



PRESS FILE



Awards of the European Week for Waste Reduction 2017





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KEY FACTS

The European Week for Waste Reduction 2017

- ✓ 13,410 actions implemented – *New Record!*
- ✓ With the cooperation of 40 Coordinators
- ✓ In 30 countries

The EWWR Awards nominees:

- ✓ 82 nominees
- ✓ 10 finalists
- ✓ 6 winners

Topics of the actions:

- ✓ Reduce
- ✓ Reuse
- ✓ Recycle
- ✓ Clean-ups



A. Who are the EWWR 2017 Awards Winners?

The **EWWR 2017 Awards Ceremony** took place on **22 May 2018**, at the **European Committee of the Regions in Brussels**. There, the greatest Action Developers of the last EWWR edition were rewarded by our distinguished Jury.

The 9th edition of the EWWR Awards Ceremony was organised during the EU Green Week in presence of many EWWR Coordinators and Action Developers. The Commissioner for Environment, Karmenu Vella, Michel Lebrun (Head of the Belgian Delegation, Committee of the Regions) and Josep Maria Tost i Borràs (ACR+ President) opened the Ceremony and welcomed the participants to this great EWWR celebration.

Here are the winners and finalists of the EWWR 2017 per category:



- In the **Public Administration and organisation** the winner is [La LouvièreR3: zero waste objective](#), implemented by the City of La Louvière (Wallonia, Belgium)
The finalists are [London Upcycling Show](#), implemented by North London Waste Authority, (United Kingdom) and [Resterkocken](#), implemented by Sysav (Sweden)
- In the **Association/NGO category** the winner is [Jo Sóc Coco Campaign \(Conscious Consumption\)](#), implemented by Rezero (Catalonia, Spain)
The finalists are [Be a Frångaroo - always bring your bag with you!](#), implemented by Bluepingu e.V. (Germany) and [Giving laptops a second chance!](#), implemented by Agara Foundation (Malta)
- In the **Business/Industry category** the winner is [Unpacked – directly into the pot!](#), implemented by Hertel Verwaltungs GmbH (Germany)
The finalists are [Digital devices reuse from technological companies for its refurbishment and repair to NGO](#), implemented by Real Foundation dreams (Catalonia, Spain) and [Environmental awareness for workers and contractors](#), implemented by OPEL España S.L.U. (Aragón, Spain)



- In the **Educational Establishment category** the winner is *Designing orthopaedic and medical devices reusing materials*, implemented by IES Comte de Rius (Catalonia, Spain)
The finalists are *Schools Soup-a-thon*, implemented by Carluke Primary School/Chefs @ Schools (Scotland, United Kingdom) and *Sustainable development begins with education*, implemented by IES Valle de Aller (Asturias, Spain)
- In **Citizen(s) category** the winner is *Anti Black Friday Gorilla Campaign*, implemented by Conscious Cup Campaign, Ireland
The finalists are *An Entire Island for Nature*, implemented by Daniela Malanchini (Azores, Portugal) and *Waste Reduction in Everyday Life: A Step-by-Step Guide*, implemented by Marlena Sdrenka (Germany)
- The **European Special Prize** winner is *Coffee-to-go-nochemol (Coffee to go – once again)*, implemented by the Eurodistrikt Strasbourg-Ortenau (France and Germany)

For more details about the winners and finalists, see [section D](#). For the full list of EWWR Awards Nominees see the [Annex 1](#).

Congratulations to them all!



B. The EWWR Awards: How does it work?

The categories

Every year, our Coordinators pre-select a maximum of 5 actions (1 per category of Action Developers), which took place within their territories, and put them forward as EWWR Awards Nominees. The categories of Action Developers are:

- Public Administration and Organisation;
- Association/NGO;
- Business/Industry;
- Educational Establishment;
- Citizen(s);

In addition, this year a European Special Prize was awarded to the action that best contributed to the European spirit.

Out of 82 actions submitted by EWWR Coordinators to run for the EWWR Awards this year, two actions per category were chosen as finalists and one as winner as well as one winner for the European Special Prize. **16 actions in total were rewarded during the EWWR Ceremony.**

The EWWR Jury

The actions are chosen by the EWWR Jury, composed personalities from the environmental sector who are recognised at European level, as well as professionals in the field of waste management. They are in charge of examining the shortlisted actions (those pre-selected by the EWWR Coordinators) and of designating a winner in each of the 6 categories.

This year our distinguished Jury members, appointed for each of the Action Developers categories are:

- Public Administration and Organisation: **Michel Lebrun**, Head of the Belgian Delegation, European Committee of the Regions;
- Association/NGO: **Piotr Barczak**, Project Officer for Air and Waste at EEB (European Environmental Bureau);
- Business/Industry: **Clemens Rosenmayr**, Advisor, EU Affairs for Energy & Environment, Eurochambres (The Association of European Chambers of Commerce and Industry);
- Educational Establishment: **Malgorzata Luszczyk**, International Young Reporters for the Environment Director, FEE (Foundation for Environmental Education);
- Citizen(s): **Simona Bonafè**, MEP, ENVI Committee, European Parliament;
- European Special Prize: **Gunther Wolff**, Policy Officer, DG Environment, European Commission.

The criteria

To select the finalists and winners of the EWWR Awards, the Jury follows the EWWR selection criteria:

- ✓ Visibility and communicational aspects;
- ✓ Quality of content
- ✓ Originality and exemplarity;
- ✓ Lasting impact & follow-up.



C. What happened during the EWWR in 2017?

The **European Week for Waste Reduction (EWWR)** is an initiative promoting the implementation of awareness-raising actions about sustainable resource and waste management every year during the last week of November. It encourages a wide range of audiences (public authorities, private companies, civil society as well as citizens themselves) to get involved. The EWWR was originally launched in 2009, then renewed in 2013 and is now led by the EWWR Steering Committee (ESC).

The 9th edition of the EWWR took place **from 18 to 26 November 2017**.

During the 2017 edition, **13,410 actions were implemented in Europe and beyond** in the scope of raising awareness to reduce the municipal waste generated each year in the 28 countries of the EU.



Our EWWR Coordinators

The European Week for Waste Reduction 2017 was organised by **40 Coordinators across 30 countries**:

- In territories directly coordinated by national, regional or local Coordinators: **Austria, Belgium, Bulgaria, Cyprus, Estonia, France, Germany, Greece, Hungary, Ireland, Italy, Lithuania, Malta, Poland, Portugal, Slovenia, Spain, Sweden** and the **United Kingdom**. Although no actions were officially registered there in 2017, the EWWR was also coordinated in **Czech Republic** and **Latvia**.
- Moreover, outside the boundaries of the European Union, actions for the European Week for Waste Reduction were coordinated in **Andorra and Iceland**.
- The EWWR Secretariat has promoted and coordinated the EWWR in those areas that were not covered by a EWWR Coordinator. We received projects from **Croatia, Denmark, Finland, Macedonia, the Netherlands, Norway, Romania, Serbia**, and reaching as far as the **Dominican Republic**!

Our Action Developers

With the support of the EWWR Coordinators and of the EWWR Secretariat, a **variety of Action Developers**, including administrations, associations and NGOs, businesses, educational establishments, citizens, were involved in the EWWR 2017. By carrying out awareness-raising actions on the "3Rs", Reduce, Reuse and Recycle, Action Developers targeted various audiences, from employees and customers to children and students.

These actions ranged from simple e-mails to comprehensive awareness-raising campaigns, focusing on the various stages of a product's life cycle: from production, consumption and reuse to selective collection and recycling. The actions focused **on one or several of the four following themes**:

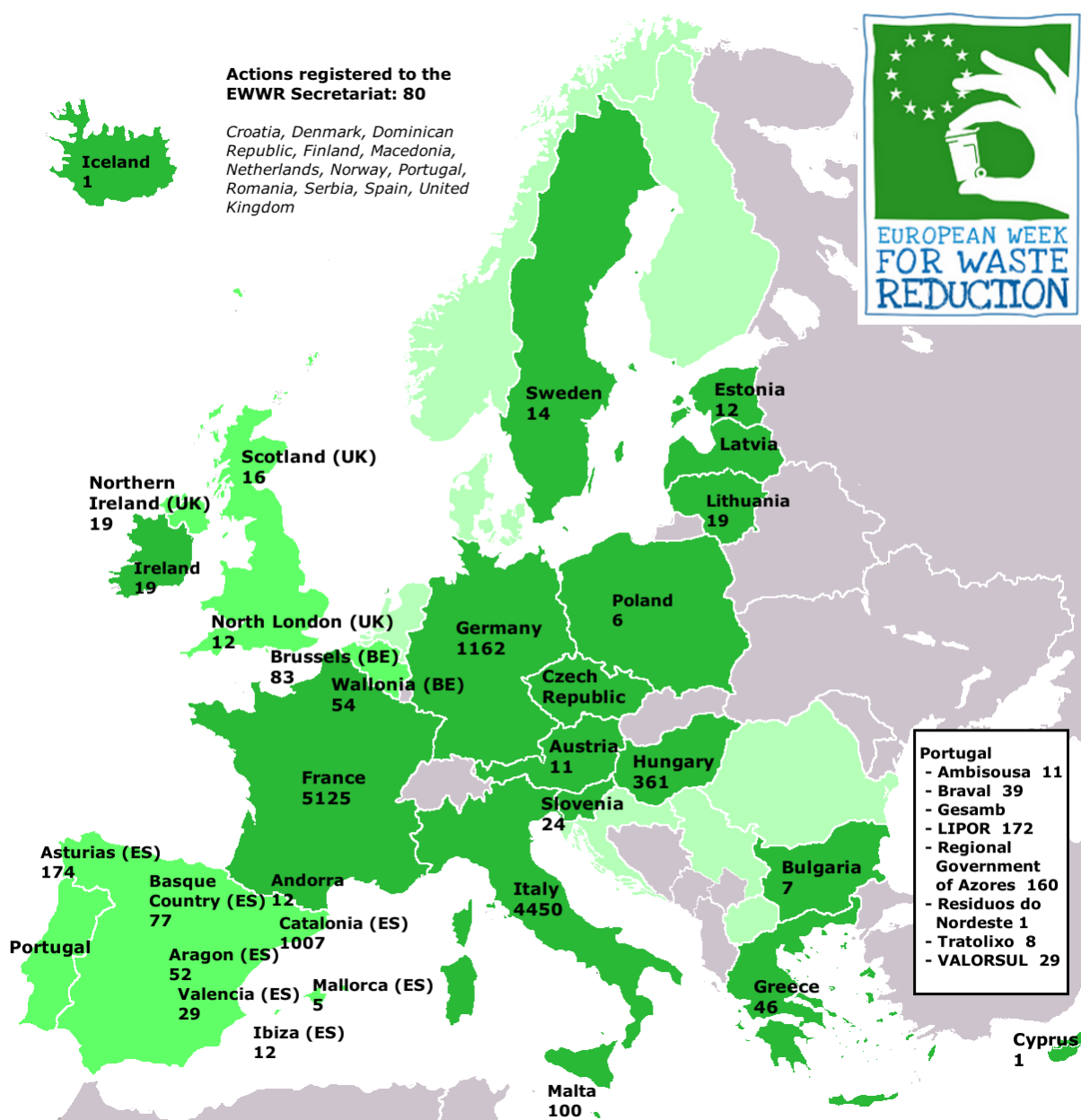


Waste reduction, Product reuse, Material recycling, and Clean-Up. In addition, the 2017 edition of the EWWR put a specific emphasis on the topic of [Reuse and Repair](#) with the slogan Give it a new life! which many Action Developers fully embraced.

We invite you to have a look at the [comprehensive press file](#) issued after the EWWR 2017, where you will find a broad overview of what happened in the Coordinators' territories.

**Join us for the 10th edition of the EWWR
from 17-25th November 2018!**

European Week for Waste Reduction 2017 - Map of Actions



D. Who are the stars of the EWR 2017 Awards!

► Administration/Public authority category

Winner: La Louvière³: zero waste objective

City of La Louvière (Wallonia, Belgium)



For several years, the City of La Louvière has been committed to implement a responsible policy of waste reduction by investing in actions and awareness campaigns in terms of prevention, re-use and recycling. Thus, in the context of the EWR 2017, the Environment Department proposed to provide information, advice and tips enabling citizens to produce less waste when shopping without diminishing their "comfort". To do this the Environment Department organised the week around the R³ approach: Reduce, Reuse and Recycle. The activities focused on four aspects:

1. Primary Schools: "A Zero Waste Week at School!";
2. Citizens: Zero Waste conference, Zero waste cooking lessons, natural cleaning products workshop, natural "winter" cosmetics products workshop, awareness stands;
3. Communication: A Waste Reduction Guide, book presentation about Zero Waste cooking, guide to reducing waste in 2017 with experiences from families that have tried the zero waste experience;
4. Local shops: Launch of a Zero Waste label.

Find out more about this action in the [good practice document](#) and read our [interview](#).

Finalists:

London Upcycling Show

North London Waste Authority (London, United Kingdom)



The London Upcycling Show was an event that aimed to give people the opportunity to learn, celebrate and experience the best of upcycling and giving furniture a second life, to highlight and encourage upcycling, repair and reuse of unwanted household items, to help to preserve valuable resources and to divert reusable items from disposal.

The show consisted of the following elements:

1. An upcycling competition for residents in the run up to the exhibition with five categories of furniture that could be upcycled;

2. A one-day event featuring the judging of the competition, announcement of winners and award of prizes, demonstrations and workshops with active involvement of participants, exhibits from a range of reuse, repair and upcycling organisations of furniture, textiles, electrical items and home wares.

Find out more about this action in the [good practice document](#) and read our [interview](#).

ReSterkocken

Sysav (Malmö, Skåne, Sweden)

ReSterkocken project (a word play on Masterchef in Swedish) was a fun and creative challenge for children and adolescents aged 10-15 years. The competition was about sharing their best leftover food recipe as picture, film or text at resterkocken.se. The whole project was simple. It was about showing what to cook for a good deal of the remnants and the food that is getting old. The students' innovative recipes and dishes of leftovers were shown on footage. For example, bananas that had turned brown were used for baking, vegetables forgotten in the fridge were used as pizza toppings etc. The competition entries were developed both at home and in schools – with entire classes contributing in some entries.



Find out more about this action in the [good practice document](#) and read our [interview](#).

► Association/NGO category

Winner: Jo Sóc Coco Campaign (Conscious Consumption)

REZERO (Catalonia, Spain)

As part of the Jo Sóc Coco campaign, Rezero organised several initiatives. Notably a public presentation and press conference to unveil the "Objective #Rezero" web series. The web series is the first European web documentary on waste reduction that features five families undertaking a challenge: to go 30 days without generating waste. It focuses on the daily lives and routines of different types of families in different parts of Catalonia. The main aim of the web series is to promote the Zero Waste lifestyle by disseminating practical information and the virtues of this lifestyle in a positive, empathetic and attractive way. The goal is to empower citizens in order to foster waste reduction and reuse.



Additionally, a presentation of a series of impact photo was held with the aim to show the amount of waste that is typically produced by the five family types followed in the web documentaries. It depicted the amount of waste one month before and one month after the challenge.

Find out more about this action in the [good practice document](#) and read our [interview](#).

Finalists:

Be a Frängaroo - always bring your bag with you!

Bluepingu e.V. (Bavaria, Germany)



The main aim on the initiative was to encourage people to reuse their bags and coffee-to-go mugs on a daily basis in bakeries and coffee shops. To make this simple and fun Bluepingu e.V. created bags and mugs with the Franconian marsupial the "Fränguru" (Frängaroo) and distributed them for free in 17 shops and bakeries. In total 500 reusable bags for bread were handed out. Each bakery had its own "patron" – a person from their group of volunteers, who was a contact person responsible for answering questions around the reusable bags that customers had and a local motivator during the EWWR. Each customer who used the reusable bag frequently got a

reusable coffee-to-go cup made out of bamboo material as a reward for his or her efforts. After the EWWR, 250 orders for more bags were made. The organisation plans to continue working on this and also expand by offering reusable bags for vegetables in the supermarkets.

Find out more about this action in the [good practice document](#) and read our [interview](#).

Giving laptops a Second chance!

Agara Foundation (Malta)

The PoléPolé campaign is Agara's current project, started in the beginning of 2016. PoléPolé aims to gather numerous projects that are similar in nature but implemented in different locations. All projects are focused on providing laptops to schools or rehabilitation centres, or any other similar entity which is already up and running and whose plan is to continue its activities.

Almost all the laptops for Agara's PoléPolé campaign are donated by individuals and companies. Agara collects these laptops for repair and reuse and prevents them from being tossed by the companies and individuals. The repaired items are then distributed to the PoléPolé projects. The laptops that Agara does not manage to repair are dismantled and used as parts to fix other laptops. Up until now, over 60 laptops were collected, of which 40 have been repaired and donated to one of the selected projects carried out locally and internationally.

During the EWWR 2017, Agara carried out a one-week awareness raising campaign to promote the topic of "Reuse and Repair – Give it a new life". During which it also collaborated with Vodafone Malta and collected electronics for repair from the company.

Find out more about this action in the [good practice document](#) and read our [interview](#).



► BuSineSS/Industry

Winner: Unpacked - directly into the pot!

Hertel Verwaltungen (200 stores in Germany)



Hertel Hähnchen – Hertel Chickens – sells cooked or grilled chickens all over Germany, often in front of big shopping malls or supermarkets. They sell chickens in big cities but also in villages and remote areas of Germany. Usual packaging is a complex construct made of a plastic bag that keeps the warmth of the chicken and another plastic bag to transport it. During the EWWR, all customers were asked to bring their own pot in order to buy a chicken. The company counted the participating customers, then counted the money that was saved from the packaging, and donated that money to the environmental NGO NABU in order

to support their projects of protecting the rivers and seas from plastic.

Have a look at the [good practice document](#) for this action and read our [interview](#).

Finalists:

Digital devices reuse from technological companies for its refurbishment and repair to NGO

Fundación real dreams (Catalonia, Spain)

The project donalo.org developed by Fundación real dreams in collaboration with eReuse, CTecno and La Nau, established collection points for digital devices in 20 companies, mostly public administration and technology companies in Catalonia. This has led to the collection of 2,339 kilograms of electronics, which were then prepared for reuse and donated to NGOs. To ensure the traceability of the donated digital items, the eReuse.org tool was used. This enabled them to monitor the geographical places, reuse agents and the final receivers of the recycled objects. It also allowed them to be accountable for their donors and give them environment and social indicators for their Corporate Social Responsibility (CSR).



Despite the fact that this action was executed on a small scale, it offers a model that can be replicated in other European locations. The model that has a positive impact on three main aspects: 1) environmental protection; 2) generation of local economy, namely that 40 devices refurbished and re-sold to NGOs at subsidized prizes allowed them to generate jobs and 3) social aspect that addresses the NGO digital gap.

Have a look at the [good practice document](#) for this action and read our [interview](#).

Environmental awareness for workers and contractors

OPEL España, S.L.U. (Aragon, Spain)



Achieving excellence in environmental and energy management requires the involvement of the entire organization. This is why Opel España and the Zaragoza plant participate and support different initiatives in order to develop environmental awareness among its employees, contractors, suppliers and students.

They have been involved in the EWW since 2012 and during the last EWW in 2017 they organized a full week of different environmental awareness activities on various waste prevention themes, such as:

1. Exhibitions about cardboard and plastic recycling
2. Paper saving publicity
3. Product exchange SharePoint (empowered by a web application)
4. Zero waste meals in two canteens of the factory
5. Clothes and plastic caps collection points
6. Videos about food waste reduction in Zaragoza city
7. Facebook photo contest

Have a look at the [good practice document](#) for this action and read our [interview](#).

► Educational Establishment

Winner: Designing orthopaedic and medical devices reusing materials

IES Comte de Rius (Catalonia, Spain)

The school developed a solidarity project aiming to improve mobility of the elderly who are using wheelchairs in the streets while raising the awareness of students on waste prevention and reuse. To do so, the blinkers were created to be set on to the wheelchair that help to indicate the turning direction and thereby let the elderly circulate more safely using only reused and recycled materials. The main goal was to improve the living standard of the elderly through innovation created by our students. During the project, students designed and 3-D printed a system of blinkers and reversing lights with an autonomous battery of an electrical bicycle. Additionally, the students developed a remote light control mobile application as well as a multisensory experience for Alzheimer patients used recycled materials.



Have a look at the [good practice document](#) for this action and read our [interview](#).

Finalists: Schools Soup-a-thon

Carluk Primary School / Chefs@Schools (Scotland, United Kingdom)

The 'soup-a-thon' programme focused on a theme of food waste prevention. As part of the initiative 4 soup recipes for using up vegetables that are often forgotten in the fridge were created. Furthermore, workshops in different schools teaching basic cooking skills as well as the impacts of food waste in Scotland were organised. They showed the children how simple things like using our freezers better can be effective at preventing waste, saving money and saving the planet! The action was twinned with Sant Josep School in Catalonia, Spain and had the pupils try out saying different words in Catalan – "no food waste" was a bit too much for the Scottish pupils but they loved trying out "soup" and "freeze". The EWWR was just the beginning; since November 2017 a number of workshops were organised in over 8 schools reaching 456 children. The programme will continue throughout the Scottish Year of Young People 2018 in a bid to raise awareness of food waste and to ensure that children gain lifelong skills from our project.



Find out more about this action in the [good practice document](#) and read our [interview](#).

Sustainable development begins with education

IES Valle de Aller (Asturias, Spain)

The project comprised of a series of simple, practical and useful activities intended to raise awareness about the issue of waste. Additionally, it aimed to promote the 3Rs approach: reduce, reuse and recycle as well as encourage pupils to use it in their daily life.

Firstly, a campaign fighting against obsolescence and promoting recycling and reduction was carried out. Secondly, the school took some action to start reusing paper as well as promoted reuse in general by organising a collection campaign of used clothes and toys to be donated to the EMAUS association. Lastly, sustainability topic was addressed in the canteen at school, by encouraging the use of local products, banning the packaged juices as well as pastries cooked with palm oil.



Discover the [good practice document](#) for this action and read our [interview](#).

► Citizen(s)

Winner: Anti Black Friday Gorilla Campaign

Conscious Cup Campaign (Eastern Midlands, Ireland)

The Conscious Cup Campaign held an anti-Black Friday 'guerrilla' public awareness event in Dublin's Wolfe Tone Square. One of the busiest shopping days of the year was chosen in order to create greater awareness of the significant negative impact from the manufacture, distribution and disposal of single use items such as a coffee cup and the effect it has on our environment and climate change. Shoppers in the streets who completed an informative questionnaire and signed a "Pledge to Carry Your Cup" were awarded their very own reusable cup. Over 450 cups were issued to those who took the pledge on the day. Additionally, a team of promotional staff from Dublin's leading radio station Q102 Blue Crew created great excitement around the event.



Have a look at the [good practice document](#) for this action and read our [interview](#).

Finalists:

An Entire Island for Nature

Daniela Malanchini (Azores, Portugal)

"An Entire Island of Nature" is a project that united 61 different institutions on the island of Santa Maria in the Azores. Both public and private entities participated in the initiative to make the island greener. During the project, 363 shopping bags were made by reusing animal feedbags. The reused bags were put on display during an exhibition at the Municipality of Vila do Porto. At the end of the exhibition, the bags were offered for sale to the public for a symbolic 1 euro price. The collected money was then donated to the municipal kennel.

Find out more details about this action in the [good practice document](#) and read our [interview](#).



Waste Reduction in Everyday Life: A Step-by-Step Guide

Marlena Sdrenka (Hamburg, Germany)



As part of the EWWR 2017 Marlena Sdrenka gave a talk at one of Hamburg's bulk stores and did a free give-away for her one-on-one consultations. The seminar was structured as a clear step-by-step guide on how to incorporate more sustainable habits into your daily life. The goals of these talks are to: inform people and raise awareness; support changes in their everyday lives; motivate and inspire to change for a more sustainable lifestyle; foster exchange by offering an online community for people to connect, exchange experiences and motivate each other.

The talks commence by covering some data and overview of the reasons why we are even talking about waste reduction, what the motivation and issues are and why it is a relevant topic. Then, the step-by-step guide is split up into a section on how to reduce waste in the kitchen and a second one in the bathroom.

Find out more about this action in the [good practice document](#) and read our [interview](#).

► European Special Prize

Winner: Coffee-to-go-nochemol

Eurodistrikt Strasbourg-Ortenau (Kehl, Germany and Strasbourg, France)

During the EWWR 2017, the Eurodistrict Strasbourg-Ortenau launched a project on returnable coffee cups on the German and French territories. It was foremost a communication campaign aiming at raising awareness of clients and of vendors of coffee-to-go and finding a way on how to reduce waste caused by one-way coffee cups on the common German-French territory. The project consisted of two key elements: the communication kit and the development of hygiene recommendations.



In terms of communications, the project team developed a common slogan: "coffee-to-go-nochemol". "Nochemol" means "again" in the Alsatian and Alemannic dialects. After a close consideration of environmental, health and social aspects they also created a "Eurodistrict cup". It was distributed to interested vendors and citizens.



In addition to this, the project team carried out a survey among vendors of “coffee-to-go” in order to find out if they would accept reusable cups for their coffee. The survey revealed that the main barrier was doubts concerning hygiene. Thereby, the hygiene recommendations were written in close cooperation with safety offices in both countries, France and Germany, and with representatives of the bakers’ guilds. This was an essential achievement for comforting vendors of coffee-to-go to accept reusable coffee cups.

The project was developed by the Eurodistrict together with all environmental managers of its member cities and representatives of the bakers’ guilds. The interest in the project was very high and during the project, more partners joined.

Find out more about this action in the [good practice document](#) and read our [interview](#).

E. What is the role of the EWWR in the current waste situation?

Why is the EWWR important?

Waste is a pressing environmental, social and economic issue. Increasing consumption of resources generates large amounts of waste; this increase in the amount of waste to be managed requires more collection and treatment infrastructures, the cost of which puts a strain on the budgets of local and regional public authorities. For instance, household waste has doubled in weight since 1970 and stayed at a high level since 15 years. In the EU28, **482 kg of municipal waste** were generated **per person in 2016**¹. The amount of municipal waste generated varies significantly across Member States, reaching up to almost 780 kg/capita in some countries². This waste is the result of non-sustainable production and consumption. Waste management trends in Europe are slowly improving, but huge discrepancies in performance remain.

The EWWR draws attention to these issues by promoting good practices of waste reduction and spreading them to the wider public.

Over the past years, several evaluations of the EWWR were carried out. They highlighted some of the great results of the EWWR editions:



Our objectives are to:

- Raise awareness about waste reduction, product reuse and materials recycling strategies, and related European Union and Member States policies;
- Highlight the work accomplished by various actors, through concrete examples of awareness-raising actions about waste reduction, product reuse, and materials recycling;
- Mobilise and encourage the public and all target groups to concentrate on four key action themes;
- Reinforce the EWWR stakeholders' capacities by providing them with targeted communication tools and training;

¹ According to Eurostat, 482 kg of waste was generated per inhabitant in the EU28 in 2016. Source: [Eurostat](#)

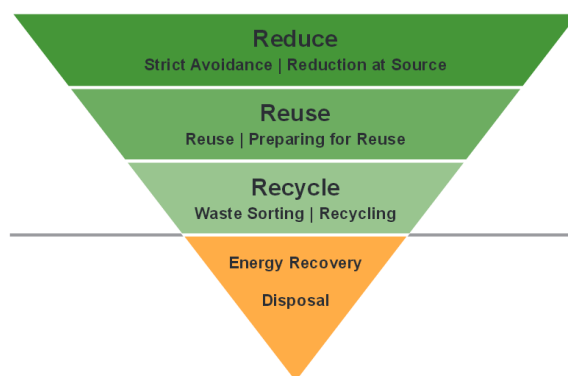
² Ibidem



The core of the message: 3Rs and a clean-up

The actions implemented in the EWWR address the “3Rs”: Reduce waste, Reuse products, Recycle materials. The “3Rs” represent the options which should be considered first when elaborating a waste management strategy. Following the hierarchy illustrated below, reducing waste should always be the first priority. In fact, one of the most powerful slogans of the EWWR targets the prevention of waste production:

‘The best waste is the one that is not produced!’.



Reduce 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 preparation for reuse. The third priority, and last waste management option included in the EWWR, is materials recycling.

The EWWR also coordinates a Europe-wide annual clean-up day called “[Let’s Clean Up Europe](#)”. Action Developers organised actions on this issue during the European Week for Waste Reduction 2017, by implementing Clean-Up activities in their area.

**The European Week for Waste Reduction will take place between
17 and 25 November in 2018!
Get ready for some actions!**

F. Who is the EWR Steering Committee?

The EWR Steering Committee (ESC) was set up to coordinate, spread and promote the EWR. The members of the ESC finance the coordination of the EWR and take the major decisions regarding the campaign. For instance, they decide on the EWR Awards ceremony, the annual thematic focus or the communication strategy.

If you are interested in becoming a member of the ESC for 2019, we invite you to have a look at [this page](#) and contact the EWR Secretariat (contact@ewwr.eu).

Members of the EWR Steering Committee 2018



ACR+, the Association of Cities and Regions for sustainable Resource Management, is an international network of cities and regions who share the aim of promoting smart resource consumption and sustainable waste management through prevention at source, reuse and recycling. ACR+ aims to develop expertise and skills of public authorities in waste, product, and resource policies, encourage practical action in waste management and sustainable consumption, and promote cooperation and partnership to develop eco-efficient solutions. **ACR+ acts as the EWR Secretariat.**



AICA, the International Association for Environmental Communication (Italy), is a cultural project that aims to understand, study, and promote (inter)national environmental communication actions. It creates connections between different actors - institutions, associations, and businesses - at different levels to encourage them to exchange best practices on implementing environmental policies.



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 to stimulate and advise on valorisation, reuse and recycling, among others.



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. Regarding waste, they are in charge of elaborating and implementing the Brussels-Capital waste and resources management plan, aiming to reduce waste production and to sustainably manage the natural resources consumed and the waste produced. They have almost 20 years of practical experience in the area of recycling, reuse and repair.



EMWR, the Eastern Midlands Regional Waste Management Office (Ireland), along with the other waste management offices have been put in place in order to reconsider our approach and attitudes towards managing Ireland's waste. EMWR's primary focus is to showcase waste as a valuable resource in conjunction with making better use of current resources while also reducing leakage along the way, putting the circular economy into practice. EMWR's work is underpinned by National and European waste legislation and work carried out will ensure the continued management of waste in a safe and sustainable manner.

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.

NLWA, the North London Waste Authority (United Kingdom), was established in 1986 and is the waste disposal authority for the north London boroughs of Barnet, Camden, Enfield, Hackney, Haringey, Islington and Waltham Forest. Its primary function is to arrange the transport and disposal of waste collected by these boroughs. NLWA is the second largest waste disposal authority in the country and nearly 1.9 million residents live in the area. Find out more about NLWA, and visit 'Wise Up To Waste', NLWA's consumer website, which contains information for residents on reducing waste and recycling more.

The **European Committee of the Regions (CoR)** is the European Union's assembly of regional and local representatives. It is composed of 350 members – regional presidents, mayors or elected representatives of regions and cities – from the 28 EU countries. Since its establishment more than 20 years ago, the CoR has been working to bring citizens closer to the European Union. The CoR is entitled to express its views on all major issues of local and regional relevance.

LIPOR, the Intermunicipal Waste Management of Greater Porto (Portugal), is responsible for the management, recovery and treatment of the Municipal Waste produced in the eight associated municipalities. Every year, Lipor **treats about 500,000 tons of municipal waste** - MW - that are produced by about **1 million inhabitants**. Based on modern MW management concepts that stand for the implementation of integrated systems and reduction of waste disposal in landfills, Lipor has developed an integrated strategy for the recovery, treatment and confinement of MW, based on three main areas: Multi-material Recovery, Organic Recovery and Energy Recovery, which are complemented by a Landfill where rejected and previously prepared waste is sent to.



VKU, the German Association of Local Utilities (Germany), 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 telecommunication.

Wasteserv (Malta) 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.

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ANNEX 1

List of EWR 2017 nominees

Public administration and organisation			
Country/Region	Coordinator	Action Developer	Name of Action
Andorra	Government of Andorra	Centre Andorra Sostenible	Plasticats ("Plasticized")
Austria	Amt der Stmk. Landesregierung	City of Graz	Re-Use Box
Belgium, Wallonia	Public Service of Wallonia	City of La Louvière	La LouvièR ³ : zero waste objective
Estonia	Ministry of The Environment of Estonia	Estonian Environmental Agency	New life and purpose to the plastic bags
France	ADEME	Communauté urbaine du Grand Reims	Faisons la fête aux biodéchets
Germany	VKU	GML - Gemeinschafts-Müllheizkraftwerk Ludwigshafen GmbH / INDUSTRIEEMPEL e.V.	DIE APOLOGETEN DES WACHSTUMS" mit Führung durch das MHKW Ludwigshafen – english: „Apologists of Growth“
Hungary	Ministry of Agriculture	North-East Pest and Nógrád County Regional Waste Management and Environmental Local Government Association	There is no Christmas without packaging? Reused Gifts! and Homecoming educational program
Italy	AICA	Ufficio Speciale Raccolta Differenziata	Sicilia Rigenera
Malta	WasteServ Malta	Ghajnsielem Local Council	Embellishing our locality with what we throw away
Portugal, Azores	Região Autónoma dos Açores	MUSAMI - Operações Municipais do Meio Ambiente, SA	School Reuse Offices
Portugal, Valongo/Porto	Lipor	Junta da Freguesia de Ermesinde	L.A.R. – Campaign of Sensibilization for Reduce, Reuse and Recycle of Light, wAste and water
Portugal, Lisbon	Valorsul	Câmara Municipal de Lisboa	Trash can wait! Extend the life of your objects
Portugal, Cascais	Tratolixo	Cascais Ambiente: EMAC-Empresa Municipal de Ambiente de Cascais	SacOff

Slovenia	Chamber of Public Economy	Komunala Kranj d.o.o. and Fundacija Vincenca Drakslerja	Don't throw me away
Spain, Aragon	Gobierno de Aragón	Ayuntamiento de Calatayud	Clear point for domestic special waste
Spain, Asturias	COGERSA	Autoridad Portuaria	¡Mójate! (Get wet!)
Spain, Basque Country	IHOBE	Town Hall of Eibar	"Compromising with Eibar", awareness campaign on the prevention and selective separation of waste in Eibar
Spain, Catalonia	Catalan Waste Agency	OHS and Sustainability Department, Ministry of the Vice-Presidency and of the Economy and Finance, Government of Catalonia	Waste Prevention and reuse material in the office
Sweden	Avfall Sverige	Sysav	Resterkocken
UK, Greater London	North London Waste Authority	North London Waste Authority	London Upcycling Show

Association/NGO			
Country/Region	Coordinator	Action Developer	Name of Action
Austria	Amt der Stmk. Landesregierung	UMBLICK Forschungs- und Bildungsverein	Zero Waste Workshops for Companies
Belgium, Brussels Region	Brussels Environment	Zero waste experience	Prenons le temps! (Let's take the time)
Belgium, Wallonia	Public Administration of Wallonia	Rreuse - Reuse and Recycling European Union Social Enterprises	1st International Conference on the Role of Social Enterprise in a Circular Economy
Croatia	EWWR Secretariat	Udruga Zelena Istra/ Association Green Istria	Ti-Dam-Ti-Daš - let's swap and repair in Istria!"
Estonia	Ministry of The Environment of Estonia	Tartu Nature House	Reuse fair of handicraft materials, items and DIY workshop
France	ADEME	Réseau Envie	Green Friday
Germany	VKU	Bluepingu e.V.	Sei ein Beuteltier – spar Dir die Tüte! – English: Be a marsupal (an animal that has its own bag) –

			refrain from disposable bags!
Greece	Hellenic Recycling Agency	DAFNI Network of Sustainable Greek Islands	Before throwing it away, think: Can I use it again?
Hungary	Ministry of Agriculture	Fenntartható Téségért Alapítvány (FETA)	FETA Day
Italy	AICA	WWF Napoli, Rete Zero Waste Italia	Usa e riusa la borsa
Malta	WasteServ Malta	Agara Foundation	Giving laptops a second chance!
Portugal, Azores	Região Autónoma dos Açores	Centro de Ciência de Angra do Heroísmo - Observatório do Ambiente dos Açores	"Exposição Mutantis mutandis - A Era do Plástico" – (Exhibition Mutantis mutandis - The Age of Plastic)
Slovenia	Chamber of Public Utilities	Ecologists Without Borders	Shirts are circling
Spain, Asturias	COGERSA	Fundación Cruz de los Ángeles	Recycling chess
Spain, Basque Country - Guipuzcoa	IHOBE - Basque Country Governemt Environmental Management Public Society	Surfrider Foundation Europe delegación España	Apadrinamiento de los Humedales de Plaiaundi
Spain, Catalonia	Catalan Waste Agency	Rezero	Josococo Campaign (Conscious Consumption)
Spain, Valencia	Centre D'educació Ambiental De La Comunitat Valenciana	Bioagradables	Limpieza Playa El Saler

Business/Industry			
Country/Region	Coordinator	Action Developer	Name of Action
Belgium, Brussels Region	Brussels Environment	Le Teinturier du Longchamps	Ensemble réduisons les emballages de vos textiles ! (Together, let's reduce the packaging of your textiles !)
Belgium, Wallonia	Public Service of Wallonia	Environment Unit of the Walloon Business Federation	Action to raise companies' awareness of waste management
France	ADEME	R2D2	AGIR DURABLE - réemploi
Germany	VKU	Hertel Verwaltungs GmbH	Unverpackt - Direkt in den Topf! – „Unpacked – directly into the pot!”
Hungary	Ministry of Agriculture	Bakonyerdő Zrt.Természet Háza	Be choosey!

		Látogatóközpont (Bakonyerdő Ltd. House of Nature Visitor Center)	
Italy	AICA	BNL Spa	Riuso eco-solidale
Malta	WasteServ Malta	OJO Hair and Beauty Lounge	Reusing in store
Portugal, Azores	Região Autónoma dos Açores	Equiambi SU Lda - CPRVO São Jorge	“Um olhar sobre os Resíduos” – “(A look at waste)”
Portugal, Porto	Lipor	S.P.O.T.	Recycled Vintage – Re-Cycle with style
Spain, Aragón	Gobierno de Aragón	OPEL España, S.L.U.	Environmental awareness for workers and contractors
Spain, Asturias	COGERSA	LACERA	“¡Recicla tus botellas, es fácil!” (“Recycle your bottles, it's easy!”)
Spain, Catalonia	Catalan Waste Agency	Real Foundation dreams	Digital devices reuse from technological companies for its refurbishment and repair to NGO
Spain	EWWR Secretariat	Revertia	Workshop on reuse of computer equipment
Sweden	Avfall Sverige	Bjussa	Reuse is better than recycling (Återanvändning är bättre än återvinning)

Educational establishment			
Country/Region	Coordinator	Action Developer	Name of Action
Andorra	Government of Andorra	Col·legi Sant Ermengol & Centre Andorra Sostenible	Taller de porta-entrepans (Workshop on sandwich-wrapping)
Estonia	Ministry of The Environment of Estonia	Rakvere Rohuaia Kindergarten	Christmas tree made of recycled materials
France	ADEME	Lycee Professionnel De Faa'a Tahiti Class 1	Kit Car
Germany	VKU	Max-Planck-Gymnasium, Delmenhorst	Trash or Treasure?
Hungary	Ministry of Agriculture	Kétegyházi Mezőgazdasági Szakgimnázium, Szakközépiskola és	What is iron, not waste iron!

		Kollégium (Agricultural Gymnasium, Vocational College and College of Kétegyháza)	
Italy	AICA	Liceo Scientifico G. Mercalli	Le buste-cestino: un riuso differenziato
Lithuania	Ministry of the Environment	Kretingos rajono Grūšlaukės mokykla-daugiafunkcis centras	Creatively protection of nature
Malta	WasteServ Malta	St. Nicholas College Rabat Primary	Olives! Reuse, Refill, Recycle! Eko-Reel Venture - Reuse, repair and Play
Portugal, Azores	Região Autónoma dos Açores – Direção Regional do Ambiente	Escola Cardeal Costa Nunes (Clube do Ambiente)	“Banco De Recursos” – (Resource Bank)
Portugal, Porto	Lipor	Agrupamento de Escolas de Campo	A Rua de Natal II (Christmas Street II)
Spain, Aragón	Gobierno de Aragón	Colegio Juan de Lanuza	Arte y Reciclaje (Art and Recycling)
Spain, Asturias	COGERSA	IES Valle de Aller	Sustainable development begins with education
Spain, Basque Country	IHOBE	EGIBIDE	Education for prevention and recycling
Spain, Catalonia	Catalan Waste Agency	IES Comte de Rius (Secondary Public School)	Designing orthopaedic and medical devices reusing materials
Spain, Valencia	Centre d’Educació Ambiental de la Comunitat Valenciana	Colegio San Vicente Ferrer Hermanos Maristas	Teatro AMPA de concienciación RRR
UK, Scotland	Zero Waste Scotland	Carlisle Primary School / Chefs @ Schools	Schools Soup-a-thon

Citizen(s)			
Country/Region	Coordinator	Action Developer	Name of Action
Germany	VKU	Marlena Sdrenka	Every Day Waste Reduction – a Step by Step Guide
Ireland	Eastern Midlands Regional Waste Management Office	Conscious Cup Campaign	Anti Black Friday Gorilla Campaign

Italy	AICA	Comitato Mamme in Comune (Nerina Palazzolo)	Il Banchetto del Riuso in Cucina / Il Banchetto del Riuso
Malta	WasteServ Malta	Abigail Azzopardi	Cherry Tree Bookswap
Portugal, Azores	Região Autónoma dos Açores	Daniela Malanchini	"Uma Ilha inteira pela Natureza" (An Entire Island for Nature ")
Spain	Catalan Waste Agency	Montserrat Argemí	Party Of The Taken Advantage Food
Spain, Asturias	COGERSA	Pablo Alonso Fernández	Un impulso para las tres erres en familia

European Special Prize

Country/Region	Coordinator	Action Developer	Name of Action
Austria	Amt der Stmk. Landesregierung	City of Graz, Environmental Department	Re-Use Box
Belgium, Wallonia	Public Administration of Wallonia	Jana ZURKOVA	1st International Conference on the Role of Social Enterprise in a Circular Economy
Germany	VKU	Eurodistrikt Strasbourg-Ortenau	Coffee-to-go-nochemol
Italy	AICA	IIS L. Castiglioni	Eco-friendly high school - Etwinning project : let's collect and recycle our waste!
Malta	WasteServ Malta	Agara Foundation	Giving laptops a second chance!
Spain, Aragón	Gobierno de Aragón	OPEL España, S.L.U	"Environmental awareness for workers and contractors"
Spain, Catalonia	Catalan Waste Agency	Col·Legi Sant Josep	Urrrgent! Europe's Knocking At The Door
UK, Scotland	Zero Waste Scotland	St Mary's Primary School, Cumbernauld	Preventing waste in our new kitchen!