



## **Press Release**

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### **ACR+ publishes:**

- ✓ **Campaign Handbook for the Reduction of Municipal Waste**

[Brussels, 28 November 2008] In the framework of the 2008 pilot edition of the European Waste Reduction Week, ACR+ is pleased to publish the first edition of its **Campaign Handbook for the Reduction of Municipal Waste** (in English and in French).

The Handbook results from the work accomplished by the Association and its members since they launched the European Campaign for Waste Reduction in 2007. Its main purpose is to form the cornerstone of an extensive structure that has to be built to promote public action on waste reduction. Primarily intended for those local and regional authorities that are responsible for managing municipal waste, it highlights a series of voluntary actions that could be put forward in this field.

This publication fits into the context of the pilot edition of the European Waste Reduction Week. The pilot edition is taking place from 22 to 30 November 2008 with participants such as: the Brussels-Capital Region, the Grand-Porto Region, the Region of Barcelona, the City of Dublin, the Region of Gipuzkoa, the Walloon Region, North London, the Region of Pamplona (Spain), as well as a large number of French cities in the framework of the French Waste Reduction Week organized by ADEME, and a number of Italian cities under the coordination of Rifiuti 21 Network<sup>1</sup>.

*The Campaign Handbook is available free of charge to all ACR+ Members. It may be bought by other interested stakeholders. The table of contents is accessible to all on the ACR+ website.*

See [www.acrplus.org/technical-reports](http://www.acrplus.org/technical-reports)

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<sup>1</sup> See ACR+ press kit dated 21 November 2008 at: [http://www.acrplus.org/wastereductionweek\\_pilot2008](http://www.acrplus.org/wastereductionweek_pilot2008)



**Waste Reduction Week**  
European pilot edition  
22-30 November 2008

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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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