

# EXECUTIVE SUMMARY

Within the framework of the LIFE+ project “European Week for Waste Reduction” (EWWR), a guide of good practices on awareness-raising actions for waste reduction has been elaborated.

Based on the experiences and best cases identified during the successive editions of the EWWR (2009 to 2011), the present guide highlights some of the best examples of awareness-raising actions from different categories of stakeholders concerned by the EWWR: public authorities at various levels, NGO’s, private sector, collective institutions (schools, hospitals, administrations).

On the basis of the information provided by the organisations that launched these communication actions, more than 40 cases have been gathered in this guide. The factsheets presenting these cases focus on the preparation, implementation and results of each action.

The factsheets have been categorised under four types of actions, with regards to the waste fraction their cover:

- General campaign on waste prevention and Sustainable Consumption & Production (10 cases)
- Fight against garden and kitchen waste (8 cases)
- Paper and Packaging waste (11 cases)
- Reuse and preparing for reuse (13 cases)

In order to facilitate the search of relevant actions, the factsheets have also been re-grouped according to the type of Project developer that has launched the initiative:

- Administrations (10 cases)
- Associations (9 cases)
- Businesses (9 cases)
- Educational establishments (8 cases)
- Others (8 cases)

