days without polyethylene" by Marianna Boyko

Educational Establishment			
Country/Region	Coordinator	Action Developer	Name of Action
Belgium, Flanders	EWWR Secretariat	MOS Vlaanderen	#MissieMinder (#MissionLess)
Belgium, Wallonia	Public Service of Wallonia	European school Argenteuil	"Toy Fair"
France	ADEME	Ecole Don Bosco	Questionnaire, games and launch of lasting actions during EWWR week
Germany	VKU	Elisabeth-Knipping-Schule Kassel	BLAZE(R) UP
Greece	EOAN	Agricultural University of Athens	Waste PREMIUM: Waste PREvention caMPaign In University campus

Hungary	ÉMI	University of Pécs (Pécsi Tudományegyetem)	Waste reduction at high level, PTE way, aka treat the waste ECO! Make it invisible!
Italy, Lombardy	AICA	Eco School Triangia & Lunalpina educational farm	A T-shirt for you, a gift for the environment
Malta	WasteServ Malta	St. Theresa College Mriehel, Secondary	St. Theresa College Malta
Portugal, Centre	Portuguese Environment Agency (APA)	Polytechnic Institute of Coimbra (IPC)	Invisible Waste: The true ecological footprint
Portugal, Grande Lisboa	Valorsul	ISCAL – Instituto Superior de Contabilidade e Administração de Lisboa	Webinar “Waste valorisation and reduction – the innovation at the environment
Portugal, Greater Porto	Lipor	Universidade Lusófona do Porto	“Waste Prevention: an intergenerational challenge” – Clothing Collection and Reuse
Portugal, Venda do Pinheiro	Tratolixo	Escola Básica da Venda do Pinheiro	Recycling bins
Spain, Aragon	Gobierno de Aragon	CPI CASTILLO QADRIT	Movilizate por la Selva! (Get around the jungle!)
Spain, Asturias	COGERSA	Instituto de Educacion Secundaria Santa Cristina de Lena	Los invisibles/ The invisible ones
Spain, Basque Country	IHOBE	Egibide	Environmental Education on a Finite Planet
Spain, Catalonia	ARC	School Jacint Verdaguer (Tarrega)	3R awareness education project (At Jacint...we reuse/recycle/reduce!)

Turkey	MMU	KTO Karatay University	"Container Valley Project" Reuse, reduce and invisible waste
--------	-----	------------------------	---

Citizen(s)			
Country/Region	Coordinator	Action Developer	Name of Action
France	ADEME	Les douces Pangolines	"Take away but do not pollute please"
Germany	VKU	Bye Bye Plastik Sylt Citizens	Bye Bye Plastik Sylt
Hungary	ÉMI	Ildikó Szabó Bozókiné	"Village of Climate Elves"
Italy, Lazio	AICA	Letizia Palmisano	Digital Clean Up: make your smart work sustainable
Malta	WasteServ Malta	Glen Galea	7R Lifestyle Malta
Portugal, Greater Porto	Lipor	Alexandra Arnóbio Upcycling Project's	Invisible Waste Globalization
Portugal, North	Portuguese Environment Agency (APA)	Plogging Bragança 2020	More around the world
Spain, Aragon	Gobierno de Aragón	Teresa Monguilod Villa	TOYS STORIES: Re-have fun!
Spain, Asturias	COGERSA	Alberto Martinez García	Sin-Plastic Days
Spain, Catalonia	ARC	Robert Garcia Pano	Catalunya CleanUp Challenge
Turkey	MMU	Ms. Naz Delibaş	PEELS Project
United Kingdom	WRAP	Claire Ellis	Buy nothing new

European Special Prize			
Country/Region	Coordinator	Action Developer	Name of Action

Belgium	Bruxelles Environnement	Finnova Foundation	3 international webinars
Germany	VKU	Philipp Glowacki, Anja Kellner, Lucine Moschref	Processing visibility
International	BAAME & Motiva Oy	Fina Vendrell, Ester Pérez and SDGs Action! Erasmus+ team	Visible actions for invisible waste board game
Italy, Lombardy	AICA	Grunding	Grundig's Waste Awareness
Spain, Asturias	COGERSA	COGERSA	Operación#NoMeSobra (#NoFoodWaste)
Spain, Catalonia	ARC	INSTITUT JAUME CALLÍS	SHED A LIGHT ON WONKY-LOOKING FRUIT & VEGS

## Contacts:

**ACR+ - EWWR Secretariat:** [contact@ewwr.eu](mailto:contact@ewwr.eu)

**Serena Lisai:** [sli@acrplus.org](mailto:sli@acrplus.org) (Tel: +32 2 234 65 04)

[www.ewwr.eu](http://www.ewwr.eu)

