


European Week for Waste Reduction

	Region	Europe
	Type of prevention measure	Awareness-raising
	Geographical level of implementation	International
	Target	All stakeholders
	Date of implementation	2009
	Type of waste	Household Waste

The European Week for Waste Reduction raises awareness on sustainable waste reduction strategies and stimulates permanent changes in the way Europeans produce and consume materials.

Context

The European Week for Waste Reduction (EWWR) was launched in 2009, aiming to raise awareness on the first priority of the EU waste hierarchy, the prevention of waste generation prior to its collection by municipal authorities. The EWWR is supported by the LIFE+ Programme of the European Commission from 2009 to 2011, a financial instrument devoted exclusively to environmental protection projects throughout the EU.

Objective

The European Week for Waste Reduction was designed with four main goals:

- Awareness raising on waste reduction strategies in the EU and its Member States
- Promotion of sustainable waste reducing actions
- Highlighting successful, concrete examples
- Encouraging changes in the behaviour of European citizens in their daily lives

Means

The initiative aims to mobilise the largest possible number of actors. There are two means of participation in the European Week for Waste Reduction. Public authorities experienced in the field of waste prevention can join as Organisers to coordinate the Week in their area. Public authorities, associations, businesses, industry, educational institutions and others interested in carrying out awareness-raising actions during the

Week can register as Project Developers. Their actions must be registered in pre-defined categories, such as 'raising public awareness', 'better production' or 'better consumption'. Outstanding actions will be recognised through the Annual European Waste Reduction Awards.



Results

As the action was launched in 2009, results have yet to be quantified. Numerous public authorities have however already registered as Organisers for the first annual week, scheduled for November 21st to 29th 2009, and a wide range of stakeholders have signed up as Project Developers.

Further Information

EWWR: www.ewwr.eu

Environmental Protection Agency:

www.epa.ie/whatwedo/resource/nwpp/european-weekforwastereduction