

PRESS RELEASE



European Week for Waste Reduction - 19th-27th November 2011

More than 7000 actions: the EWWR spirit grows in Europe !



Brussels, 16th November 2011

Dear Sir/Madam,

With the support of the European Commission's LIFE+ Programme, the **European Week for Waste Reduction (EWWR)** will run for the third time between **19 and 27 November 2011**, aiming to inform large numbers of European citizens about the simple actions that they can take in everyday life to help contribute to waste reduction.

More actions, more countries, more people involved!

7035 EWWR actions are being implemented in 2011. Once again, the previous year's record has been broken! (4346 actions in 2010),

In order to coordinate and promote the 2011 Week, **34 Organisers across 20 countries** are mobilising stakeholders and validating their actions. The complete list of Organisers and actions can be found on the EWWR website.

Together take action, reduce waste!

A variety of project developers are getting involved by carrying out awareness-raising actions. They will be focused on one or several of the 5 following themes: **Too much waste – Better production – Better consumption – A longer life for products – Less waste thrown away.**

Common actions will take place across Europe in 2011, reinforcing the European nature of the EWWR. These will be based on five categories of symbolic issues, e.g. paper waste reduction.

The most outstanding European Week for Waste Reduction actions will be rewarded at the **European Waste Reduction Awards Ceremony in June 2012 in Paris.**

See the [comprehensive press file available from on the EWWR website \(www.ewwr.eu/press\)](http://www.ewwr.eu/press) from 17 November 2011.

Full versions of the press release are available in [English](#) and in [French](#)

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EWWR Life+ Project

The European Week for Waste Reduction Life+ project is run by a group of 5 partners: ADEME (France, Project Coordinator), ACR+ (European network, EWWR Technical Secretariat), ARC (Catalonia, Spain), IBGE (Brussels, Belgium) and LIPOR (Greater Porto, Portugal).



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of the European Commission



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