



EUROPEAN WEEK FOR WASTE REDUCTION

www.ewwr.eu

The new EWWR in perspective

Towards a European Circular Economy

Communicating waste and resources: our challenge
Rome, 22 May 2014



With the financial support
of the European Commission



Generalitat de Catalunya
Departament de Territori
i Sostenibilitat

Agència de
Residus de
Catalunya





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European Week for Waste Reduction



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Clean Up

© Generalitat Valenciana



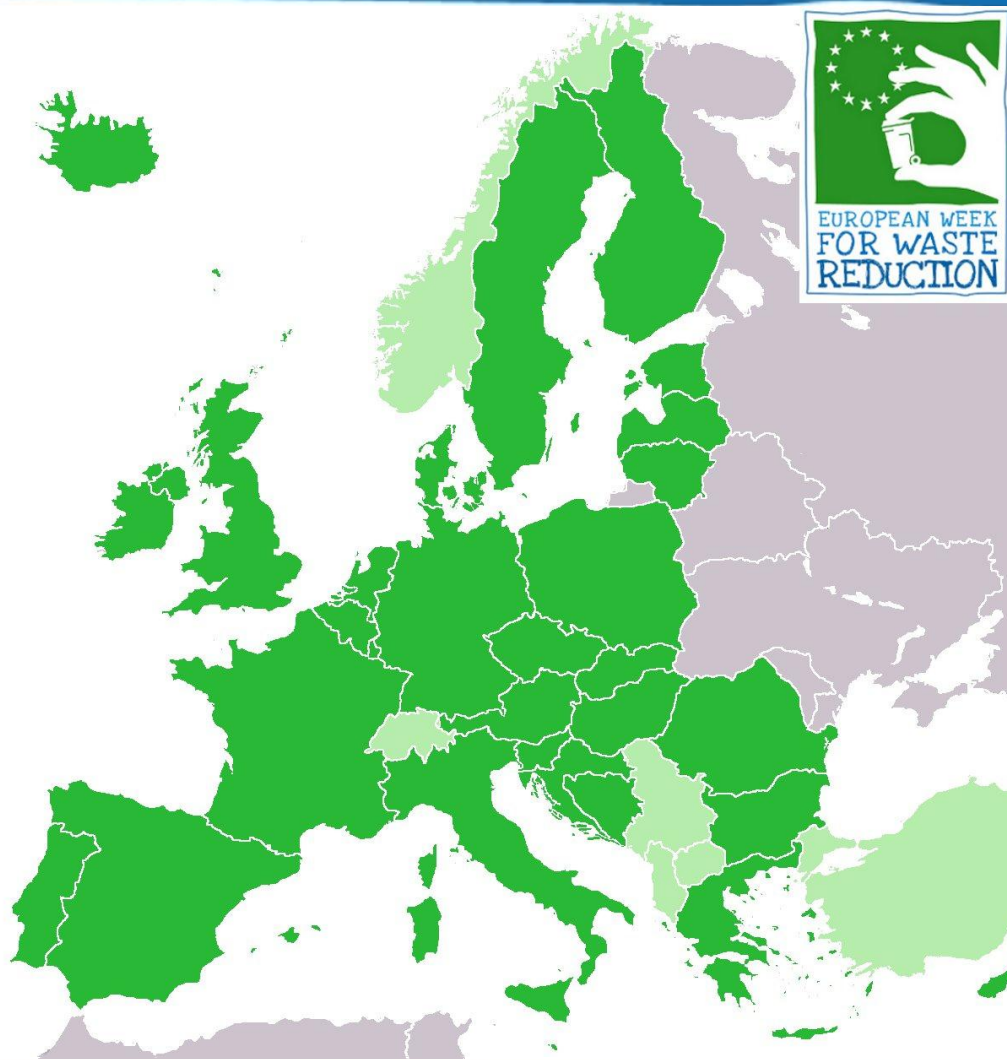


The new EWWR

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New:

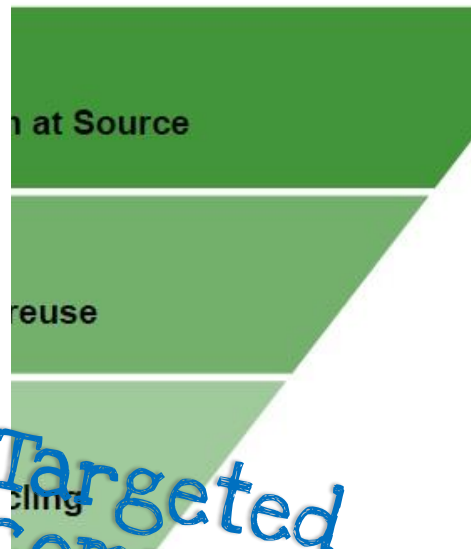
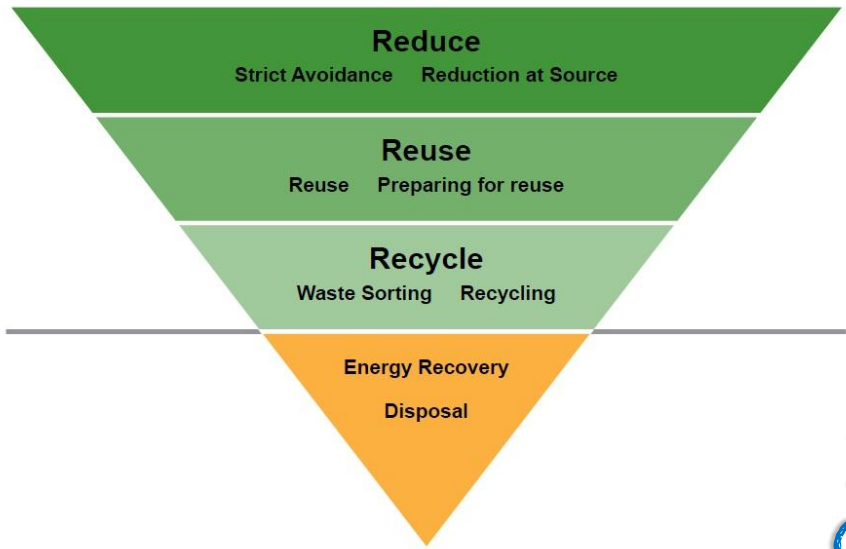
EWWR Life+
2013 -2017





Life+ EWWR 2013-2017: Thematic extension

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Targeted
Communication
tools

Prevention
Thematic Days



Let's Clean Up Europe! 2014

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10 May 2014



» 3300
clean-ups!

www.letscleanupeurope.eu





Communication tools targeted to specific audiences

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Administrations
& NGOs

Schools

Businesses

citizens



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Other elements



Conferences

Awards



Trainings



Evaluation & reporting



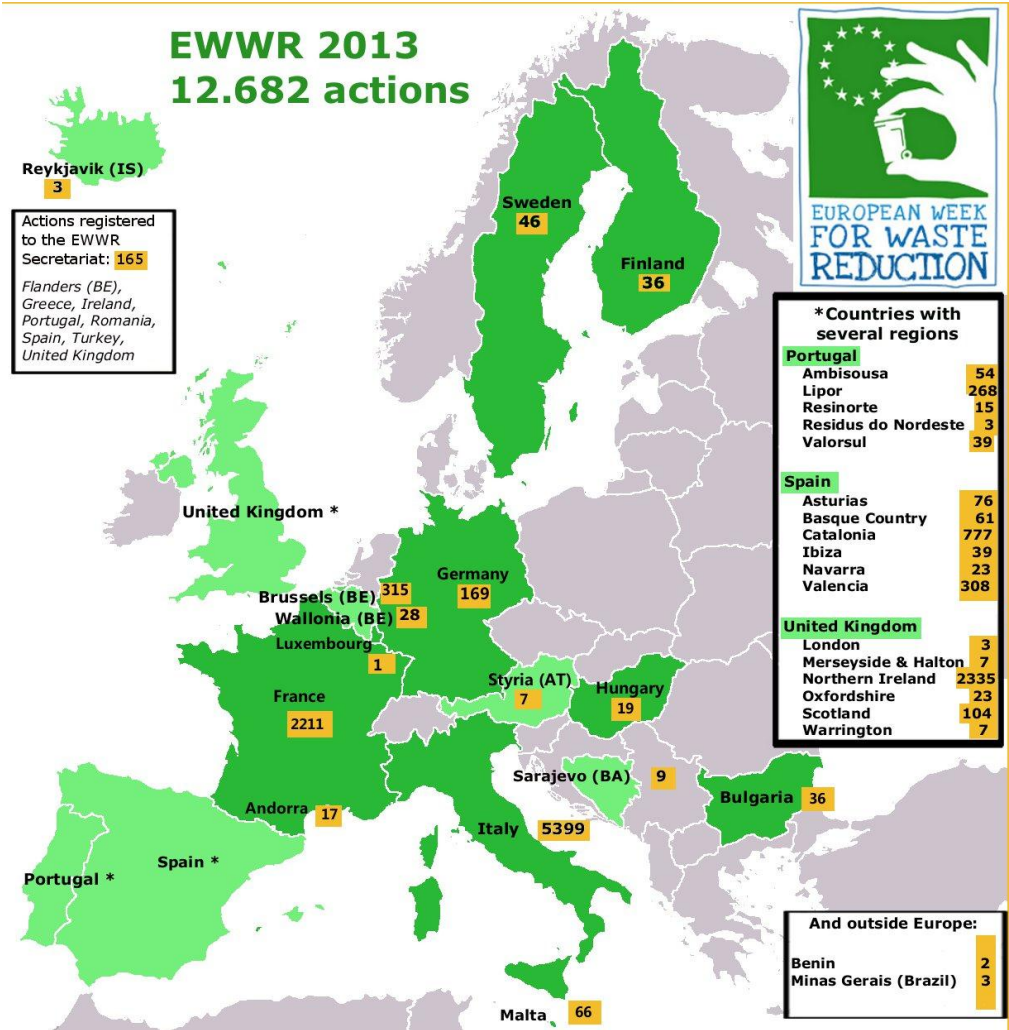
EWWR 2013: Results

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12.682 actions

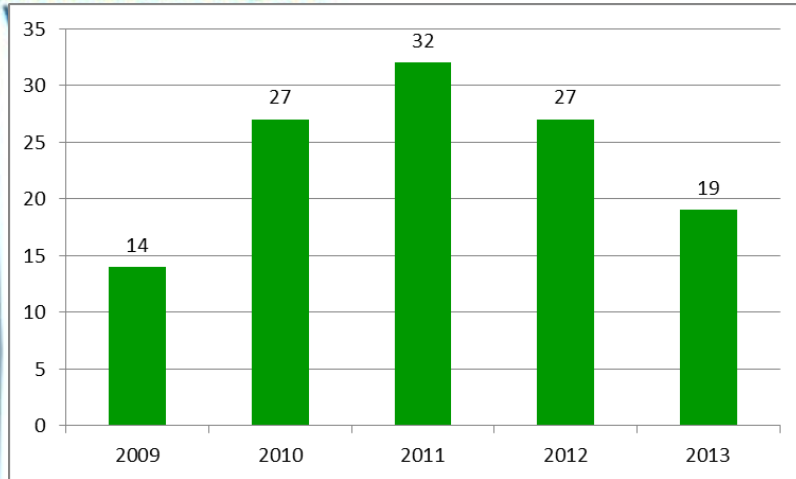
19 countries

34 EWWR Coordinators

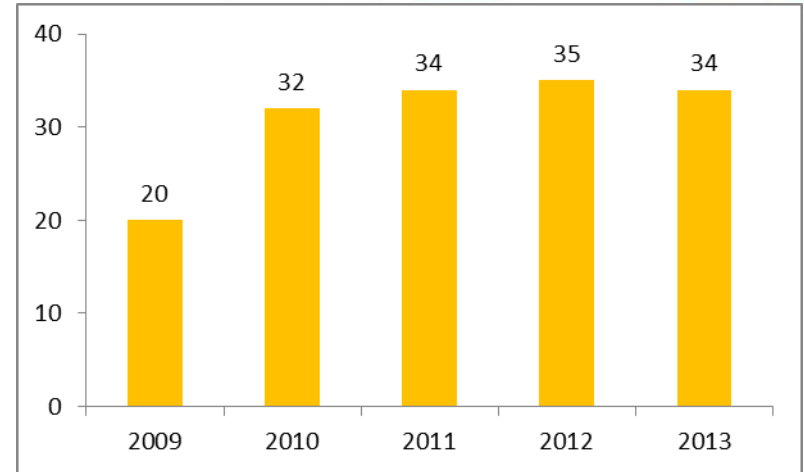




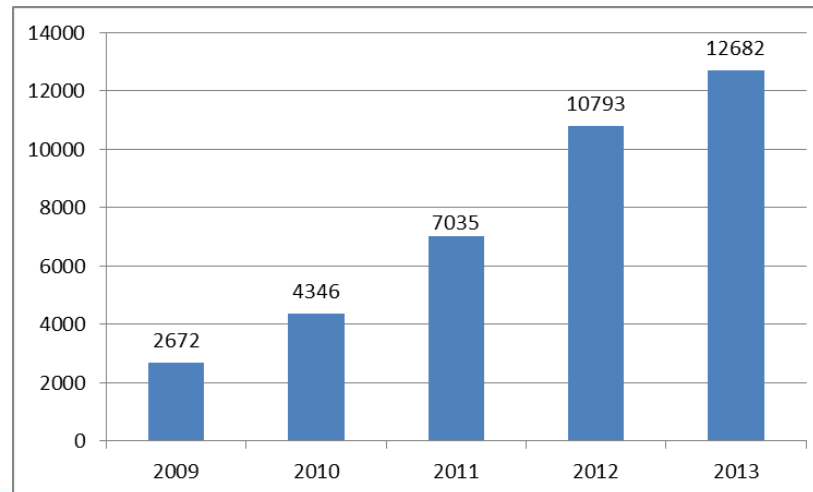
Comparison with previous years



Countries



EWWR Coordinators



EWWR actions



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Thank you!

European Week for Waste Reduction

22-30 November 2014

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