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ASSOCIATION
OF CITIES
AND REGIONS
FOR RECYCLING
AND SUSTAINABLE
RESOURCE
MANAGEMENT



European Week for Waste Reduction EWWR

Pilar Chiva – ACR+ General Assembly – 08/10/2009



EWWR

A 3-YEAR PROJECT (2009 – 2010 – 2011)

→ Partners:

- ▶ French Agency for the Environment and Energy Management – ADEME (coordinator)
- ▶ ACR+ (technical secretariat)
- ▶ Brussels-Capital Region (IBGE)
- ▶ Region of Catalonia (Catalan Waste Agency, ARC)
- ▶ Greater Porto (LIPOR)

→ Support of LIFE+ « Information and Communication » programme





Objectives

- put forward the concept of waste prevention during a whole week
 - ▶ under the coordination of national, regional or local public authorities
 - ▶ through awareness-raising actions organized by a variety of project developers: administrations, NGOs, companies, schools, universities, etc.
 - ▶ targeted at a variety of audiences: the general public, employees, schoolchildren, etc.
 - ▶ in different European countries

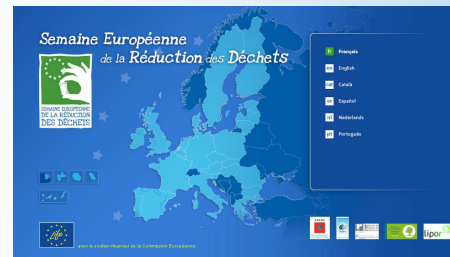


2009 Organizers

MORE THAN 20 ORGANIZERS IN 10 COUNTRIES

- Andorra
- Belgium: Brussels Capital Region, Flemish Region, Walloon Region
- Estonia
- France
- Ireland
- Italy
- Spain: Asturias, Catalonia, Gipuzkoa, Iles Baléares, Navarra, Valencia
- Portugal: national, Greater Porto
- Sweden
- United Kingdom: Belfast, East England Region, Scotland and Wales

In areas which do not have an official organizer, participation is also possible through the EWWR Secretariat (ACR+)



A common set of communication tools





Role of ACR+



- Promotion of EWWR across Europe
- Coordination of contacts with EWWR Organizers
- Practical organization the Week
- Website development and maintenance
- Communication tools and strategy
- Co-organization of EU Waste Reduction Awards