



PRESS RELEASE

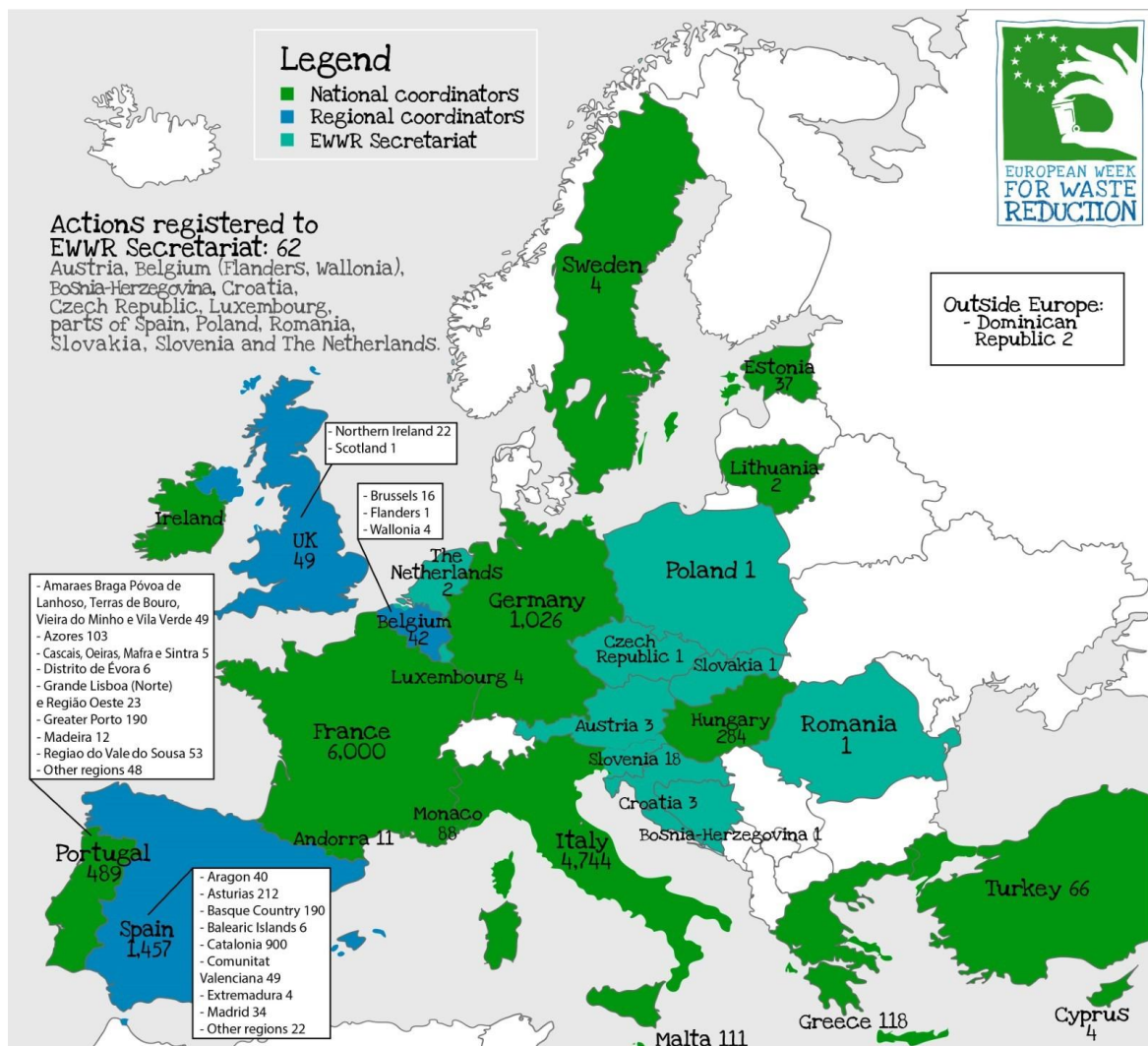
The 15th edition of the EWR gathers over 14,500 actions on reduce, reuse, recycle and clean-ups across Europe and beyond its borders!

Brussels, 17 November 2023

To be released immediately

The European Week for Waste Reduction (EWR) is set to kick off its 15th edition from 18 to 26 November 2023. During this week, 14,522 actions focusing on waste reduction, product reuse and repair, materials recycling, and clean-ups will take place across 29 countries in Europe and beyond.

For more information on the EWR 2023, please consult our comprehensive [Press File](#).





The EWR 2023 in numbers

The EWR is a leading international campaign advocating waste prevention during a dedicated week in November. Participants from schools, public administrations, companies, NGOs and citizens collaborate to organise awareness activities on local to international scales. The objective of these actions is to change the behaviour surrounding consumption patterns and waste generation habits with the aim of contributing to reach waste reduction and climate neutrality targets.

In 2023, 14,522 actions will be carried out with the help of 35 national and regional coordinators in 29 countries.

Discover the exciting upcoming actions in our [database of actions](#) and get involved by taking part in one that is organised near you!

Fostering awareness: exploring the environmental impact of packaging



The **15th edition of the European Week for Waste Reduction** seeks to raise awareness about the strong **environmental impact of packaging**, promoting a more **sustainable consumption and production behavior**. The EWR is focusing on packaging for the second time in its history (the first time was during the 2016 edition). Even after 7 years, this topic keeps being key in terms of waste produced, which has not been reduced but pushed forward with the increase of the e-commerce sector.

"We are witnessing the birth of a circular economy where nothing is waste and everything is reused, reduced, and recycled. It is a truly remarkable shift in our thinking and our approach to sustainable life living."

Franc Bogovič, European Parliament



Packaging plays a crucial role in our daily lives, serving various functions throughout the product supply chain. However, its extensive use contributes significantly to **environmental issues**. A substantial portion of plastics and paper in the EU is dedicated to packaging, **with 36% of municipal solid waste attributed to its disposal**. Between 2012 and 2020, the volume of non-recyclable packaging increased. In response, the European Commission aims to make all packaging economically feasible for reuse or recycling by 2030, emphasizing the **importance of waste prevention** in achieving this goal.

"We need to act at the source, to avoid waste production, and this applies to all materials. Excessive waste generation is the real elephant in the room."

Luca Menesini, member of the European Committee of the Regions

The EWR Steering Committee

The European Week for Waste Reduction is led by the EWR Steering Committee. Its members are: **ACR+** (Association of Cities and Regions for sustainable Resource management), **ADEME** (Agency of the ecological transition, France), **Bruxelles Environnement-Leefmilieu Brussel** (Belgium), **EMWR** (The Eastern-Midlands Regional Waste Office, Ireland), **ARC** (Catalan Waste Agency, Spain), **AICA** (Associazione Internazionale per la Comunicazione Ambientale, Italy), the **European Commission**, the **European Committee of the Regions**, **Lipor** (Intermunicipal waste management of Greater Porto, Portugal), the **Environment Directorate of the Principality of Monaco**, **VKU** (German Association of Local Utilities, Germany), **Balearic Islands** (Ministry of the Environment and Territory, Spain), **EIT Circular Economy Community** (consists of five Knowledge and Innovation Communities – or "KICs" – namely EIT RawMaterials, EIT Climate-KIC, EIT Food, EIT Manufacturing and EIT Urban Mobility), and **Wasteserv Malta Ltd** (Malta).

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The Press File is available [here](#).

