

<https://ewwr.eu/thematic-focus/2020-invisible-waste/>

INVISIBLE WASTE

Did you know that to manufacture a smartphone weighing less than 200 grams and coming in a small package, an unbelievable [86 kilograms](#) of waste are produced? **What you see is not always the true heavyweight...** “Invisible waste” refers to the large amount of waste generated during the manufacturing process of products. A big share of invisible waste cannot be recycled and ends up in landfills and incinerators. Along with the waste footprint come also the impact of the Co2 generated and a burdensome cost for climate. For a sustainable production and consumption, products must have a longer service life, be easier to repair and recycle, and ultimately be completely non-toxic the day they are recycled. Increasing product service life reduces the need for new production and thereby the quantity of waste produced through manufacturing.

What can I do about it?

This year, the EWWR challenges you to get informed and raise awareness on the huge amount of waste that we all unconsciously generate. We need to make this waste visible in order to make informed decisions when choosing which product to purchase, and take responsibility for our footprint. **Producers, consumers, decision-makers, we all can take action to reduce the invisible waste.** Extending the life of products by reuse and repair, buying second-hand, renting and sharing products rather than owning them, obtaining an eco-label and joining producer responsibility’s schemes... The list is long!

A set of tools have been developed to support you in learning and communicating about this theme. **Do you dare to know what your real weight is?**