

Behind the Project

Action Developers

Action Developers are the heart of the EWWR: they organise and carry out awareness-raising actions during the EWWR. Action Developers can be individual citizens or belong to administrations and public authorities, associations and NGOs, businesses and industry, or educational establishments.

Coordinators

National and regional Coordinators oversee the actions taking place in their territories. They also work to promote the EWWR and to mobilise a varied range of stakeholders with the aim of reaching the greatest number of people.

Steering Committee

The EWWR is led by a Steering Committee that was set up to coordinate and promote the project. The members of the Committee finance the coordination of the EWWR and take the major decisions regarding the campaign.



Supported by



European Week For Waste Reduction



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Take
action:
raise
awareness!

The **European Week For Waste Reduction (EWWR)** is an initiative promoting the implementation of awareness-raising actions about sustainable resource and waste management during a single week every year.

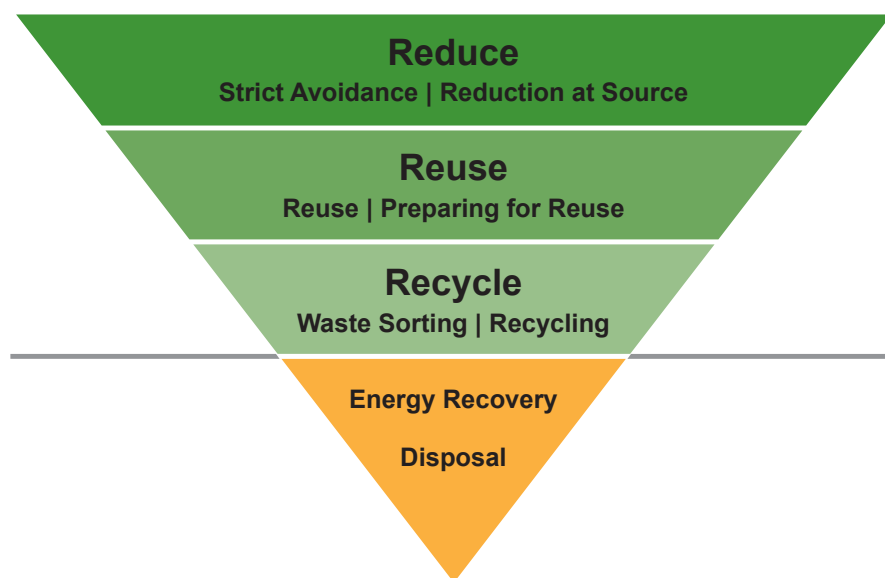


3Rs and a Clean-Up

During the last week of November, volunteer organisations, administrations, businesses, individuals, schools and others organise awareness-raising 3Rs or clean-up activities all over Europe.

Reduce, Reuse, Recycle

The actions implemented in the EWWR address the “3Rs”: Reduce waste, Reuse products, Recycle material. The “3Rs” represent the options which should be considered first when elaborating a waste management strategy.



Let's Clean Up Europe!

Let's Clean up Europe is a campaign that takes place each year during the spring, to mobilise citizens to organise clean-up actions across Europe. Its aim is to reach as many people as possible, to reduce the quantity of waste littered in nature, and to raise awareness about the problem of too much waste being produced.

Objectives

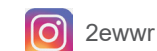
- Raise awareness about waste reduction, product reuse, and material recycling
- Highlight the work accomplished by EWWR participants
- Mobilise and encourage European citizens to get active on the 3Rs
- Reinforce EWWR stakeholders' capacities by providing them with targeted communication tools and training
- Draw attention to key aspects of waste prevention by selecting a different thematic focus each year



EWWR Milestones

European Week for Waste Reduction	Let's Clean Up Europe	EWWR Awards
November	Spring	May
Coordination of awareness-raising actions during one week of the year	Implementation of European clean-up actions	Rewarding the most outstanding actions carried out in each EWWR edition

Take action: raise awareness!



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