



Press Release

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European Cities and Regions join forces on Waste Reduction

22-30 November 2008
Pilot edition of the European Waste Reduction Week

[Brussels, 21 November 2008] The pilot edition of the European Waste Reduction Week will take place from 22 to 30 November 2008. In this context, some pioneer cities and regions, members of ACR+, will create momentum by organizing a variety of innovative awareness-raising actions.

The 2008 pilot edition is meant to prepare the ground for the first official European Waste Reduction Week, which will take place in 2009 in the framework of an EU LIFE+ project submitted by ADEME (French Agency for Environment and Energy Management) with ACR+ and the regions of Brussels, Catalonia and Porto as partners.

From 20 to 30 November 2008, Europe will dance to the tune of waste reduction. Citizens, businesses, schools, shops, political authorities, etc.: a whole panel of actors who will get the opportunity to take part in waste reduction actions!

Take part in the symbolic "recto-verso" initiative in Brussels, attend the academic prevention day in Catalonia, witness the launch of the "Waste prevention and eco-design" project in Porto, focus on the reuse of objects in Dublin, support waste prevention in shops in Gipuzkoa and North London, learn it all about reusable bags in Pamplona... Or else, have a look at the numerous actions organized in the framework of the 3rd French Waste Reduction Week (a pioneer in this matter!) and the 1st Italian Week...

It goes without saying, from 22 to 30 November 2008, our waste bins will tremble!

The pilot edition of the European Waste Reduction Week fits into the scheme of the European Campaign for Waste Reduction launched in 2007 by ACR+, which brings forward a reference of "100 kilos less municipal waste per inhabitant and per year" (www.acrplus.org/-kg).



- ✓ Gather the waste prevention stakeholders around a common initiative symbolically condensed within a Week
- ✓ Create a momentum which will help disseminate innovative and efficient actions across the European Union
- ✓ Highlight the connection between waste and the sustainable consumption of resources...

... These are, in a nutshell, the motives behind the European Waste Reduction Week.

More about this:

Annex	Which actors, which actions during the pilot edition of the European Waste Reduction Week?
Web portal of the 2008 pilot edition	http://www.wastereductionweek-pilotedition.eu
Special section of the ACR+ website	http://www.acrplus.org/wastereductionweek_pilot2008

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*The **Association of Cities and Regions for Recycling and sustainable Resource management** (ACR+) is an international network of members who share the common aim of promoting the sustainable consumption of resources and management of waste through prevention at source, reuse and recycling. ACR+ currently has nearly 100 members, mainly local and regional authorities as well as national networks of local authorities representing around 1100 municipalities. ACR+ also welcomes other key players in the sustainable resource-product-waste management, such as NGOs, academic institutions or private organisations, as partner members.*

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ANNEX

Which actors, which actions during the pilot edition of the European Waste Reduction Week?

ACR+

The Association of Cities and Regions for Recycling and sustainable Resource management (ACR+) is an international network of nearly 100 members with the shared aim of promoting the sustainable consumption of resources and the management of municipal waste through prevention at source, reuse, recycling and, as a last priority, energy recovery.

ACR+ membership mainly consists of local and regional public authorities as well as national networks of local authorities representing more than 1100 municipalities around Europe (EU-27 + candidate countries) and neighbourhood policy countries. ACR+ also welcomes other players in the sustainable resources-products-waste management, such as NGOs, academic institutions or private organizations, as “partner members”.

ACR+ endeavours to:

- develop the **expertise** of public authorities and encourage practical **action** in municipal waste management and sustainable consumption
- **anticipate** new developments and future challenges facing local and regional authorities
- promote the creation of **partnerships** to develop eco-efficient solutions
- encourage **harmonization** of concepts, definitions and standards.

More information at www.acrplus.org

ACR+ European Campaign for Waste Reduction

Waste prevention is one of the main objectives of ACR+. In order to realise this objective and to unite members on a common concept, the Association has officially launched in 2007 its European Campaign for Waste Reduction. This campaign is based on a common reference aiming to produce “less kilos of waste per inhabitant and per year”; it has 4 main lines of action:

- **Exchange of information** and experience between towns and regions
- **Technical groups** on objectives and indicators, focussed on 4 waste streams: organic, packaging, paper and bulky waste
- Twinning and various **partnerships** between towns and regions
- Promotion of the **European Waste Reduction Week**.

More information on this campaign is available at www.acrplus.org/-kg



Actions by ACR+ and its members in the pilot edition of the European Waste Reduction Week

The Association of Cities and Regions for Recycling and sustainable Resource management (ACR+) actively participates, both personally and via several of its members, in the implementation of a European Waste Reduction Week.

ACR+ does this on more than one front:

- ✓ as partner of a LIFE+ project, which aims to establish a European Waste Reduction Week from 2009. The pilot run in 2008 lays down the foundations for this week.
- ✓ as initiator of the campaign “less kilos of waste per inhabitant and per year”, which aims to promote the reduction of waste by quantified actions via performance targets.

ACR+



During the pilot edition of the European Waste Reduction Week, ACR+ will carry out the following actions:

- Publication of a **Campaign Guide on Waste Reduction** (in French and English). This guide is one of the tools created within the ACR+ European Campaign for Waste Reduction.
- Publication of **reports from the “Organic Waste” and “Packaging” technical groups** of the European Campaign for Waste Reduction.
- Co-organisation, in partnership with the Brussels-Capital Region, of an international conference entitled “**Organic Waste in Urban Environments – New European Challenges**”, which will take place on 20 and 21 November at the Committee of the Regions (Brussels).

This event will close, on the eve of European Week, with a round-table discussion on the European policy of organic waste prevention and recycling, with high-level representatives who will give their point of view on the following three questions:

- What will the new Framework Directive bring?
- What additional legal measures are needed for organic waste?
- How can a European Waste Reduction Week be supported?

More information: http://www.acrplus.org/wastereductionweek_pilot2008



Actions by ACR+ members

During the pilot edition of the European Waste Reduction Week, various ACR+ members will carry out waste reduction actions within their towns and regions. Some ACR+ members are partners of the EU LIFE+ project which will orchestrate the official launch of the European Waste Reduction Week in 2009. A number of other Members also joined the pilot edition, eager to take part in this initiative from the very start.

LIFE+ project partners

IBGE – Bruxelles Environnement



During the pilot edition of the European Waste Reduction Week, Bruxelles Environnement, the public administration responsible for environmental and energy management in the Brussels-Capital Region, has invited citizens, schools, businesses, associations, administrations... to take part in one of the Week's activities in order to prove (themselves) that reducing their waste is possible and, often, very simple.

A month before the Week starts, nearly **60 bodies** had already registered (universities, scouts, schools, businesses, associations, public authorities...). They represent more than **59,700 participants**, among which 26,000 employees, 29,000 university students and 4,700 schoolchildren.

Numerous actions are proposed:

- **The « recto/verso » challenge**
In Brussels, home to European institutions, the service sector is predominant (representing 340,000 jobs). Employees use on average 10,000 paper sheets per person per year, which totals 3.4 billion sheets for the city of Brussels only. This is why Brussels Environment decided to encourage relevant bodies to take up the recto/verso challenge,
 - participate in the « make-it-yourself fair » by creating objects in a metro station,
 - go to one of the « open days » organized in second-hand shops,
 - discover « neighbourhood composting », an option which is well adapted to urban environments,
 - visit the exhibition « It's our Waste ».

The 4th waste management programme of the Brussels-Capital Region is currently going through a public survey; it includes a waste reduction objective of 50 kg/inhabitant/year by 2014.

More information: www.bruxellesenvironnement.be



ARC – Catalan Waste Agency



Eager to make citizens aware of waste prevention and to show how waste prevention is directly connected with sustainable development and climate change issues, ARC (Agència de Residus de Catalunya), the Catalan Waste Agency, in cooperation with various public and private Catalan entities, is organizing more than **65 actions** during the pilot edition of the European Waste Reduction Week: conferences, festivals, exchange markets, workshops, etc.

Besides, on Tuesday 25 November, ARC will organize the **6th edition** of its **annual conference on municipal waste prevention** in Barcelona. During this event, waste prevention in Catalonia will be examined feedback on the packaging waste reduction campaign will be provided.

More information: www.arc-cat.net/ca/ccr/setmanareduccio.html

LIPOR – Grand Porto Region



By taking part in the pilot edition of the Week, LIPOR aims at strengthening the waste prevention aspects of the 2007-2016 strategic plan for the sustainable management of solid waste in the Grand Porto region.

LIPOR is organizing a variety of awareness-raising activities, including the “**10 commandments on waste prevention**”, i.e. a list helping consumers to reduce waste when they go shopping, as well as a “water bar” which aims at promoting tap water. LIPOR actions are meant for the general public as well as students, industries, public bodies, media and institutions in the 8 member municipalities.

Besides, on Friday 28 November, LIPOR will organize an **international conference on waste reduction**. This event will look at waste prevention strategies, communication issues and the ACR+ European Campaign for Waste Reduction.

More information: www.eunaofacolixo.com



Other ACR+ members

Other ACR+ towns and regions chose to show their support in the pilot edition of the European Week by also organising actions at their local level. These include:

	Examples of actions
Dublin (Ireland)	<ul style="list-style-type: none"> - Announcement of the expansion at national level of the "Free TRADE" reuse campaign launched by Dublin city*. <p>More information: www.dublinwaste.ie/free_trade.php</p>
Gipuzkoa (Spain)	<ul style="list-style-type: none"> - Exhibition "Gipuzkoa reduces its waste" - Publication of a dossier on prevention actions in a supplement of daily paper "El Diario Vasco" - Signing of an agreement with the Urbil shopping centre and the Eroski hypermarket to carry out a prevention audit - Presentation of the Gipuzkoa home composting network <p>More information: www4.gipuzkoa.net/medioambiente/gipuzkoaingurumena/es/home.asp</p>
Walloon Region (Belgium)	<ul style="list-style-type: none"> - Seminar on "Single use objects" <p>More information: http://environnement.wallonie.be</p>
North London** (UK)	<ul style="list-style-type: none"> - Organisation of a series of "road shows" on food waste reduction in supermarkets and shopping centres in seven North London districts - Announcement of the results of activities organised between 4 and 12 October in these districts within "Watch Your Waste Week". <p>More information: http://www.nlwa.gov.uk/yourwaste.php</p>
Pamplona Region (Spain)	<ul style="list-style-type: none"> - Press conference and regional awareness campaign on waste reduction (mailing to all citizens) - Installation of three distribution points for reusable bags - Distribution of a "recycling guide" containing recommendations on waste reduction - Distribution of reusable bags with the collaboration of a retail organisation <p>More information : www.mcp.es</p>
Fundació Catalana per a la Prevenció dels Residus i el Consum Responsable	<ul style="list-style-type: none"> - Speech at the ARC conference on 25 November <p>More information: www.residusiconsum.org</p>

* To be confirmed

** Candidate Member



National initiatives

FRANCE



The French Environment and Waste Management Agency (ADEME) will coordinate the LIFE+ project which is going to orchestrate the official implementation of a European Waste Reduction Week in 2009. In 2008, ADEME takes action by organizing the 3rd edition of the **French Waste Reduction Week** covering the whole country.

In 2005, in order to make French citizens aware of the need to reduce waste, the Ministry for Sustainable Development and ADEME launched a communication campaign on waste reduction; the first Waste Reduction Week, created by the “Réseau des Ressourceries et Recycleries”, was created in 2006 and integrated in the communication campaign. With the 2008 Week, they will continue to forge ahead, as testified by the appreciable increase in the number of actions organized this year across the French territory. **More than 400 actions** in 2008!

The French Waste Reduction Week highlights 4 aspects of waste prevention which concern businesses as well as organizations and citizens:

- Better production
- Better consumption
- Longer products life
- Throw less.

More information: www.reduisonsnosdechets.fr

ITALY

Furthermore, in Italy, a group of bodies under the coordination of the Rifiuti 21 Network is showing their support of the pilot edition of European Week and the ACR+ Campaign by developing an “**Italian Waste Reduction Week**”. This initiative combines a large number of stakeholders and benefits from the support of Italian national authorities.

Among the driving forces of this movement are ACR+ members Federambiente (Italian Federation of Environmental Hygiene Public Services), Pegaso03 (south Turin), the town council of Turin (AMIAT), the Marche Region and AICA (in the province of Asti).

More information:

<http://www.a21italy.it/a21italy/rifiuti21network/>

www.menorifiuti.org

<http://www.federambiente.it/>