

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 Thematic Focus for 2019 is **Waste education and communication**, with the slogan “**Change your ways, Reduce your waste**”. The 2019 edition of the EWWR takes place between 16 and 24 November 2019.

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 2019 are:

- **ACR+**, Association of Cities and Regions for sustainable Resource management (BE)
- **AIICA***, International Association for Environmental Communication in Italy (IT)
- **ARC***, Catalan Waste Agency in Catalonia (ES)
- **Bruxelles Environnement*** (BE)
- **EMWR***, The Eastern-Midlands Regional Waste Office (IE)
- **Lipor***, Intermunicipal waste management of Greater Porto (PT)
- **NLWA***, North London Waste Authority (UK)
- **WasteServ Malta***, waste management company in Malta (MT)
- **VKU**, German Association of Local Utilities (DE)
- **EC**, European Commission
- **CoR**, European Committee of the Regions

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