

PRESS FILE



The European Week for Waste Reduction

18-26 November 2023

15th Edition



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KEY FACTS

EWWR 2023

The 15th edition

 **14,522** actions registered
 With the help of **35** coordinators
 In **29** countries

1 yearly theme

Packaging

1 slogan

Don't get wrapped up!

2 hashtags

#EWWR2023
#packaging
#dontgetwrappedup

4 types of actions promoted

★ STRICT AVOIDANCE and reduction at source

★ Waste Sorting and RECYCLING

★ REUSE and preparing for reuse

★ CLEAN-UP actions





“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

“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 European Week for Waste Reduction in 2023

The **European Week for Waste Reduction (EWWR)** is a leading international campaign aiming to raise awareness about waste prevention. It takes place every year during one week in November. A variety of participants — public authorities, private companies, schools, civil society, as well as citizens — contribute to the EWWR by spreading the message about waste reduction in their cities and regions.

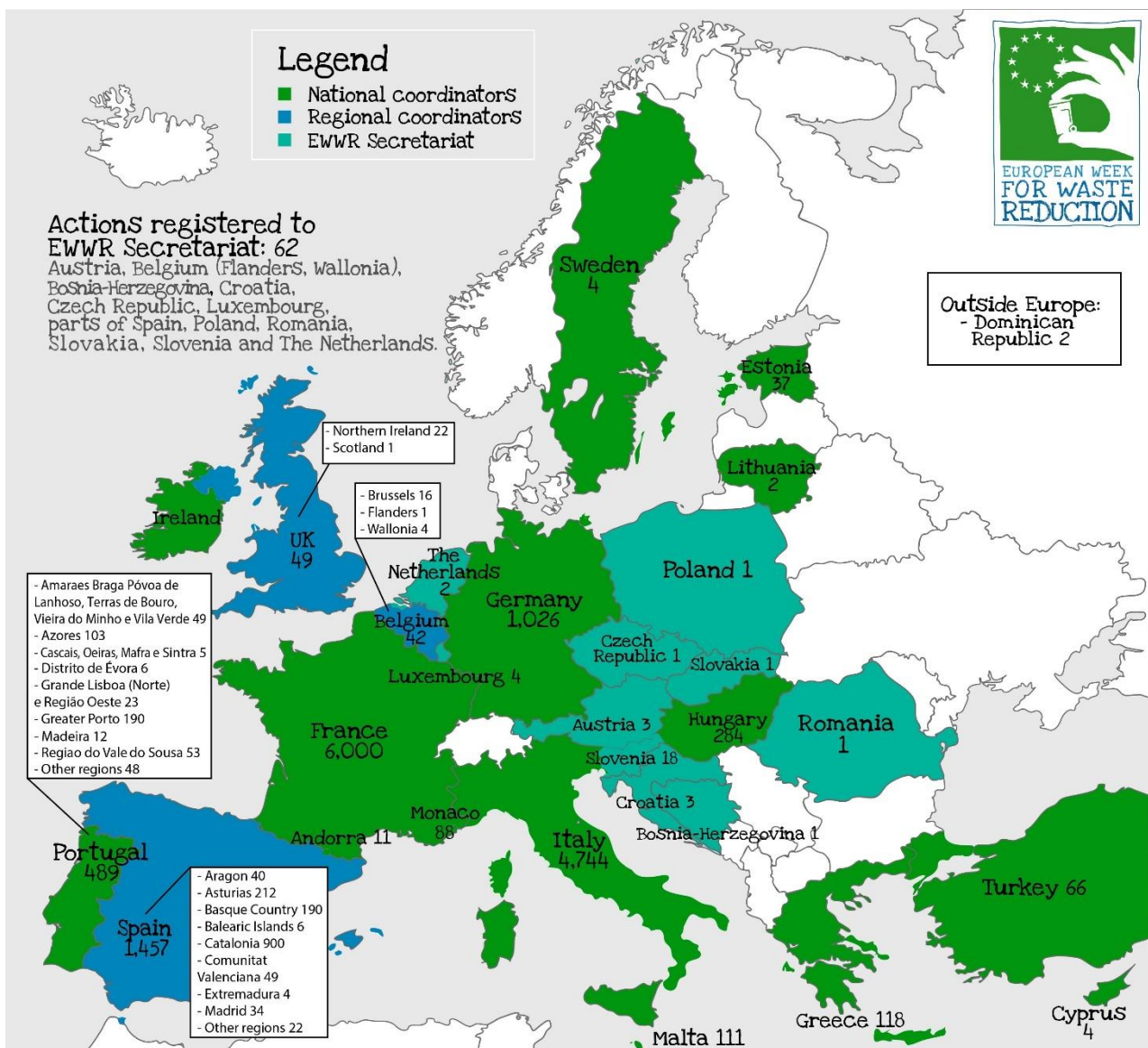
The 15th edition of the EWWR will take place **between 18 and 26 November 2023**.

14.522 EWWR actions will be implemented in 29 countries thanks to the contribution of 35 coordinators.



These actions aim to communicate to the general public, businesses, students, and public authorities the importance of prioritising waste reduction and, when not feasible, emphasising the need to repair and recycle goods.

European Week for Waste Reduction 2023 - Map of actions



Thematic focus: Packaging

Packaging plays a crucial role in our daily lives, serving various functions throughout the product supply chain, from the producer to the consumer. However, packaging has a massive environmental impact. In terms of use of virgin material, **40% of plastics and 50% of paper** used in the EU is destined for packaging, while, looking at the final stage of life, it accounts for **36% of municipal solid waste**.

Between 2012 and 2020, the volume of **non-recyclable packaging increased**. In response, in December 2020, the European Commission set the goal that all packaging should be reusable or recyclable in an economically feasible way by 2030 with the scope to **reduce packaging, over-packaging, and therefore packaging waste**. The role of waste prevention is key to reaching the goal.

This year, the EWWR will focus on **packaging** to raise awareness about its strong **environmental impact**, promoting a more **sustainable consumption and production behavior**. The EWWR 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.

To assist the EWWR action developers in carrying out actions addressing this issue, a number of tools have been developed ([check the yearly communication material here](#)):

- **1 poster** on Packaging;
- **6 Facts** on packaging and packaging waste's environmental impact;
- **1 National initiative:** Bag Swap Station;
- **1 Social media challenge:** #WhyOverPackaging;
- **1 Educational tool:** Packaging Diary;
- **1 Factsheet** with ideas for participation in the campaign.

EWWR Photo Contest

To encourage participants to visually communicate about their actions, the EWWR launches the **#EWWR2023PhotoContest**, which will run from 18 to 26 November.

Everyone who has registered an action for the EWWR, or who is joining one, can take part in the contest by following a few easy rules. The prize? The winning picture will become the new cover photo of the EWWR social media channels and of the EWWR website.

Discover more about the contest [here](#)



The European Week for Waste Reduction

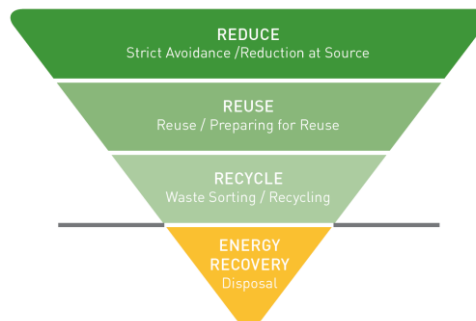
Since 2009 the EWWR aims to:

- **Raise awareness about waste reduction, product reuse and materials recycling;**
- **Mobilise and encourage the public** to concentrate on four key types of actions (see below);
- **Support EWWR participants** with targeted communication tools and trainings.
- **Highlight the efforts of those who make the EWWR possible.**

Our message: 3Rs and a clean-up

The actions implemented during the EWWR address the "3Rs": **Reducing waste, Reusing products, and Recycling materials.** The "3Rs" (in that order) represent the options that the EWWR recommends consumers and decision-makers consider first to reduce waste, in line with the waste hierarchy. In fact, one of the most powerful slogans of the EWWR is that:

'The best waste is the one that is not produced!'



Reducing means using fewer resources in the first place and includes strict avoidance, as well as reduction at source. The second-best option is to reuse products, including preparing products for reuse. The third priority, and last waste management option supported by the EWWR, is materials recycling.

Aside from these, the EWWR also welcomes a fourth type of actions, namely **clean-ups** of different public spaces and ecosystems. With this type of actions, participants contribute to solving the littering problem and also raise awareness about the amount of waste we produce.

Why our message is important

The large amount of waste we generate is a pressing environmental, social, and economic issue in and of itself. It is also a symptom of a bigger problem: unsustainably high levels of consumption, which are associated with the emission of greenhouse gases and other

pollutants, and which in turn cause climate change, environmental degradation, and public health problems.

The extremely warm autumn that we experienced, just after several heat waves in summer, and the increase of the Mediterranean Sea's temperature, raised our attention on the acceleration of global warming. The change of the traditional production and consumption patterns by preventing waste generation, extending the lifetime of products, and closing the loops of materials, while promoting the transition to a circular economy in every sector, have a tremendous potential to mitigate the impact of products. Furthermore, it's important to note that waste management has a rather limited direct impact on carbon emission. Focusing on reducing consumption, extending the lifetime of a product, optimising the recycling of materials is the most effective way to tackle climate change.

The EWWR, since 2009, promotes the waste hierarchy through practical and local actions that aim at spreading the message of waste prevention.

EWWR 15th anniversary celebration

The European Week for Waste Reduction is reaching its teenage years, and we are celebrating this milestone with a series of events and activities. Recognising that a single anniversary party wouldn't suffice for a campaign of this scale, the 30+ coordinators across Europe are channeling their creativity to plan diverse activities that effectively promote the EWWR's waste prevention messages. A dedicated page has been established to compile information on all the events within and beyond the EWWR family that are centered around waste prevention. We welcome suggestions for additional events focused on waste prevention and encourage input from participants and supporters. Check out the [events page](#).



Who is involved in the EWWR and where?

Action developers

They are the heart of the EWWR: they organise and carry out actions on waste prevention,

reuse, or recycling during the EWWR, with the aim of informing people and changing hearts and minds. Action developers can be **individual citizens** or work for



administrations and public authorities, associations and NGOs, businesses, or schools. Each action developer can organise



Pictures of actions implemented across different EWWR editions

one or more actions. The rule to register for the EWWR is: one location, one action.

Coordinators

The EWWR relies each year on dozens of regional and national coordinators, whose importance to mobilising and overseeing action developers cannot be overstated. The 2023 edition was possible thanks to the efforts of **35 coordinators from 19 countries.**

Under the direction of the EWWR coordinators and with the support of the EWWR Secretariat, action developers will carry out their awareness-raising actions from 18 to 26 November:

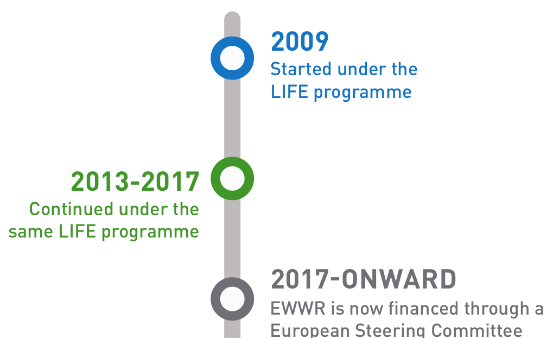
- In territories directly coordinated by national, regional, or local coordinators: **Andorra, Belgium, Cyprus, Estonia, France, Germany, Greece, Hungary, Italy, Lithuania, Malta, Portugal, the Principality of Monaco, Spain, Sweden, Turkey, United Kingdom** and even as far as the **Dominican Republic!**
- The EWWR Secretariat promotes and coordinates the EWWR in those areas not covered by coordinators this year. We have monitored registrations from **Austria, Belgium (Flanders, Wallonia), Bosnia-Herzegovina, Croatia, Czech Republic, Luxembourg, The Netherlands, Poland, Romania, Slovakia, Slovenia, and parts of Spain!**

Annex 1 contains information about the activities implemented in some of the coordinator's territory, including the number of actions registered and a brief description of an interesting action taking place this year.



EWR Steering Committee

Having started off in 2009 as a LIFE project financed by the European Commission, the EWWR has been led by the [EWWR Steering Committee](#) (ESC) since July 2017. The ESC works to coordinate the EWWR and to disseminate and promote the project. The 14 members of the ESC (see their names below) finance the coordination of the EWWR and take the key decisions regarding the campaign. For instance, they decide on the location of the EWWR awards ceremony, which takes place every year in May or June, on the annual thematic focus, and on the communication strategy. [Watch this video to get some inspiring words from the ESC 2021.](#)

Our history



Members of the Steering Committee for the EWR 2023

 <p>www.acrplus.org</p>	<p>ACR+, the Association of Cities and Regions for sustainable Resource management, is an international network of cities and regions that share the aim of promoting smart resource consumption and sustainable waste management through prevention at source, reuse, and recycling. ACR+ aims to develop public authorities' expertise and skills related to waste, product, and resource policies, to encourage practical action in waste management and sustainable consumption, and to promote cooperation and partnership to develop eco-efficient solutions. ACR+ acts as the EWWR Secretariat.</p>
<p>Soutenu par</p> 	<p>ADEME is active in the implementation of public policies in the areas of the environment, energy, and sustainable development. ADEME provides expertise and advisory services to businesses, local authorities and communities, government bodies and the public at large, to enable them to establish and consolidate their environmental actions. As part of this work, the agency helps finance projects, from research to implementation, in its areas of action.</p>



	<p>AICA, the International Association for Environmental Communication (Italy), is a cultural project that aims to understand, study, and promote international environmental communication actions. It creates connections between different actors - institutions, associations, and businesses - at different levels to encourage them to exchange best practices in implementing environmental policies.</p>
	<p>ARC, the Catalan Waste Agency (Catalonia, Spain), is the public entity in charge of the integrated management of municipal, industrial, healthcare, and agricultural waste in Catalonia. The objectives of ARC include the promotion of waste prevention and selective waste collection and stimulating and advising on valorisation, reuse, and recycling, among others.</p>
	<p>Balearic Islands (Spain). The Department of Waste and Environmental Education of the Government of the Balearic Islands exercises responsibility for waste management and prevention, waste legislation, subsidies to promote the circular economy, promotion of environmental sustainability in public and private entities, environmental education and information, and environmental participation and volunteering.</p>
	<p>Bruxelles Environnement – Leefmilieu Brussel (Belgium) is the public administration for the environment and energy in the Brussels-Capital Region in charge of all environmental issues. The institution elaborates and implements the Brussels-Capital resources and waste management plan, aiming to reduce waste production and to sustainably manage the natural resources consumed and the waste produced. It has almost 20 years of practical experience in the area of recycling, reuse, and repair.</p>
	<p>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. Through the KICs, the European Institute of Innovation and Technology (EIT) strengthens cooperation among businesses (including SMEs), higher education institutions and research organisations, forms dynamic pan-European partnerships, and creates favourable environments for creative thought processes and innovations to flourish.</p>
	<p>The Eastern-Midlands Waste Region (EMWR) is one of Ireland’s three waste management regions. The EMWR spans an area equal to one fifth the total area of the country and serves approximately half the national population, or over 2.2 million people. The framework for the prevention and management of waste is set out in the Waste Management Plan, a statutory document underpinned by national and EU waste legislation. The responsibility for implementing the Plan in this region is the Eastern-Midlands Waste Regional Office (EMWRO) and the region’s constituent local authorities.</p>

 <p>European Committee of the Regions</p>	<p>The European Committee of the Regions (CoR) is the voice of regions and cities in the European Union (EU). It represents local and regional authorities across the European Union and advises on new laws that have an impact on regions and cities (70% of all EU legislation). The CoR is a political assembly composed of 350 members and 350 alternates from all EU countries (grouped by political party and headed by the President) who have been elected at local or regional level (for example as Mayors or Presidents of a region).</p>
	<p>The Directorate-General for Environment is the European Commission department responsible for EU policy on the environment. It aims to protect, preserve and improve the environment for present and future generations, proposing and implementing policies that ensure a high level of environmental protection and preserve the quality of life of EU citizens. It also makes sure that Member States apply EU environmental law correctly and represents the European Union in environmental matters at international meetings.</p>
	<p>Intermunicipal Waste Management of Greater Porto in Portugal (LIPOR) is responsible for the management, recovery and treatment of the Municipal Waste produced in the eight associated municipalities: Espinho, Gondomar, Maia, Matosinhos, Porto, Póvoa de Varzim, Valongo and Vila do Conde. Lipor was founded in 1982 as a Municipalities Association and it has implemented an integrated waste management, recovered, developed and built infrastructures and organised awareness campaigns for the population. Every year, LIPOR treats about 500,000 tonnes of municipal waste - MW - that are produced by about one million inhabitants.</p>
	<p>The Environmental Department of the Principality of Monaco assists in developing and implementing Government policy on sustainable development and the environment. It coordinates sustainable development initiatives in the Principality by establishing cross-cutting relationships with the various stakeholders involved and raises awareness on environmental issues. On behalf of the Principality, the department also contributes to the work of international organisations in its area of responsibility</p>
	<p>The German Association of Local Utilities (VKU) is the national association of municipally determined infrastructure undertakings and economic enterprises. These are companies that provide services of general interest in Germany within the framework of local self-government. The 1,450 member companies organized within the VKU are primarily active in the fields of energy supply, water supply and sewage, waste management, municipal cleaning, and telecommunications.</p>
	<p>Wasteserv is responsible for organizing, managing, and operating integrated systems for waste management including minimisation, collection, transport, sorting, reuse, utilisation, recycling, treatment and disposal of solid and hazardous waste. The company also coordinates the export of waste to destinations outside the Maltese islands. The ultimate aim of Wasteserv is to encourage people to make waste management an integral lifestyle practice. The company believes that established objectives will allow it to reach its intended aim.</p>

Contacts:

ACR+ — EWWR Secretariat

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General email: contact@ewwr.eu

Follow the EWWR on:



ANNEX 1

Some words on the actions that will be implemented

To explore all actions registered for this edition, you can browse the [actions database](#).

Andorra

Coordinator: Ministeri de Medi Ambient, Agricultura i Sostenibilitat



The prevention and minimization of plastic waste is a very important issue in the achievement of national goals. This year, 11 activities have been registered on the website, although in reality there are more activities planned. Most of the actions are focused on the focus topic, with raising awareness about correct recycling being a fundamental axis aimed at the various actors involved, such as schools, young people and the elderly. Likewise, the aim was to give visibility to the packaging sorting center to publicize the existing installation in the country. There will also be other reuse actions (clothing market) and recycling (workshops).

More information: <https://www.mediambient.ad/setmana-europea-prevencio>

Belgium - Brussels

Coordinator: Bruxelles Environnement – Leefmilieu Brussel



Brussels is welcoming the Resolutions fair. This fair is a real forum for discovering and finding practical, innovative solutions to make a business more sustainable: local, sustainable, organic sourcing with less packaging and less waste. From content to container.

The fair is aimed not only at those committed to the approach, but also at public authorities, hotels and restaurants, suppliers and retailers who want to improve their practices. GoodFood will also feature prominently at the show, with GoodFood-labelled stands, a conference and producer pitches.

More information: www.bruxellesenvironnement.be or www.leefmilieu.brussels

EWR Secretariat - Europe & beyond

Coordinator: ACR+

ACR+ will represent 62 from countries and without EWR



actions regions

coordinators. This includes 4 actions in Luxembourg, addressing topics like microplastic awareness. We'll also participate in Croatia with 3 actions, including initiatives in restaurants promoting customer reuse through discounts or surprises for bringing their own containers. Other territories covered include The Netherlands, Poland, Czech Republic, Romania, Slovakia, Slovenia Austria, and Bosnia and Herzegovina. Additionally, ACR+ will oversee 22 actions in Spain and 5 in Belgium, in territories not covered by national coordinators.

France

Soutenu par



Coordinator: ADEME (French Agency for Ecological Transition)

SICTOM, the Marsan inter-municipal association for the collection and treatment of household waste, in partnership with the town of Mont-de-Marsan, wants to promote the town's retailers who are taking steps to reduce the amount of packaging on the products they sell. This initiative is also in line with the guidelines of the AGEC law: "avoid unnecessary packaging", "limit packaging consumption", "encourage the development of re-use".

More information: www.ewwr.eu

Retailers' commitment to the EWWR 2023 theme (packaging) will be promoted and initiatives supported if they meet at least half of the criteria defined here:

the business no longer distributes disposable bags, disposable cutlery or paper napkins,
the store offers reusable lunch boxes,
the store offers reusable bags and/or tote bags,
the store allows customers to use their own containers,
the store provides crates and cardboard boxes,
the business allows paper bags to be recycled.

This action will be launched for the SERD 2023 and will continue over several months. Information will be provided through the press and by contacting the associations of shopkeepers and restaurants in Mont-de-Marsan.

More information: <https://serd.ademe.fr/action/campagne-de-valorisation-commerçants-engagés-dans-la-réduction-des-emballages/>

Hungary



Coordinator:
Energy Strategy Institute Non-profit Llc. on behalf of the Ministry of Energy

After last year's popular focus theme (*Circular and Sustainable Textiles*), this year's theme (*Packaging*) of EWWR - which is celebrating its 15th birthday - encouraged many Hungarian action developers to organize voluntary waste reduction actions. A large number of educational institutions take part in the campaign every year, but this time there are quite a few artistic and innovative initiatives among the registered actions.

More information:
<https://szelektalok.hu/hulladecsokkentesisihet2023/>

Italy

Coordinator: Italian Steering Committee



This year's EWWR campaign has highlighted significant progress in forming an extensive network, with a particular emphasis on education, upstream waste reduction, and collective actions. We have witnessed broad participation from companies, schools, non-profit organizations, social media and national TV influencers, all engaged in educational initiatives and projects for reduction, reuse, and recycling. Schools have played a key role, introducing innovative projects such as Eco-Friday with packaging free-snacks, campaigns for bulk detergents and reusable bottles, zero-waste shops maps, as well as creative lessons on packaging upcycling. Other initiatives included video conferences on the theme of packaging, self-production, and guided tours to reduce the use of packaging, alongside engaging art and poetry to enhance awareness. The EWWR 2023 has also fostered the birth and development of new associations and initiatives, demonstrating its lasting impact beyond the week of events. This year, we have seen a significant increase in start-ups and companies' entrepreneurial ideas focused on the reuse and sustainable packaging. Some initiatives are online: webinars, conferences, and many citizens took part in a social media challenge that we created specifically to stimulate the participation of citizens and youth. This 15th



waste reduction campaign is once again an opportunity to strengthen existing collaborations, create new bonds among different sectors, and promote a daily commitment to environmental sustainability, thanks to the collective efforts of our participants.

More information: www.envi.info

Malta

Coordinator: WasteServ Malta



A very commendable number of actions from all categories in Malta has been registered. This increase in actions is also complemented by a surge in innovation and quality. From a proper circular fashion show, to interactive social media campaigns, to pupils producing seed packaging and attending interviews on local TV stations, to workshops for prospective environmental activists delivered by popular influencers, to major local companies showcasing their waste reduction commitments in the past years, to establishments investing in new systems to totally eliminate packaging waste when serving food... this will surely be one of the best EWWR yet!

More information: www.wsm.com.mt or our Facebook page: European Week for Waste Reduction Malta.

Principality of Monaco



Coordinator: Environment Directorate

La SERD nous invite à repenser notre « mode » de consommation et à découvrir des solutions plus durables en limitant l'utilisation des emballages et en devenant éco-responsables.

La thématique choisie pour l'édition 2023 correspond à un sujet pour lequel la Principauté est très engagée dans le cadre de sa politique « zéro déchet de plastique à usage unique à horizon 2030 »



More information: <http://www.gouv.mc>

Portugal - Azores



Coordinator: Autonomous Region of Azores - Environment Regional Directorate

There are 103 educational activities on the five thematic focuses, comprising 87 action developers (all categories). The proposed actions are very diversified, such school action, cleaning of public spaces involving walks (plogging), visits to Waste Processing Centres, actions to raise awareness of waste from disused medicine packaging in pharmacies on the islands, raising fishermen's awareness of the issue of packaging waste, initiation Workshop, patchwork - Christmas ornaments, lecture on waste sorting (packaging), unwrapped shared snack, coastline cleaning, excess packaging" exhibition – photography, waste from school grounds and puppet play "we can help save the planet".

Portugal - Região do Vale do Sousa



Coordinator: Ambisousa

We have 53 actions recorded.

Within this year's theme: "Packaging" we will have in Vale do Sousa a very wide range of actions, which include, for example, the creation of a "Puzzle'art" puzzle with an entire group of schools working towards the same puzzle; "Construção de um Robot"; "Diário de Embalagens: Menos Embalagens"; realization of "Presépio com Arte"; build "Símbolos Matemáticos" and "Brinquedos com Arte"; "Transportes Embalados"; "Embal'Art" among others.

Outside of this year's theme, but always framed from the perspective of prevention, we also have actions such as

More information: <http://azores.gov.pt/Gra/srrn-residuos/>

"Montagem do Comboio das Cores", "Construção da Casinha da Saúde", "Natal com Arte", "Reciclar com Imaginação", "Quizz: Os Nossos Resíduos", "Keep Your School Clean", "Plogging: Resíduos nos sítios certos", "Palestra: O Valor da Compostagem", "Elaboração de objetos em 3D", "Jogo de Tabuleiro: Jogo da Prevenção de Resíduos", "Escolhemos Reciclar", "Lanternas Mágicas", among many others.

All actions are carried out in order to sensitize the largest number of people to acquire new and better habits for the Planet.

See all the places where the actions registered in Vale do Sousa will take place at: https://ewwr.eu/actions-db/?filter_country_and_regions=portugal-regiao-do-vale-do-sousa

More information: www.ambisousa.pt

Spain - Aragón



Coordinator: Gobierno de Aragón (D.G. Cambio Climático y Educación Ambiental)

A total of 39 awesome actions registered, mainly by schools, local entities and associations. Many actions related to packaging, such as making snack bags, promoting the use of reusable bottles and encouraging packaging-free purchasing. But also swap markets, upcycling workshops and exhibitions to raise awareness over waste management.

More information: www.aragon.es

<https://www.aragon.es/-/semana-europea-de-prevencion-de-residuos>

Spain - Asturias



Coordinator: COGERSA

Once again, citizens of Asturias have shown their commitment with the EWWR. Among the 212 actions registered in this edition, we would like to make special mention of the collaboration between our organization and 10 different councils. By the title "¡No te dejes envolver! Un planeta sin residuos", we create a sculpture that represents a planet full of packaging and move it around different cities to encourage people to reduce their waste in order to become a more sustainable society. This action also involves schools and associations in order to reach out to all spheres of society.

Check out all the actions in the link below:

<https://sepr-asturias.es/participa/>

More information: www.cogersa.es/

Spain - Balearic Islands



Coordinator: Govern de les Illes Balears (Conselleria de Medi Ambient i Territori)

Spain - Basque Country

Coordinator: IHOBE - Basque Government Environmental Agency



As we have been doing in recent years, we participate in the organization of activities during the EWWR. This year, 6 actions have been registered in the islands of Mallorca, Menorca and Ibiza. The actions are related to the reduction of the use of plastics and packaging and coastal cleaning actions.

More information:

<https://www.caib.es/sites/puntinformacioambiental/ca/ewwr2023/>

Spain - Catalonia



Coordinator: Agència de Residus de Catalunya (Catalan Waste Agency)

Catalonia encourages citizens to achieve sustainable consumption and production models. More than 900 actions during EWWR done by 236 entities, such as schools, public administrations, associations and enterprises, will fight together against overpackaging and single use products.

Barcelona will launch the XV EWWR with a huge performance, with 30 stunning images to visualize the impact and consequences of packaging waste generation, with their alternatives and relevant innovative solutions promoted. The aim is to change the situation into a more inspiring future. Don't get wrapped out!

More information: residus.gencat.cat/setmanaprevencio

Sweden



Coordinator: Avfall Sverige, delegated by the Swedish Environmental Protection Agency

Packaging prevention and recycling are crucial for reducing environmental impact. We are pleased that a lot of EU- and Swedish legislation is pointing at this - both this and the EWWR-project

This year in the Basque Country 190 actions have been collected that have been characterized by a leap forward in terms of the power and effectiveness of awareness messages. Special mention should be made of the LCUE actions which this year have had a significant impact, with a total of 110 actions being carried out. The increase in actions in general, such as those of the LCUE, demonstrates the involvement of the different social actors of the Basque Country in the field of environment and sustainability, highlighting the fight against waste.

More information:

www.ihobe.eus

Spain - Comunidad de Madrid



Coordinator: D.G. for Environment and Sustainability, Community of Madrid

One more year, the Community of Madrid will have a large number of actions to be carried out during the EWWR. The actions are many and of a very diverse nature. Among the registered actions we can find from technical conferences aimed at professionals for more playful and fun actions to raise awareness among the little ones.

More information: www.comunidad.madrid

Turkey



Coordinator: Marmara Municipalities Union

Projects from all action developer categories have been received by Marmara Municipalities Union, which covered a wide range of activities both focusing on packaging and

supports the municipalities in their work for a more sustainable society.

More information: www.avfallsverige.se

waste reduction, involving all segments of society (children especially and general public as well as business sector). Actions in general may be summarized as large scale campaigns to draw attention to reducing the use of single-use plastic products, exhibitions, trainings, fashion shows, competitions, exchange events, workshops, placing wastematic units in schools, building huts for animals, raising awareness among students, involving housewives especially promoting daily habit changes in houses for packaging waste, informing citizens through social media, etc.

More information: www.en.marmara.gov.tr

UK - Northern Ireland



Coordinator: Sarah McGeough Behavioural Change Project Manager WRAP (Waste Resource Action Programme) Northern Ireland

In Northern Ireland we have 43 fabulous actions registered and many taking part in exciting EWWR events, organised by Local Authorities, Charities and Educational establishments! With lots of clothes swaps, upcycling and mending workshops, panel discussions, film screenings, litter picks and community fridge and pantry schemes! All with the one aim to raise awareness and action to reduce, reuse and recycle.

More information: www.wrapni.org.uk

UK - Scotland



Coordinator: Zero Waste Scotland

Zero Waste Scotland are committed to providing businesses with a clear understanding on how they can make positive changes which will help make a significant impact to Scotland's Circular Economy. They are holding a webinar covering the Single-Use Plastics Ban, which came into effect a year ago, and showcasing examples of organisations implementing a reusable cup scheme to help tackle the consumption of single-use cups.

Sign up for the webinar on 22nd November.

More information: www.zerowastescotland.org.uk