

PRESS RELEASE

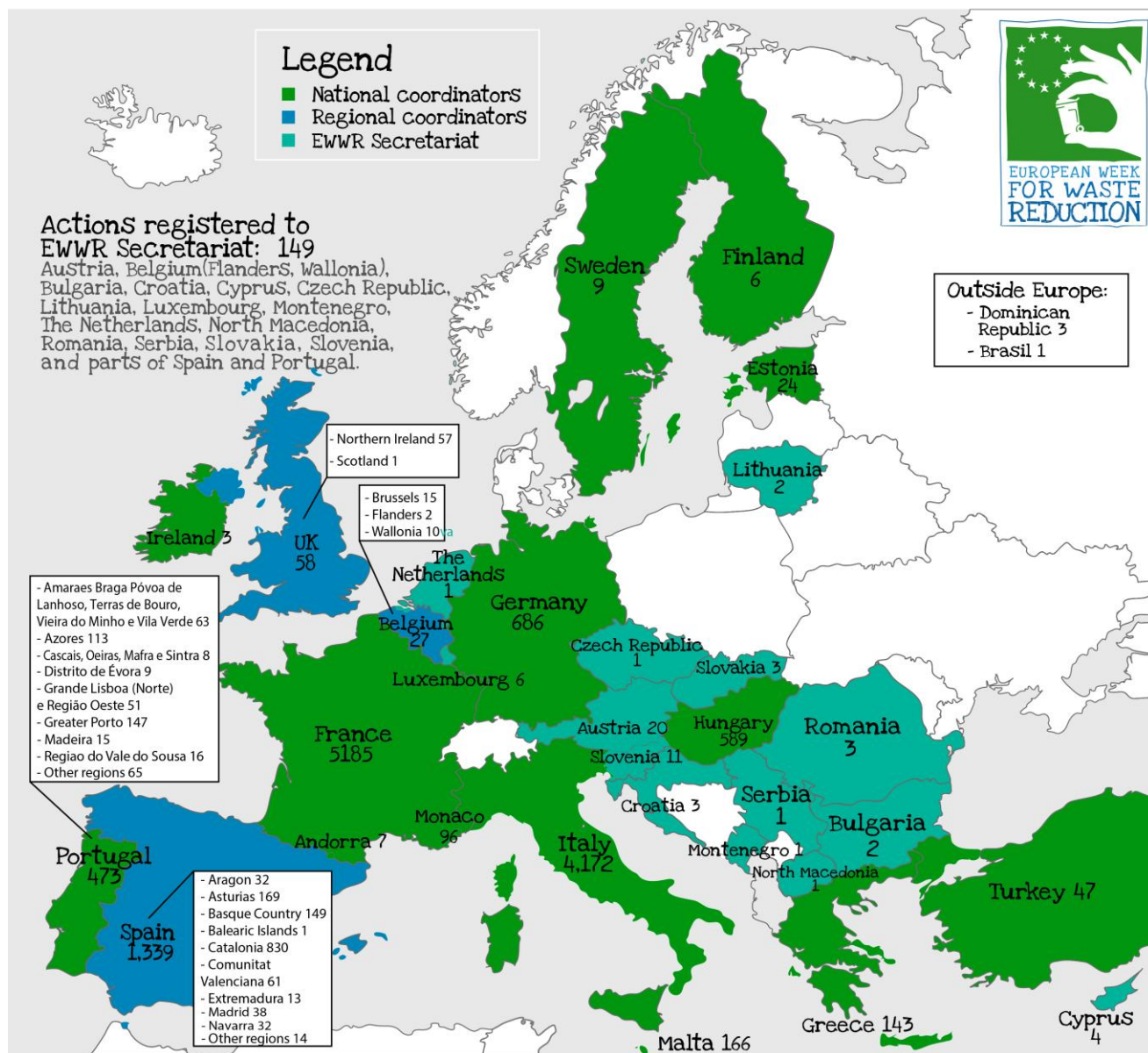
Over 13,100 actions on reduce, reuse, recycle and clean-ups ready to take place for the EWWR 2025!

Brussels, 21 November 2025

To be released immediately

The European Week for Waste Reduction (EWWR) is set to kick off its 17th edition from 22 to 30 November 2025. During this week, 13,107 actions focusing on waste reduction, product reuse and repair, materials recycling, and clean-ups will take place across 33 countries in Europe and beyond.

For more information on the EWWR 2025, please consult our comprehensive [Press File](#).





The EWWR 2025 in numbers



The EWWR is a leading international campaign advocating waste prevention during a dedicated week in November. Participants from schools, public administrations, companies, NGOs and citizens collaborate to organise awareness activities on local to international scales. The objective of these actions is to change the behaviour surrounding consumption patterns and waste generation habits with the aim of contributing to reach waste reduction and climate neutrality targets.

In 2025, 13.107 actions will be implemented in 33 countries thanks to the contribution of 34 coordinators and thousands of action developers.

Discover the exciting upcoming actions in our [database of actions](#) and get involved by taking part in one that is organised near you!

Act on electronics before they turn into waste

The **17th edition of the European Week for Waste Reduction** seeks to raise awareness about the EU's fastest-growing waste stream, WEEE (or e-waste) - Waste Electrical and Electronic Equipment. The selection of this thematic focus for the 2025 edition of the EWWR wants to raise awareness on **reduce, repair and reuse** activities for electric and electronic equipment that can be implemented by all the different categories of stakeholders.

"If you want to feel hope, read the EWWR actions. I'm inspired by what people are doing all over Europe"

Marieke Schouten, European Committee of the Regions.

WEEE includes six product categories:

- **Temperature Exchange Equipment:** e.g., refrigerators, freezers, air conditioners.
- **Screens and Monitors:** e.g., TVs, computer monitors, laptops (>100 cm² screen).
- **Lamps:** e.g., fluorescent tubes, LED lamps.
- **Large Equipment** (≥50 cm): e.g., washing machines, ovens, vending machines.



- **Small Equipment** (<50 cm): e.g., vacuum cleaners, microwaves, tools, toys.
- **Small IT and Telecom Equipment** (<50 cm): e.g., mobile phones, routers, tablets.

Electrical and electronic devices are essential to daily life, but the waste they generate is a growing challenge for the EU. **In 2022, the EU placed 14.4 million tonnes of EEE on the market but collected only 5 million tonnes of WEEE (11.2 kg per person).** E-waste is the **EU's fastest-growing waste stream**, rising about 2% per year. Almost half of all WEEE is still not collected, most Member States miss collection targets, and only about 40% is recycled.

WEEE contains **hazardous substances** but also valuable and **critical raw materials**. Proper collection, treatment, and recycling are crucial to reduce environmental and health risks, improve resource efficiency, and support a circular economy.

"The added value of this campaign is people acting on the ground, human beings who do believe in a green transition and work in communities for waste reduction"

Françoise Bonnet, Secretary General at ACR+ - European Coordinator

The EWWR Steering Committee

The European Week for Waste Reduction is led by the EWWR Steering Committee. Its members are: **ACR+** (Association of Cities and Regions for sustainable Resource management), **ADEME** (Agency of the ecological transition, France), **Electrão**, **Bruxelles Environnement-Leefmilieu Brussel** (Belgium), **EMWR** (The Eastern-Midlands Regional Waste Office, Ireland), **ARC** (Catalan Waste Agency, Spain), **AICA** (Associazione Internazionale per la Comunicazione Ambientale, Italy), the **European Committee of the Regions**, **LIPOR** (Intermunicipal waste management of Greater Porto, Portugal), the **Environment Directorate of the Principality of Monaco**, **Wasteserv Malta Ltd** (Malta), and **Zero Waste Europe**.

END

More information:

ACR+ — European Coordinator

Serena Lisai: sli@acrplus.org

Virginia Amate Padilla: vap@acrplus.org

General e-mail: contact@ewwr.eu

Website: www.ewwr.eu

The Press File is available [here](#).

