

Waste Reduction Week

European pilot edition
22-30 November 2008

Thousands of people take part in the 2008 pilot edition of the European Waste Reduction Week

The pilot edition of a European Waste Reduction Week took place from 22 to 30 November 2008... A whole panel of actors, from citizens to businesses, schools, shops and political authorities, got the opportunity to take part in waste reduction actions. Results are promising!

Context

The 2008 pilot edition was 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 the French Agency for Environment and Energy Management (ADEME) with ACR+ and the regions of Brussels, Catalonia and Porto as partners.

During the pilot edition held in November 2008¹, ADEME, ACR+, Brussels, Catalonia and Porto organized a range of actions, events, conferences, awareness-raising activities in their local contexts. A number of ACR+ members also showed their support by joining the pilot edition.

A glance at some actions and results

ADEME is the agency which will orchestrate the official implementation of a European Waste Reduction Week from 2009 on. In 2008, the agency, a pioneer in this field, was already organizing the 3rd edition of the French Waste Reduction Week, featuring over 430 actions across the country! The French Waste Reduction Week highlighted 4 aspects of waste prevention which concern businesses as well as organizations and citizens: Better production, Better consumption, Longer products life and 'Throwing less'.

www.reduisonsnosdechets.fr

ACR+, as a network of cities and regions, took advantage of the pilot edition to publish its Campaign Handbook for the Reduction of Municipal Waste. Besides, ACR+ co-organized, in partnership with the Brussels-Capital Region, an international conference entitled "Organic Waste in Urban Environments – New European Challenges".

www.acrplus.org/technical-reports

http://www.acrplus.org/conf_organic_waste_proceedings



In the Brussels-Capital Region, 84 bodies (ranging from public authorities to universities, schools, businesses and associations) registered to take part in the ambitious programme proposed by the public administration responsible for environmental and energy management (Bruxelles Environnement). Those 84 bodies, which represent more than 77,302 participants, among which 49,090 employees, 29,000 university students and 8,212 schoolchildren, allowed the Brussels-Capital Region to 'save' 579 tonnes of paper and 1680 tonnes of CO₂. The recto-verso challenge aimed at encouraging double-sided printing. Besides, the 12 booths of the 'make-it-yourself fair' welcomed about 1000 participants, notwithstanding the many visitors who came

¹ Web portal of the 2008 pilot edition: www.wastereductionweek-pilotedition.eu

by one of the 'open days' organized in second-hand shops or went to see the exhibition « It's our Waste ».

www.bruxellesenvironnement.be



In Catalonia, the Catalan Waste Agency (ARC - Agència de Residus de Catalunya), in cooperation with various public and private Catalan entities, organized more than 65 actions, including conferences, festivals, exchange markets, workshops, etc. The highlight of the Week was the 6th edition of ARC's annual conference on municipal waste prevention, which took place on 25 November in Barcelona.

www.arc-cat.net/ca/ccr/setmanareduccio.html

In the Porto Region (Portugal), the Intermunicipal Waste Management Service of Greater Porto (LIPOR) organized a variety of activities defined according to their line of intervention: organic waste; recyclable waste; waste from electrical and electronic equipment, and awareness-raising actions. It is estimated that the various actions reached a number of 3000 inhabitants, and 765 people signed a "Commitment Letter", thereby committing to adopting best practices to reduce their waste. On Friday 28 November, LIPOR organized an international conference on waste reduction which was attended by 200 participants.

www.eunaofacolixo.com

Beside the LIFE+ partners, some other pioneering towns and regions, members of ACR+, showed their support in the pilot edition of the European Week.

In Gipuzkoa, the exhibition "Gipuzkoa reduces its waste" was attended by more than 5000 visitors; 5400 reusable bags were distributed, as well as around 1000 kg of compost, 6000 No Ad stickers and 1800 copies of a Guide on Waste Reduction. Also worth noting is the agreement which was signed with the Urbil shopping centre and the Eroski hypermarket to carry out a prevention audit. Besides, an extensive dossier on waste prevention in Gipuzkoa was published in a supplement to daily paper "El Diario Vasco".

www4.gipuzkoa.net/medioambiente/gipuzkoaingurumena/es/home.asp

In Belgium, the Walloon Region supported a seminar on "Single-use objects" organized by CRIOC (Belgian Consumers Organizations Research and Information Centre). Other activities organized or supported by the Walloon Region included launching the "Rec'Up" label for second-hand shops, distributing a leaflet on fighting food waste in businesses, and broadcasting a TV spot initiated by COPIDEC (network of waste management authorities in Wallonia) on local television channels and in movie theatres.

<http://environnement.wallonie.be>

In the U.K., North London Waste Authority organized a series of "Love Food Hate Waste road shows" in supermarkets and shopping centres across seven North London boroughs. Each roadshow featured interactive games, such as the Wheel of Food, which showed how typical leftover ingredients can be reduced and reused.

<http://www.nlwa.gov.uk/yourwaste.php>

In the Spanish region of Pamplona, an awareness campaign on waste reduction was carried out (mailing to all citizens) and activities around reusable bags were organized with the collaboration of a retail organization.

www.mcp.es

Finally, in Italy, hundreds of initiatives were promoted by Regions, local authorities, schools, waste management companies, environmental NGOs, customers' and citizens associations. Among the driving forces of this movement were ACR+ members Federambiente (Italian Federation of Environmental Hygiene Public Services), as well as Pegaso03 (south Turin), the town council of Turin (AMIAT), the Marche Region and AICA (in the province of Asti).

As a matter of example, in the Province of Turin, more than 60 events promoted by 28 organizations allowed to prevent 7 tonnes of waste and save 40 tonnes of CO₂. It was calculated that the avoided disposal in landfill would mean a saving of 30 euro/person/year.

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

www.menorifiuti.org

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

Looking ahead

The numerous, diverse and highly successful actions implemented during the pilot edition of the European Waste Reduction Week bode very well for the future editions of the Week, which will be organized in 2009, 2010 and 2011 in the framework of the LIFE+ project coordinated by ADEME.

Much interest in the 2009 edition has been shown already by a variety of stakeholders. In a context where waste prevention has been identified as the highest level on the waste management hierarchy defined by the European Union, the European Waste Reduction Week will:

- ✓ 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...

In 2009, the LIFE+ partners, ADEME (coordinator), ACR+, ARC (Catalonia), Bruxelles Environnement (Brussels-Capital Region) and LIPOR (Grand Porto) will be organizing the first formal edition of the European Week, with the aim of spreading it to other European countries.

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