

## OBJECTIVES

Since 2009

The **European Week for Waste Reduction (EWWR)** is a Europe-wide initiative aiming to promote the implementation of awareness-raising actions about sustainable resource and waste management during a single week. It encourages a wide range of audiences (public authorities, private companies, schools, civil society as well as citizens themselves) to get involved. The actions implemented in the EWWR are addressing the “3Rs”: **Reduce waste, Reuse products, Recycle material.**

Originally launched under by the European Commission’s LIFE+ programme (2009-2017), the EWWR is now led by the EWWR Steering Committee (ESC) since July 2017 (find out more [here](#)). The ESC includes several ACR+ members and is managed by ACR+ who also kept its role as the European Secretariat.



The annual Thematic Focus for 2017 was “**Reuse and Repair**”, with the slogan “Give it a new life!”. The 2017 edition of the EWWR took place between 18 and 26 November 2017, after months of preparations. With the great work of 40 EWWR Coordinators and numerous Action Developers, a record number of 13,410 actions were implemented in 30 different countries. The next edition will take place from 17 to 25 November 2018

## ACTIVITIES

A broad variety of communication tools has been developed in order to help Coordinators and Action Developers to promote and implement actions in the scope of the EWWR. These tools are available on the EWWR website and include promotional posters, exhibition panels, web banners, shopping lists, a guide of good practices and much more! Targeted communication toolkits have also been designed to help reach specific target groups.

Additionally, each edition of the EWWR focuses on a particular theme during its Thematic Focus. To encourage the implementation of actions on this topic, numerous tools are specifically developed, including various factsheets, support documents and a new poster. Every year, the EWWR publishes several newsletters and press kits to share its achievements with the European citizens. More information on the EWWR can also be found via its [Facebook](#) and [Twitter](#) accounts.

## PARTNERS INVOLVED

The EWWR is led by the **EWWR Steering Committee (ESC)**. The ESC members for 2018 are:

- **ACR+**, Association of Cities and Regions for sustainable Resource management
- **A.I.C.A.** - International Association for Environmental Communication in Italy;
- **A.R.C.** - Catalan Waste Agency in Catalonia, Spain;
- **Bruxelles Environnement \***
- **EMWR** - The Eastern-Midlands Regional Waste Office, Ireland;
- **European Commission;**
- **European Committee of the Regions;**
- **Lipor\*** - Intermunicipal waste management of Greater Porto, Portugal;
- **North London Waste Authority** - waste management company in the north London boroughs;
- **VKU** - German Association of Local Utilities;
- **WasteServ Malta** - waste management company in Malta.

\*ACR+ member

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



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