



**2011 European Week for Waste Reduction (EWWR)  
Communication Tools  
For Project Developers**



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## How to Access Tools

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This document provides an outline of the communication tools that are available for the 2011 European Week for Waste Reduction (EWWR).

► **Please note the Communication Tools are available in a limited number of languages.** Most tools are in: English, French, Catalan, Spanish, Dutch/Flemish and Portuguese. Only some tools are available in Italian, Swedish, Estonian, Polish, Finnish, German, Greek & Czech.

► **All Communication Tools are on the EWWR website in a sub-section of the Private Area at [www.ewwr.eu/private-area](http://www.ewwr.eu/private-area).**

You can also access this page on the EWWR website by clicking the green button at the top-right corner titled 'Private Area' or the equivalent in the other available languages. (Please note: this section is currently mainly in English). Before accessing the area you will see the message 'Restricted Area - If your user account has access to this page, please **log(in)**.' or the equivalent in the other available languages.

To access the sub-section of the Private Area for the Communication Tools, you must click the **log(in)** link and enter the following:

- **Username** = ewwr
- **Password** = ewwr2011

Always remember to end your session in the **sub-section of the Private Area**, when you are finished. To do so you must click the grey button at the top-right corner titled 'Log Out' or the equivalent in the other available languages.









## 01 - Visual identity of the EWWR

### ► The logo of the European Week for Waste Reduction



Tool available in: French, English, Spanish, Catalan, Dutch/Flemish, Portuguese, Italian, Swedish, Estonian, Polish, Finnish, German, Czech & Danish.

-  Logo in colour with title [Format: jpeg HD]
-  Logo in colour with title [Format: eps]





-  Logo in black & white with title [Format: jpeg HD]
-  Logo in black & white with title [Format: eps HD]



-  Logo in colour with no title [Format: jpeg HD]
-  Logo in colour with no title [Format: eps HD]



-  Logo in black & white with no title [Format: jpeg HD]
-  Logo in black & white with no title [Format: eps HD]





## 02 - Banners

### ► Web banners

Tool available in: French, English, Spanish, Catalan, Dutch/Flemish, Portuguese, Italian, Swedish, Estonian, Finnish, German, Czech & Danish.

- Vertical Banner [Format: gif 80 x 150]

SEMAINE  
EUROPÉENNE  
DE LA  
RÉDUCTION  
DES DÉCHETS



- Small Horizontal Banner [Format: animated gif 468 x 60]



SEMAINE EUROPÉENNE  
DE LA RÉDUCTION DES DÉCHETS



- Large Horizontal Banner [Format: animated gif 728 x 90]



SEMAINE EUROPÉENNE  
DE LA RÉDUCTION DES DÉCHETS



- Email Signature [Format: jpeg]



SEMAINE EUROPÉENNE  
DE LA RÉDUCTION DES DÉCHETS  
DU 20 AU 28 NOVEMBRE 2010



Avec le soutien  
de la Commission Européenne



### 03 - Posters and displays

► **Promotional Poster on the EWWR - illustrates the event in a clear simple manner.**

Tool available in: French, English, Spanish, Catalan, Dutch/Flemish, Portuguese, Italian, Swedish, Estonian, Finnish, German, Czech & Danish.



- Format: pdf HD, 40x60 cm
- Printable on recycled paper at 150 g with vegetable ink
- National and Regional versions available for personalizing with additional logo's

► **Presentation Poster on the EWWR - describes the objectives of the project, Partners involved, categories of Project Developers, the 5 main themes for actions, and the Awards to be given.**

Tool available in: French, English, Spanish, Catalan, Dutch/Flemish, Portuguese & Polish.



- Format: pdf HD, 60x90 cm
- Printable on recycled paper at 150 g with vegetable ink with laminated support
- Reinforced support for 4 corners available

► **Exhibition Panels on the EWWR - raises awareness and provide information on waste prevention through 5 posters that present the 5 main messages of the EWWR that highlight the key issues and actions to take.**

Tool available in: French, English, Spanish, Catalan, Dutch/Flemish, Portuguese & Polish.



- Format: pdf HD, 60x90 cm (each 5 panels)
- Printable on recycled paper at 150 g with vegetable ink with laminated support
- Reinforced support for 4 corners available



## 04 - Guides

- ▶ **Leaflet on the EWWR - presents the project and 12 key actions for prevention of waste.**

Tool available in: French, English, Spanish, Catalan, Dutch/Flemish & Portuguese.



- Format: pdf HD, A5 (A4 folded in half)
- Printable on recycled paper at 200 g for cover and 80 g for the inside pages with vegetable ink

- ▶ **Shopping List Notebook - provides information and advice for shopping in a more environmentally friendly way.**

Tool available in: French, English, Spanish, Catalan, Dutch/Flemish & Portuguese.



- Format: pdf HD, A5 (30 page notebook)
- Printable on recycled paper at 200 g for cover and 80 g for the inside pages with vegetable ink



## 05 - Other support tools

▶ **“Race to reduce” Board Game** – an educational tool designed to be led by youth leaders or teachers for a younger audience with the aim of raising awareness about good habits for preventing waste in a fun way.

Tool available in: French, English, Spanish, Catalan, Dutch/Flemish & Portuguese.



- Format: pdf HD, A3 or A4
- Printable on recycled paper with vegetable ink and laminated support

▶ **No Junk Mail Sticker**

Tool available in: French, English, Spanish, Catalan, Dutch/Flemish, Portuguese, Italian, Swedish, Estonian, Polish, Finnish, German, Greek, Czech & Danish.



- Format: pdf HD, 60x80 mm
- For print on sticker labels

▶ **EWWR Badge for project developers**

Tool available as is, no translation needed.



- Format: 59 mm diameter
- For print on sticker labels

▶ **Online “Waste Quizzes”** – web tools to raise awareness about waste reduction in the form of a self-analysis that highlights good purchasing habits.

Tool available in: French, English, Spanish, Catalan, Dutch/Flemish & Portuguese.



- Visit: <http://www.ewwr.eu/quiz>



## Official EWWR Website

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The website of the European Week for Waste Reduction is at:  
<http://www.ewwr.eu>

Tool available in: French, English, Spanish, Catalan, Dutch/Flemish & Portuguese. (Please note: some content may not always be in every language at one time, as updates are made on an ongoing basis.)

### The website includes:

- Practical information on how to participate in the Week, including information about EWWR Organisers and links to their websites and/or contact details
- News corner
- Programmes at national, regional and local levels + information on the major events taking place within the framework of the project (eg: the European Waste Reduction Awards for 2011, and a final conference being held in France set for 2012.)
- Communication tools section
- Examples of actions, photos and videos
- Results of the Week
- A section on Waste Prevention providing a general presentation along with waste prevention gestures and tips for the public as well as information on the European waste-related legislation
- A section presenting the EWWR as a European Commission LIFE+ Project
- Reserved spaces for “Project Developers & Organisers” and for the press
- Publications, reports and studies.

## EWWR Evaluation Files

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With the aim of improving and continuing the EWWR beyond its current 3 year plan, we ask that Organisers, Project Developers and Participants complete an Evaluation unique to each of them, once the project is completed.

Tool available in: French, English, Spanish, Catalan, Dutch/Flemish & Portuguese.

- Format: interactive Word doc files

