



EUROPEAN WEEK  
FOR WASTE  
REDUCTION

# EUROPEAN WEEK FOR WASTE REDUCTION 2020

## The good, the bad, the ugly (& the beautiful)

### Wrap up by the EWR Secretariat



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REDUCTION

# A truly pan-European campaign

38



coordinators

...Someone  
took a break,  
Someone  
came back or  
joined for the  
first time!

33



countries  
involved

...also  
beyond  
Europe!

10,690



actions in 2020

...no matter the  
challenging  
circumstances!

#EWWR2020  
#EWWR  
#invisiblewaste  
#SERD2020  
#SEPR2020  
#SERR2020  
#EWAV2020  
#EWWRCat  
#EWWRPhotoContest

...

And more hastags!



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# More online actions, more creativity!

Thanks to your efforts the campaign stayed lively and even improved in originality!

<https://view.genial.ly/5f8ec7e5ed31710d0d0386ac/interactive-content-setmana-prevencio-residus-unim>

Descobreix els recursos virtuals de la Setmana Europea de la Prevenció de Residus

Selecciona

per Temes per Activitats

**Dove si trova?**

I Rifiuti Invisibili si trovano negli oggetti con cui quotidianamente entriamo in contatto. La prima mossa da introdurre quindi è la riduzione del rifiuto prodotto, ovvero cercare di creare meno rifiuti, puntando sulla autoproduzione dei beni di prima necessità e applicando buone regole e pratiche ecologiche volte a infondere una nuova consapevolezza e modalità di consumo più sostenibili.

Nel pacco di Amazon Nella busta del fruttivendolo Negli imballaggi del supermercato Nello spreco alimentare

Il peso dei rifiuti invisibili



- FTM (Fes-ho tu mateix)  
Xarxasost - 13/14
- 16:34 residuscat
  - FTM 8. Furoshiki: Emboliquem amb roba, Xarxasost
  - FTM 9. Fem bosses de roba per comprar a granel, Millorquenou
  - Hazlo tu mismo 4. La bicicleta siempre a punto, Xarxasost
  - Hazlo tu mismo 5. Reparación de electrodomésticos pequeños, Xarxasost
  - FTM (Fes-ho tu mateix): calendari d'estrenes, Xarxasost
  - FTM (Fes-ho tu mateix): 23 de novembre estrena a Youtube, Xarxasost

PROSEGUI ➤



# Social media activity was intense!

## A few Snippets of coordinators' activity



**ADEME** @ademe · 26 Nov  
[#SERD2020]  
Envie de donner une #Longue  
Participez à la collecte de  
Solidaire !  
DEMAIN  
@RegionNormandie  
+ d'actions #SERD avec l'@



**Agència de residus** @residuscat · 27 Nov  
"Fes-ho tu mateix", la mini websèrie i p  
de la Prevenció de #Residus.

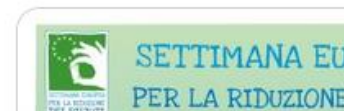
És una iniciativa que facilita eines als ci  
generació de residus.

Més info. [bit.ly/3fG1pYy](https://bit.ly/3fG1pYy)

#EWWR @diba @millorquenouAMB



**SERR** @menorifiuti · 10 Nov  
SAVE THE DATE: lunedì 16 Novemb  
Stampa di lancio della #SERR2020!  
Segui la conferenza tramite la diret  
alla piattaforma Zoom al seguente  
#EWWR2020  
#invisiblewaste



**Bruxelles Environnement - Leefmilieu Brussel** @BruxellesE... · 21 Nov  
#EWWR2020 Dit is het startschot van de Europese Week van de  
#Afvalvermindering  
Ontdek van 21 tot 29 november projecten om afval te verminderen,  
activiteiten, gratis webinars en nog veel meer!  
Infos: [bit.ly/2UKlfbT](https://bit.ly/2UKlfbT)



**EMULSA Medioambiente** @EMULSAGijon · 23 Nov  
Seguimos con la campaña de información y sensibilización ciudadana sobre  
la reducción de #residuos en la #EWWR2020 #rapacionline @2LIFES\_EU  
#Gijon #Xixón  
Hoy recibimos a @SER\_Gijon

**SER Gijón** @SER\_Gijon · 23 Nov  
Edición especial de Hoy por Hoy #Gijón desde @EMULSAGijon.  
Nuestro primer invitado es el concejal @Olmo\_Ron, presidente de  
EMULSA



**EOAN** @eoan\_gr · 4 Nov  
Το θέμα της φετινής Ει  
21-29/11/2020 είναι τα  
Δείτε τι σημαίνει αυτό:



**GVA CEACV** @GVA\_CEACV ·  
Estem en la recta final de @2  
internet, fer cerques o emma  
medi ambient. És l'anomenac  
Recorda que pots reduir la a  
#EWWR2020 is well underwa  
What are you doing to reduc

desmaterialització. Tot i això,  
infraestructura física.  
De fet, tota una xarxa de  
funcionament d'Internet. Es co  
d'Internet superen les dels tran  
podem rec  
Accions quotid  
electrònics, navegat  
emmagatzemar dades  
D'on provenen  
FABRICACIÓ  
FUNCIONAMENT  
You and 6 others  
4



**Fundacion Pacma**  
Yesterday at 1:30 AM ·



A tavalyi évhez képest több mint kétszer annyi jelentkezés érkezett a  
hulladéksökkentési programra. A magánszemélyek, társadalmi  
szervezetek, iskolák, óvodák, állami és magánvállalatok a saját ma  
által megjelölt ötlettel jelentkeztek az Európai Hulladéksökkent  
Hét hazai programsorozatára. ♻️

More than twice as many applications have been received for t  
waste reduction program compared to last year. Individuals, sc  
organizations, schools, kindergartens, public and private comp  
could apply for the Hungarian program series of the European  
Waste Reduction Week. ♻️  
Hide original · Rate this translation

**SZELEKTALOK.HU**  
A járványhelyzet ellenére is rekordot  
döntött az Európai Hulladéksökkenté  
A járványhelyzet ellenére is rekordot döntött  
Európai Hulladéksökkentési Hétre jelentez  
száma2020. november 17.Kampányok...

16  
Like Comment Share

**Ysaías Lara Kevelier** European Week for Waste Reduction  
Yesterday at 1:30 AM ·  
EWWR 2020 IN THE DOMINICAN REPUBLIC



**UN SDSN | Turkey** @UnsdnTurkey · 25 Oct  
Avrupa Atık Azaltım Haftası (European Week for Waste Reduction – EWWR)  
Türkiye etkinlikleri

21-29 Kasım 2020 tarihlerinde

“Görünmez Atık” teması ile Marmara Belediyeler Birliği'nin (@marmarabb)  
koordinasyonunda gerçekleştiriliyor.

Detaylar [marmara.gov.tr/ewwr/](https://marmara.gov.tr/ewwr/)



5 10





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# Also by EU institutions & European networks

**EU Environment** @EU\_ENV · 24 Nov  
Join the European Week for Waste Reduction 🗑️

The #EWWR2020 focus is on #InvisibleWaste, generated by what we buy...

Let's reduce, reuse, repair, recycle ♻️

More than 10.000 actions in 33 countries + tips on @2EWWR

#MoveTheDate #CircularEconomy

Internal Market, Industry, Entrepreneurship & SMEs and 9 others

1 46 66

You Retweeted

**EU Council** @EUCouncil · 3h  
Every kilo of meat that is produced creates 4 kilos of waste. That is #invisiblewaste 🗑️

The EU and its member states are taking concrete measures to reduce #foodloss and #foodwaste

Find out more about EU actions ➡️ [europa.eu/mY768X](https://europa.eu/mY768X)

#EWWR2020

You

4 20 41

**Right to Repair Europe** @R2REurope · 25 Nov  
Did you know that 86 kilograms of waste is generated to manufacture a smartphone that weighs less than 200 grams?

Our member @Repairshare helps us understand the role of #repair in addressing #InvisibleWaste during this European Week for Waste Reduction @2EWWR

How can repair help us address the waste footprint of our electronics? Our electronics come with the extraction and manufacturing of rare earth metals. ➡️ [repair.eu](https://repair.eu)

9

**Zero Waste Europe** @zerowasteurope · 21 Nov  
This #EWWR2020 we will be publishing a factsheet a day to showcase best practices of national legislation across Europe 🇪🇺 on:

- 🗑️ #waste prevention and reduction, &
- 🍴 #foodwaste prevention.

🌟 Ready to get inspired? 🌟

@2EWWR

1 15 37



# Our social media reach keeps growing!



Account home

European Week for Waste Reduction @2EWWR

## 28 day summary with change over previous period



Nov 2020 • 29 days so far...

Profile visits on **Twitter** were up to 7,525 (from 1,068 in November 2019) and impressions up to 114K (91.1K in November 2019)

+ 400 new likes to our **Facebook** page in November only

10,408 people like this including 4 of your friends



11,830 people follow this

<http://www.ewwr.eu/>

## Instagram

Last 30 Days ▼



#invisiblewaste

826 publications

Abonné(e)

## Instagram



#ewwr2020

1 413 publications

Abonné(e)

**Instagram** stats look good as well!

## Content Interactions

838 interactions

+392.9% vs Oct 2 - Oct 31

Last 30 Days ▼

## Follower Breakdown

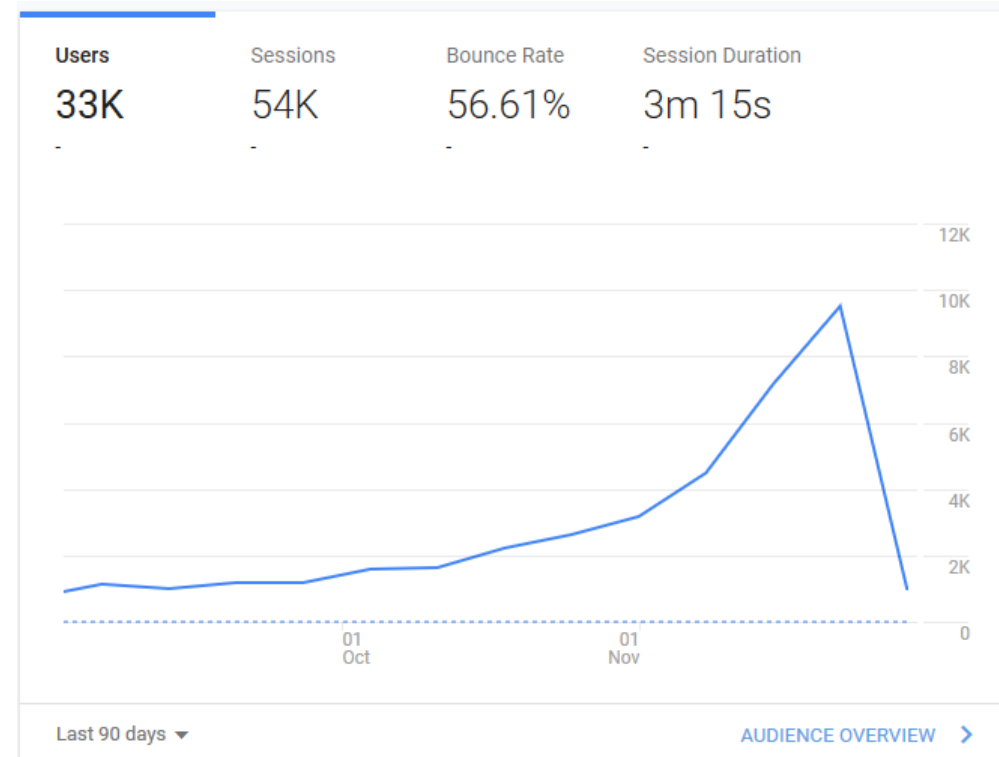
1,162 followers

+89.8% vs Oct 2 - Oct 31



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# The EWR website finally got a new look and now speaks 9 languages!



Since its launch in September 2020, our new website got half as many visitors (33K) compared to the number of visitors in the period November 2018/November 2019 (69K)





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# The media talked about us, and a lot!







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At the EWR Secretariat, we did our bit too...

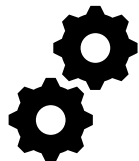


We engaged our ACR+ colleagues in a digital clean-up.

It was tougher than we expected! But our Servers and mailboxes already feel a little lighter.



# Here is what the EWR Secretariat would like to improve for EWR 2021



The registration system and the management of actions. Although there were improvements compared to last year, it did not always work properly and we had to disable some functionalities in order to solve problems.



Communication about the registration system, the fact that actions must be registered on the website. This is something we need to keep repeating, and we need your support in this since you are the local voices of the campaign.



We will keep working to involve coordinators from new countries, also beyond Europe.





# What about you?

Let us know how the campaign went in your region,  
Send us pictures to share on Flickr & social media,  
Send us suggestions to improve next years' campaign.

You can do so by emailing us at [contact@ewwr.eu](mailto:contact@ewwr.eu)



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# THANK YOU

Thank you for your passion and hard work.  
You are the ones who make the EWWR possible  
year after year.

Let's keep up the good work!



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