



Participation Charter for EWWR Project Developers

Nature of the Project Developer

The Project Developer submitting a proposal for an EWWR action, which will be validated by a national, regional or local Organiser of the Week, must be classified under one of the following categories:

- Administration/public authority
- Association/NGO
- Business/industry
- Educational establishment
- Other (for example, hospital, retirement home, cultural institution...)

Dates of the actions

The EWWR action must take place exclusively during the European Week for Waste Reduction: between the 21st and 29th November 2009 inclusive. However, the action may also showcase (or be the result of) waste prevention actions that have taken place prior to the Week.

Commitment of the Project Developer

- EWWR actions will be led by Project Developers who can be clearly identified and who are either legal entities or individuals (*individuals may be accepted as official EWWR Project Developers on the condition that their statute is recognised by a municipality, for example: a master composter*);
- Each action must be registered and officially validated by the (national, regional or local) Organiser covering the area where the action will take place. Registration will be made via a form.
- The EWWR action will be carried out in respect of the law and regulations of the country in which the action takes place and will obtain the permission necessary for its correct proceeding;
- The action will seek to promote and encourage positive habits and gestures;
- The action will be carried out in a spirit of openness and cooperation and not in a militant or combative manner;
- The action will not be used to serve a political or religious purpose and will not be in breach of good morals;
- The action will be non-profit and entry will be free;
- Under no circumstances shall the certified EWWR action be focused on a product;
- The Project developer commits to using the European Week for Waste Reduction logo and LIFE logo only within the framework of this registered EWWR action; the rights of use of the logo being restricted to this single action;
- The Project Developer commits to evaluate his/her EWWR action after it has taken place (quantitative/qualitative evaluation) according to the criteria that he/she has mentioned on the registration form (examples: number of visitors, quantity of waste avoided...);
- Unless otherwise indicated on the registration form, the validated EWWR action will automatically be entered into the review and selection process for the European Waste Reduction Awards.



Nature of EWWR actions

Waste management in Europe today is largely influenced by a series of European regulations that are based on a waste management hierarchy which prioritises prevention at source (“the best waste is that which is not produced”). In keeping with this hierarchy, the European Week for Waste Reduction puts specific emphasis on the act of **preventing the production of waste prior to waste collection.**

In order to be validated, the proposed EWWR action must be focused on one or more of the following themes:

1. **Too much waste:** actions that aim to raise awareness about the urgency of reducing the quantity of waste we produce, and put emphasis on waste prevention and on the impact of waste prevention in environmental, sociological and economic terms; in particular to avoid confusion between the act of prevention and that of sorting waste.
2. **Better production:** actions that raise awareness about the measures taken up by businesses and industry to reduce the amount of waste generated through their economic activity, not only by reducing waste generated in offices, raising awareness among suppliers and reducing manufacturing wastes, but also by including waste prevention as a criteria at the product design stage and in all stages of the manufacturing process.
3. **Better consumption:** actions that aim to make the consumer think carefully about his/her choices, and think about the environment each time a purchase is made: by opting for reusable products, those that have little or no packaging, those that carry an eco-label, by hiring items rather than buying them, opting for tap water, buying in bulk, choosing dematerialised gifts...
4. **A longer life for products:** actions that seek to remind the public that products can have a second life, actions that promote delaying the purchase of a new product by instead opting for repairs or reuse, and encourage the donation of products that are no longer needed.
5. **Less waste thrown away:** actions that demonstrate different solutions to avoid having to throw so much in the bin. For example: being vigilant when it comes to the use-by dates of products, making compost, putting up a “No Junk Mail” sticker...

Any proposed action that is focused entirely on a theme other than those listed above will be rejected. For example: actions based exclusively on collection operations in view of recycling, on visits to recycling sites, on exhibitions or activities focused on “better sorting of waste” ... will be refused.

General issues surrounding waste management and the impact of waste may be addressed as part of an EWWR action, but due attention should be given to the priority of waste prevention in the waste management hierarchy.