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# WASTE PREVENTION II : Zero waste education and participation

## The EWR, a campaign to REDUCE, REUSE, RECYCLE

[www.ewwr.eu](http://www.ewwr.eu)



Supported by



# THE ASSOCIATION OF CITIES AND REGIONS FOR SUSTAINABLE RESOURCE MANAGEMENT

ACR+ HAS BEEN SUPPORTING THE TRANSITION TO THE CIRCULAR ECONOMY FOR MORE THAN **25** YEARS

in **25** countries 

 **100+** members

 **+1,100** municipalities represented

International network of local and regional authorities, ACR+ also welcomes public utilities, NGOs, academics, private sector actors...



## Legend

- National coordinators
- Regional coordinators
- EWWR Secretariat

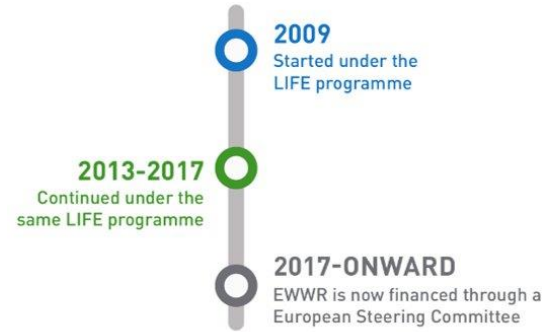
# 16,129

actions in 2022

# 1 Week to raise awareness on waste prevention

**Actions registered to EWWR Secretariat: 78**  
 Austria, Belgium (Flanders, wallonia), Croatia, Finland, Iceland, Luxembourg, parts of Spain, Poland, Romania, Slovakia, Switzerland, The Netherlands, and UK (Wales, England)

**Outside Europe:**  
 - Dominican Republic 2

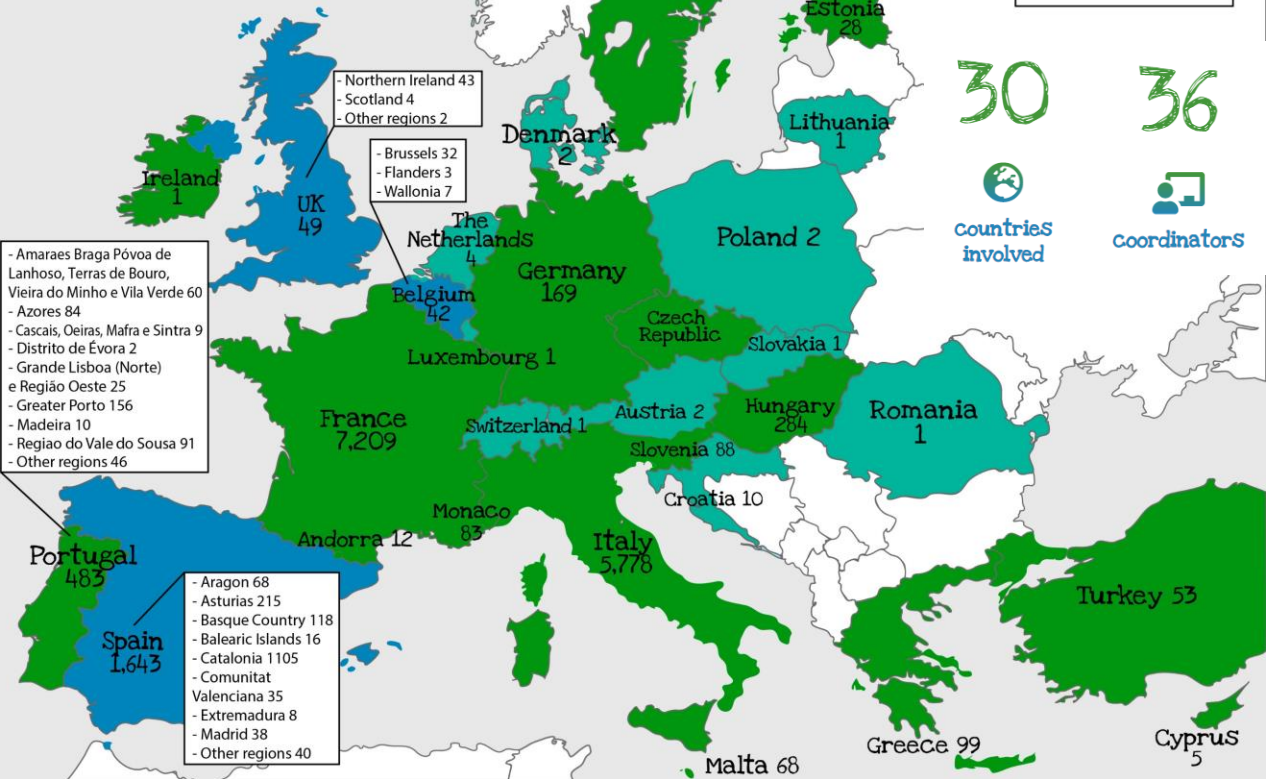


# 30

Countries involved

# 36

Coordinators



## Multiple levels involved

- ✓ Technical Secretariat (ACR+) and Steering Committee
- ✓ National, regional or local coordinators
- ✓ Local action developers





# WHAT WE OFFER

[www.ewwr.eu](http://www.ewwr.eu)

- Strong **European network** of activists, NGOs, public authorities and citizens involved in promoting the 3Rs.
- Huge database of **past actions** and action developers
- Access to **resources and communication tools** about waste, best practices, factsheets, etc. in different European languages
- Key information on the **thematic focus** (links, factsheets, games, data and infographic)



EUROPEAN WEEK FOR WASTE REDUCTION  
20-28 NOVEMBER 2021



# EWWR 2021 THEMATIC FOCUS CIRCULAR COMMUNITIES

www.ewwr.eu

## 5 TIPS TO BUILD A CIRCULAR COMMUNITY WITH THE EWWR

**1** GENERATE POSITIVE EFFECTS ON ENVIRONMENT AND SOCIETY. PROMOTE SOLIDARITY!

## European Week for Waste Reduction CIRCULAR COMMUNITIES 2021

20 - 28 November

Jump on board for a less-waste world!

EUROPEAN WEEK FOR WASTE REDUCTION

## BREVE GUIA SOBRE COMO VIVER UM ESTILO DE VIDA CIRCULAR

- SAS SÃO MELHORES DO QUE É: DIGA SIM À COMPOSTAGEM
- REPARAR É A PRIMEIRA OPÇÃO: VELHO É OURO; COMPRE EM SEGUNDA MÃO
- BEBE, USE E ECONOMIZE ÁGUA

EWWR SECRETARIAT  
ZEWWR  
ZEWWR

## 5 TIPS ON HOW TO SAVE WATER

- TAKE A SHOWER OF 5 MINUTES OR LESS
- CATCH RAINWATER
- TURN OFF THE TAPS WHEN WASHING YOUR TEETH
- TIME YOUR GARDENING IN THE EARLY MORNING
- GET A LOW-FLUSH TOILET

## Get inspired by EWWR actions to build a CIRCULAR COMMUNITY

### ReCompota

Associação para o Desenvolvimento do Comércio de Bairro  
EWWR2020

Project description: 05/2020 - English Municipality (Portugal)

Jump on board for a less-waste world!

Thanks to ReCompota, the Social Carriers of Espírito Santo were and remained able to give to its beneficiaries, whose number increased significantly between March and June 2020 with approximately 140 delivered daily (as a consequence of the COVID-19 pandemic, the region closed and roads were given an 'ask-away'). Retail shops, as grocery stores, and private individuals offered several kilograms non-sellable, to make the jars and tins available. Through this initiative to combat food waste, raise awareness about donating others and reuse materials. Once prepared, the jars were placed in 'treasures' and the materials in packages of ice cream and others etc. Built afterwards were completed to be used as fertilizer in the local organic garden. To complete the process, the labels for the bottles prepared reading supermarket magazines and newspapers.

## Inspirez-vous des actions de la SERD pour construire une COMMUNAUTÉ CIRCULAIRE

### Eye Bye Plastic Syt

Project description: Eye Bye Plastic Syt Citizens  
EWWR2020

Project description: 05/2020 - English Municipality (Portugal)

Rejoignez-nous pour un monde avec moins de déchets

Lancer des défis pour promouvoir un mode de vie générant moins de déchets

## Lasciatevi ispirare dalle azioni della SERD per costruire una COMUNITÀ CIRCOLARE

### Salt in Sella per un mondo con meno rifiuti!

Project description: Action Developer: Hochschule L'Aia  
EWWR2020

Project description: 05/2020 - English Municipality (Portugal)

La "Spinta gentile" per un cambiamento comportamentale

Questa azione aveva tre obiettivi specifici: integrare gli obiettivi di sviluppo sostenibile delle Nazioni Unite nel quadro educativo della scuola, costruire una collaborazione con i ristoranti locali per ridurre gli sprechi alimentari e generare un cambiamento nelle abitudini quotidiane degli studenti in termini di riduzione dei rifiuti monouso. Nell'ambito del secondo obiettivo dell'azione, la sfida dei rifiuti alimentari di Horeca. 31 ristoranti locali hanno ridotto del 21% i loro rifiuti alimentari. Gli studenti, grazie al coinvolgimento dei ristoranti, hanno appreso metodi per ridurre lo spreco alimentare nel settore alberghiero e per generare risultati di successo che potrebbero essere l'inizio di una comunità circolare a lungo termine.

## Circular Community Express Train

Ticket to No-Waste-Land 264590

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ZEWWR

## ¿QUÉ RESIDUOS SE EMPLEAN PARA PRODUCIR COMPOST?

- Resíduos verdes: todos los residuos orgánicos húmedos (descargas de frutas y verduras, posos de café o incluso descargas de huevo).
- Resíduos pardos: residuos más secos que ayudan a airear el compost (hojas y pequeñas ramas muertas, pañuelos o incluso cartones sin color).
- Agua: la cantidad adecuada de agua ayuda a la descomposición y a mantener regulada la temperatura de la pila.

## Don't throw it away COMPOST IT with your neighbours

Get inspired for the 2021 edition of EWWR.

Do you have room at home for a compost? If not, you can start a collective compost in your neighbourhood! Participants can bring their decomposable and non-polluting waste in a common compost bin, collecting their a natural and organic fertilizer after 6 to 12 months.

### Which waste can I compost?

As a general rule, all organic material can be composted in a neighbourhood composting site. But remember to keep a balance among:

- Green waste: (Diet waste and things to enrich the compost: leaves and small dead branches, coffee grounds or even spoiled bread)
- Brown waste: (Dry waste that is relatively high in carbon: twigs and small dead branches, handkerchiefs or even spoiled bread)
- Not industrial: (Only decomposable and non-polluting materials are welcome in your compost: (Plastic - even compostable, synthetic textiles, vacuum bags, carpeting, wood ash and disposable diapers)
- IF reducing food waste is the best way to reduce your organic waste, compost AS AN EASY and economical way to recover it.

### How can I compost?

- Wormcompost: (Used on the balcony, cellars, kitchen. Adopt some worms to get rid of your organic food)
- Garden compost: (Classic and traditional, you just need a barrel or a bin)
- Collection: (Not ready for your own compost? Sort your organic waste and garden waste from the rest)
- Community compost: (Keep reading this factsheet to learn more about community composting)



# EWR 2022 THEMATIC FOCUS CIRCULAR TEXTILES

www.ewwr.eu

www.ewwr.eu #wasteisoutoffashion

## Fast fashion

What is behind a cheap price?

Ultra-fast retail and collection made to last very cheap and break easily. The cheap price is working to the advantage of the developer.

## Upcycling

Bibbidi bobbidi boo!

The process that saves the textile

www.ewwr.eu #wasteisoutoffashion

## Second-hand

Everyone deserves a second chance!

Second-hand consists in buying

products that are used. You can use them as good as new. Second-hand clothing can be found on websites, or you can make donations. See the impact of

www.ewwr.eu #wasteisoutoffashion

## Eco-design

A product never dies, it changes

Ensuring that the way a product is made is ecological. It implies using clean resources and making sure the product can be reused, repaired, and recycled. The way a product is made takes into consideration also the end of its life providing a solution for its reuse, or recycling.

European Week for Waste Reduction  
CIRCULAR & SUSTAINABLE TEXTILES  
Waste is out of fashion!

19-27 November 2022

www.ewwr.eu #circulartextiles #wasteisoutoffashion

What can you do to reduce the impact of textile waste as an ASSOCIATION/NGO?

Workshops and events

- Set up a textile bank
- Get an expert to repair waste clothing or other textiles
- Organise a textile bank or repair workshop
- Organise a clothing exchange
- Organise a clothing swap
- Organise a clothing repair workshop
- Organise a clothing repair workshop
- Organise a clothing repair workshop
- Organise a clothing repair workshop

What can you do to reduce the impact of textile waste as an EDUCATIONAL ESTABLISHMENT?

Actions at School

- Organise a clothing bank
- Organise a clothing exchange
- Organise a clothing swap
- Organise a clothing repair workshop
- Organise a clothing repair workshop
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What can you do to reduce the impact of textile waste as a PUBLIC ADMINISTRATION?

Actions for the DWR

- Organise a clothing bank
- Organise a clothing exchange
- Organise a clothing swap
- Organise a clothing repair workshop
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Initiatives at national and regional level

- Organise a clothing bank
- Organise a clothing exchange
- Organise a clothing swap
- Organise a clothing repair workshop
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Long-term impact

#circulartextiles #ewwr2022 #wasteisoutoffashion

EWR 2022  
Toolbox  
Circular & Sustainable Textiles

www.ewwr.eu

## Books



**The Conscious Closet**  
A call to industry and what impact it has on the environment and how we can reduce our own impact.

## Podcasts

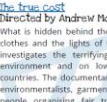


**Ethical Fashion**  
Hosted by Elizabeth Williams. A role that is fast becoming a must for fast fashion brands and entrepreneurs. How to build a more sustainable fashion? Each episode of this podcast is a deep dive into the fashion industry, from labor rights to consumer psychology, and making the most of your wardrobe.

## Movies and documentaries



**The True Cost**  
Directed by Andrew Morgan - 2015  
What is hidden behind the incredibly low prices of some clothes and the lights of the fashion shows? This movie investigates the terrifying impacts of fast fashion on the environment and on low-wage workers in developing countries. The documentary puts together interviews with environmentalists, garment workers, factory owners, and people organizing fair trade companies or promoting sustainable clothing production.



**River Blue**  
Directed by David McIlvride and Roger Williams - 2017  
The movie follows the journey of the river conservationist, Mark Angelo examining the destruction of our rivers, its effect on humanity, and the solutions that inspire hope for a sustainable future. It raises awareness on the impact of the textile and clothing industry on rivers, but it also launches a call to action to change the fashion system.



# HOW TO PARTICIPATE

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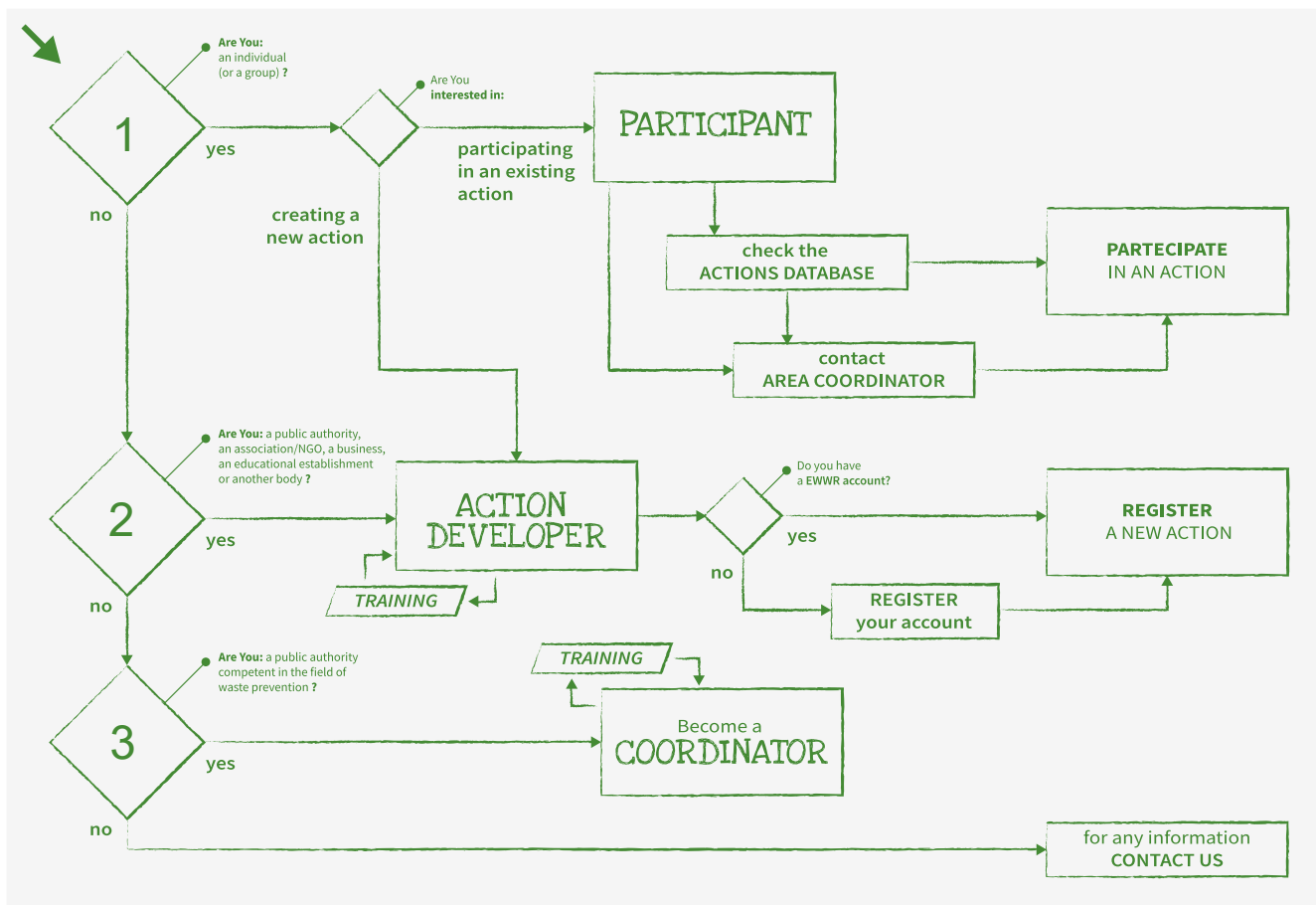

**EUROPEAN WEEK**  
 for Waste Reduction  
**PACKAGING** | 18-26  
 November 2023



#EWWR2023 #PACKAGING

[www.ewwr.eu](http://www.ewwr.eu)
[@2ewwr](https://twitter.com/2ewwr)
[ewwr.eu](https://www.facebook.com/ewwr.eu)

Registrations will open in September!





# ENGAGING CITIZENS IN WASTE PREVENTION

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1

Generate positive effects on environment and Society: promote Solidarity!

2

Exchange knowledge to engage more people in the change

3

Facilitate collaboration among local actors and citizens

4

Reduce resource consumption through sharing

5

Launch challenges to promote a less-waste lifestyle





# ENGAGING CITIZENS IN WASTE PREVENTION

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2

## Exchange knowledge to engage more people in the change



Zero Waste Walking Tours organised by *Zero Waste Nederland* | The Netherlands

Group of citizens was guided through specific location in the city with the focus to show participants how they can start their low waste lifestyle, and to support sustainable entrepreneurs.



A group of citizens organised a walking tour in 17 cities to involve more people in adopting sustainable habits.

#behaviouralchange #citizensassociation



# ENGAGING CITIZENS IN WASTE PREVENTION

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3

## Facilitate collaboration among local actors and citizens



Oil down the drain, not even a little bit! organised by *Badalona City Council and a local restaurants association* | Spain

Collection of domestic cooking oil at local restaurants to improve the correct sorting and to raise awareness of the impact of this waste stream.



Citizens were reached through the collaboration among the local public authority and the restaurants.

#cookingoil #collection





# ENGAGING CITIZENS IN WASTE PREVENTION

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5

## Launch challenges to promote a less-waste lifestyle



LIFERethinkWaste project : <https://rethinkwaste.eu/>

Communication strategies to promote a more correct waste sorting among citizens, through KAYT (Know As You Throw) scheme.

Citizens are involved through WhatsApp where they receive feedbacks on their sorted waste, together with recommendations and points to spend in local shops.

#KAYT #local #messages



# GET INVOLVED

## Be part of the story!

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@European Week  
for Waste Reduction



@2EWWR



@2EWWR



### Join us at the EWWR Awards Ceremony in Dublin!



1 June 09:30 (UTC)  
10-13 Parkgate Street



#ewwr2023  
#packaging  
#dontgetwrappedup



### EUROPEAN WEEK for Waste Reduction PACKAGING

18-26  
November 2023

[www.ewwr.eu](http://www.ewwr.eu)

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