



EUROPEAN WEEK FOR WASTE REDUCTION

www.ewwr.eu

Implementing the EWWR in a region: the Catalan experience

Towards a European Circular Economy
Rome, 22 May 2014





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Highlights Actions' pictures





5 editions of EWWR in Catalonia

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Awareness raising on waste prevention

2,269 actions in 5 editions

312 action developers

37 counties

64 seminars

2,252 articles in local media

60.54tn avoided since 2011

15.8tn collected in 23 ECUD

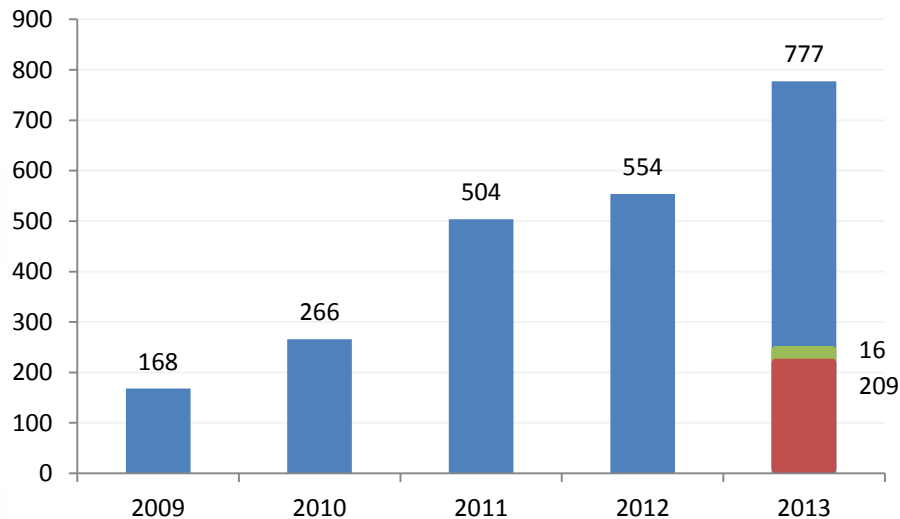
5 Catalan winners of EWWR award



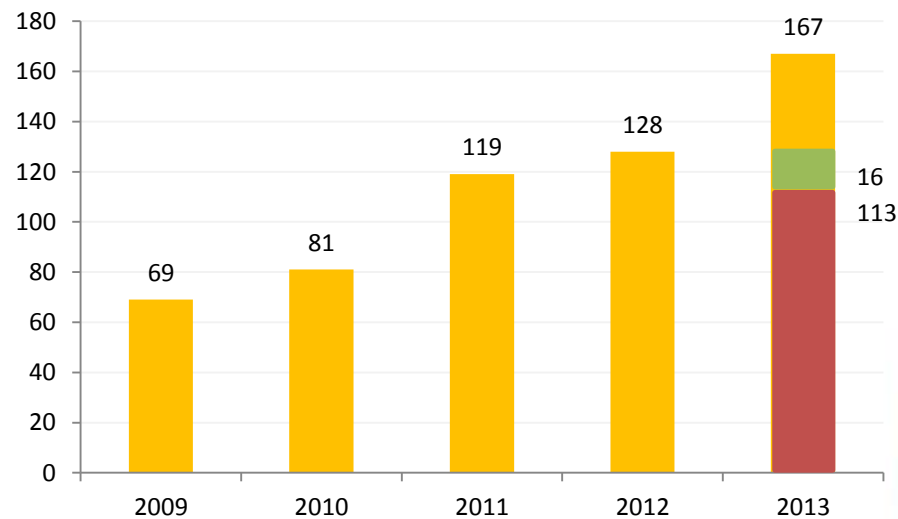


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Evolution of EWWR in Catalonia



EWWR actions



Action developers




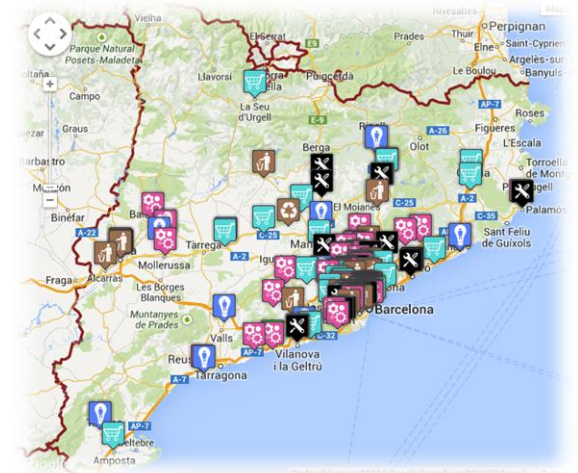
- PTD: 38.5tn waste avoided
- ECUD: 13tn waste collected



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Communication strategy

- www.arc.cat/setmanaprevencio
- Agenda of Catalan actions 
- Catalogue of 56 Factsheets + videos
- Communication tools: vests, bags...
- Promotional films
- Seminars
- Press release: Awards, EWWR, ECUD
- Advertisement in local newspapers



**“Let’s Clean up Europe”:
participa i neteja el teu entorn!**

Josep Maria Tost
Director d’Enginyeria
del Residus de Catalunya

El dia 10 de maig de 2014 es celebra una jornada dedicada a la neteja dels espais naturals i a la gestió dels residus. Aquesta és una iniciativa que permetrà millorar el nostre entorn i contribuir a la gestió dels residus de manera responsable.

10 DE MAIG NETEGEM ELS ESPAIS NATURALS
European Clean Up Day
PARTICIPA-HI!

Let's Clean Up Europe!

#ewwrcat @residuscat



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Thanks for your attention!

Prevention and Recycling Promotion Area

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With the financial support
of the European Commission

