



# EUROPEAN WEEK FOR WASTE REDUCTION 2021

Time to wrap-up!  
by the EWR Secretariat



Supported by





EUROPEAN WEEK  
FOR WASTE  
REDUCTION

# THE CAMPAIGN IN NUMBERS

38

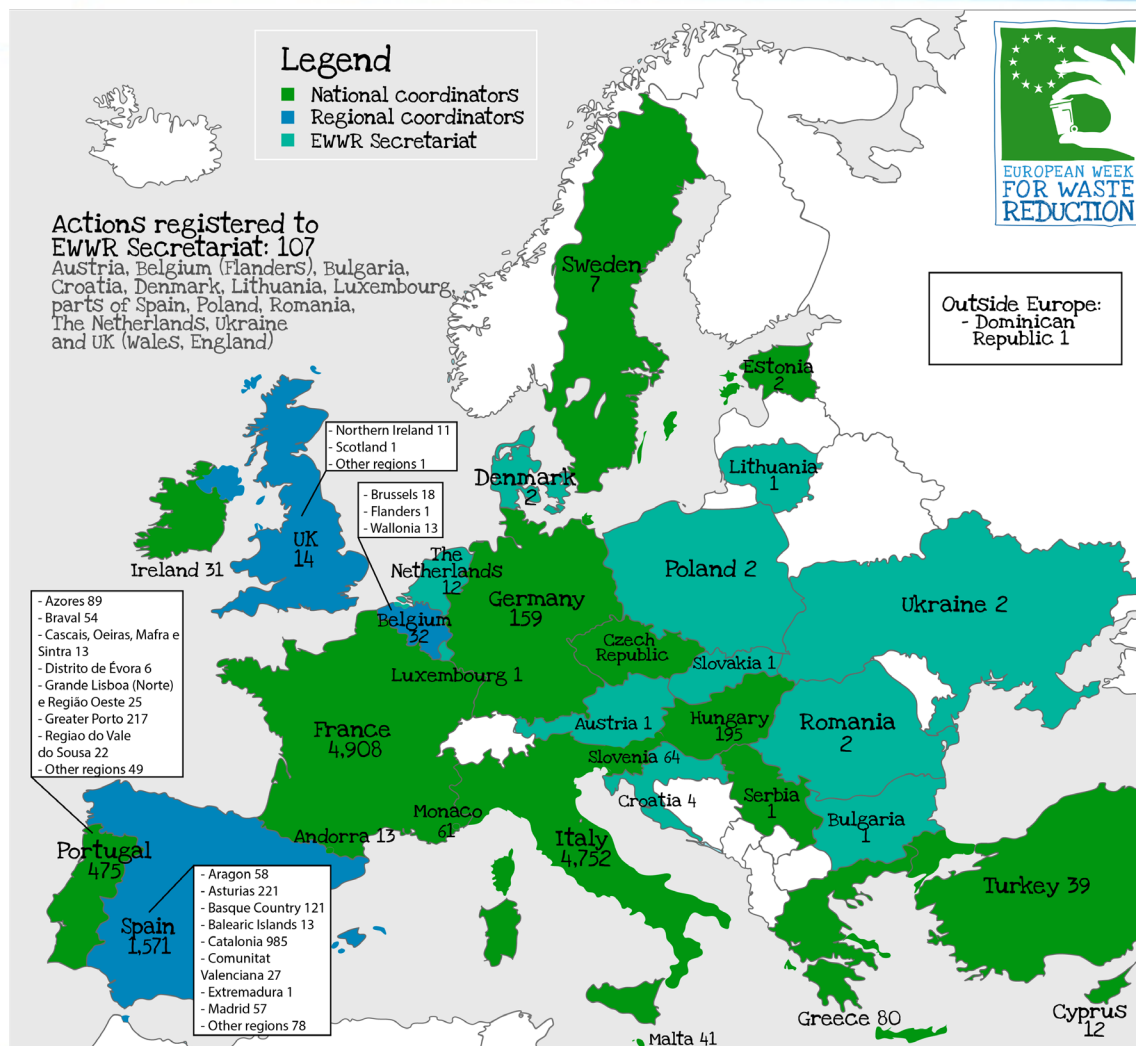


coordinators

33



countries  
involved



12,489



actions in 2021

#EWR2021  
#EWR  
#circularcommunities  
#SERD2021  
#SEPR2021  
#SERR2021  
#EWAV2021  
#EWRCat  
#EWR2021PhotoContest





# SOCIAL MEDIA ACTIVITY WAS INTENSE!

## A few Snippets of coordinators' activity

residus  
Agència de Residus  
@residuscat

Avui tanquem la 13a edició de la Setmana Europea de la Prevenció de #residus

Entre tots i totes, hem fet un pas més per avançar cap a una societat de #ComunitatsCirculars!

@2EWWR #EWWR #ewwrcat #ewwr2021  
#CircularCommunities

Translate Tweet



Bruxelles Environnement - Leefmilieu Brussel  
@BruxellesEnv

IC'est la Semaine Européenne de Réduction des Déchets #EWWR2021.  
Vous êtes exploitant d'une entreprise de restauration? Découvrez les trucs et astuces pour créer moins de déchets au quotidien!

Translate Tweet



ADEME  
@ademe

[#SERD2021]

La Semaine Européenne de la Réduction des #Déchets c'est aujourd'hui!  
Découvrez les 5 000 animations et événements organisés par des porteurs de projet engagés pour la réduction des #déchets!  
+ d'infos ici serd.ademe.fr/programmes

Translate Tweet



European Week for Waste Reduction - Malta  
November 27 at 2:33 PM

Check out what other entities have been up to, to further promote waste reduction during the European Week for Waste Reduction.

Araw x'ghamlu entitajiet oħra madwar Malta sabiex ikompli jipprovmovu t-naqqis u s-separazzjoni tal-iskart matul il-Gimgha Ewropea għat-Tnaqqis tal-iskart.



Gouvernement Monaco  
@GvtMonaco

[#Environnement]

SERD 2021 : la Principauté en tant que modèle de « collectivité durable »

Plus d'infos sur [gouv.mc](https://gouv.mc)

Translate Tweet



cogersa\_asturias



SERR  
@menorifiuti

4752 AZIONI REGISTRATE ALLA #SERR2021  
GRAZIE... un risultato straordinario.  
In bocca al lupo alle #comunitàcircolari che si attiveranno da domani!  
Scopri di più: [envi.info/it/2021/11/19/...](https://envi.info/it/2021/11/19/...)  
Leggi le info internazionali: [mailchi.mp/5c5ab977d8ca/t...](https://mailchi.mp/5c5ab977d8ca/t...)  
BUONA SERR A TUTTI

Translate Tweet



lipor.pt



9 Me gusta

lipor.pt Descubra todas as ações inscritas, a nível europeu, em <https://ewwr.eu/>

#prevencao #comunidadescirculares #ewwr2021

fundacion\_pacma



Europäische Woche der Abfallvermeidung & Let's Clean Up Europe  
November 26 at 7:23 AM



Mein Abfall – natürlich getrennt

**Das Problem:** Beifallscher Trennung wird Hausabfall als Restabfall verbrannt. Rohstoffe wie Plastik und Metall können nicht wiederverwertet werden.

**Die Lösung:** Konsequente Abfalltrennung. Papier, Plastik, Bioabfall, Glas, Aluminium, Sonderabfall – so lässt sich die Restabfallmenge geringhalten und Rohstoffe wie Plastik und Metall können wiederverwertet werden.






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# Also by EU institutions & European networks



If we want a cleaner , we must manage waste in an environmentally sound manner.

This week we celebrate the European Week for Waste Reduction, focusing on acting together to shape circular economies and reduce waste production - a pivotal part of our [#EUGreenDeal](#).


[#EWWR2021](#)




6:13 pm · 22 Nov 2021 · Twitter for Advertisers.

59 Retweets 4 Quote Tweets 131 Likes




Each of us leaves a trace on 

On this [#BlackFriday](#), and every day, we can reduce our ecological footprint 

Buy what you really need  
Buy local  
Buy sustainable  
Choose [#EUEcolabel](#)  
Follow [@EndOvershoot](#)  
& the  Week for Waste Reduction [@2EWWR](#)

[#ForNature](#) [#ewwr2021](#) [#GreenFriday](#)






 Frans Timmermans and 9 others


9:50 am · 26 Nov 2021 · Twitter Web App

85 Retweets 11 Quote Tweets 165 Likes

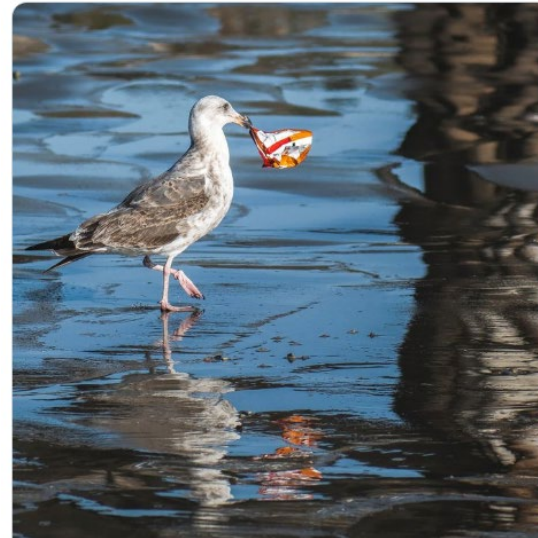


 European Week for Waste Reduction is on!

 Are you doing your part?  
 Do you know what it's all about?

 Take our quiz and test yourself!

[#EWWR2021](#) [#togetherforourplanet](#)





[typeform.com](#)  
Click to take our quiz!


9:02 am · 21 Nov 2021 · Twitter for Advertisers.

22 Retweets 6 Quote Tweets 61 Likes



 It's European Week of Waste Reduction again 

Let's all use this week to give [#waste](#) prevention the attention it deserves - and hopefully carry that on for all days to come!

Let's kick it off with a useful [#goodread](#) reminder   
[buff.ly/3Cz43ty](#)

[#EWWR2021](#)



European Week of Waste Reduction  
[#EWWR2021](#)

 Pierre Condamine and 9 others

2:31 pm · 20 Nov 2021 · Twitter Web App

15 Retweets 27 Likes



# OUR SOCIAL MEDIA RATES KEEP GROWING!



Account home

European Week for Waste Reduction @2EWWR

## 28 day summary with change over previous period



Nov 2021 • 28 days so far...

Profile visits on **Twitter** were up to 25.1K (from 7,525 in November 2020) and followers up to 4,015 (3,832 in November 2020)

## Insights

[See all](#)

Last 28 days : Nov 1 - Nov 28 ▼

People reached

**17,436**  
▲227%

Post engagements

**1,293**  
▲293%

Page likes

**168**  
▲265%



10,724 people like this



12,307 people follow this

+ **168** new likes to our **Facebook** page in November only



#circularcommunities

439 publicaciones

Siguiendo

**Instagram**  
stats  
look good  
as well!



#ewwr2021

1.227 publicaciones

Siguiendo

Last 30 Days ▼

Oct 30 - Nov 28

**2,175**  
Accounts reached

+257% vs Sep 30 - Oct 29

Impressions

vs Sep 30 - Oct 29

**29,199**  
+777%

Last 30 Days ▼

Oct 30 - Nov 28

**1,667**  
Followers

+22.6% vs Oct 29

**545**

Content Interactions

+189% vs Sep 30 - Oct 29





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# THE WEBSITE WAS A SOURCE OF INSPIRATION

Language ▾

EN (full site)

ITA

FRA

POR

ESP

CAT

DEU

NED

HUN

## News



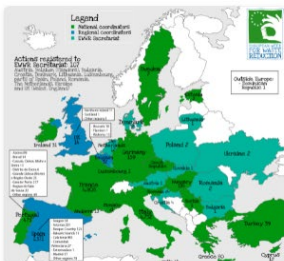
NEWS 26 Nov at 12:24

Circular voices:  
podcast series on  
waste reduction



NEWS 7 Oct at 09:48

The EWR is part of  
the #EURegionsWeek



NEWS 20 Nov at 09:00

The EWR 2021 to  
kick off with over  
12,400 actions  
registered!



NEWS 17 Nov at 14:26

Take part in the  
EWR2021 Photo  
Contest!



NEWS 4 Nov at 14:02

watch again "Jump

Users

40K

↑501.6%

Sessions

65K

↑623.4%

Bounce Rate

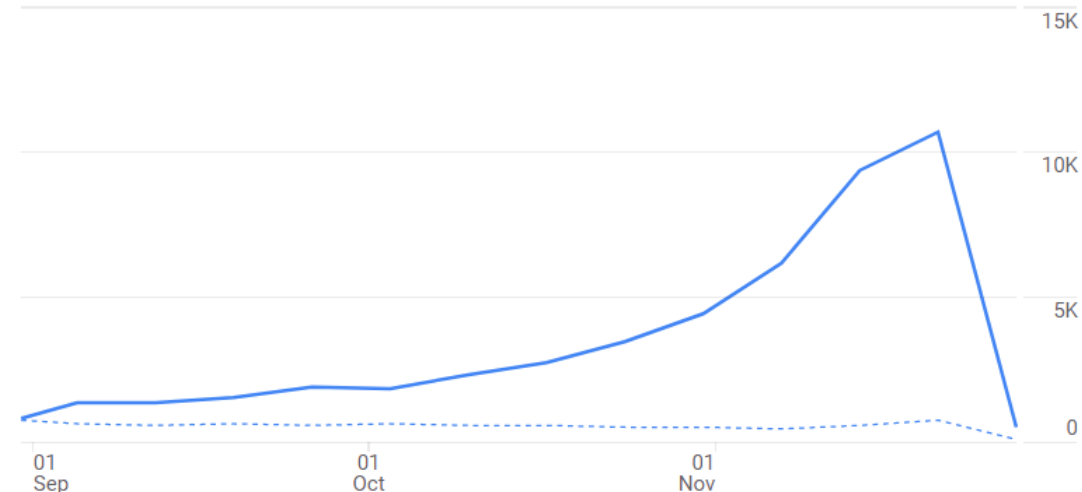
59.44%

↓11.9%

Session Duration

3m 09s

↑59.5%



Last 90 days ▾

AUDIENCE OVERVIEW >



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# THE MEDIA TALKED ABOUT US, EVERYWHERE!

**Rinnovabili.it**  
IL QUOTIDIANO SULLA SOSTENIBILITÀ AMBIENTALE

**The Brussels Times**

 **Ibiza Spotlight**

**BR<sup>24</sup>**

**TuttoSESTO**  
SESTO FIORENTINO A PORTATA DI CLICK

**MonacoTribune**

**Jornal** 

**Nuestra Comarca**  
Don Benito-Villanueva y su área de influencia 

**HM**  
**Hello Monaco**

**ZOOM**  **24**  
DENTRO LA CALABRIA

**Majorca**  
**Daily Bulletin**

**CORRIERE DELLA SERA**

**elPeriódico**

 **limerickleader**

**L'union** Abonnés

  
**quincemil**

**VL**

**ICELAND  
REVIEW**

 **RAILLYNEWS** 10<sup>th</sup> year!

**La Nueva España** **Tout Lyon**

**HERALDO**

Aragón

europa **press**

**VIVI LE CANARIE**

  
montpellier  
méditerranée  
métropole

**e//obregat**

**LokalKlick**  
Online-Zeitung Rhein-Ruhr

**L'INDÉPENDANT**

**ripost**

**BOON**

**TGR**

**Navarra.com**  
LA INFORMACIÓN NO TIENE PRECIO





# AT THE EWWR SECRETARIAT, WE DID OUR PART...

We engaged our ACR+ colleagues in a Clean-up to Donate, Reuse, Repair, Composting, Recycle and Reduce.



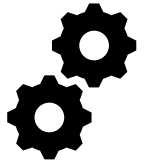
The ACR+ team collected audios to produce a podcast series on waste reduction, published during the EWWR in 6 episodes.







# IMPROVEMENTS FOR 2022



The registration system and the management of actions:

- Selection of language
- Confirmation email to action developers
- Add the option "online event"
- Reminder to publish actions saved as draft



Communication among EWR Secretariat and Coordinators: are emails working?



We will keep working to involve coordinators from new countries, also beyond Europe, especially on Southern Mediterranean Sea



# SHARE YOUR FEEDBACK

Let us know how the campaign went in your region,  
Send us pictures to share on Flickr & Social media.

Do not forget the Coordinators meeting  
on 9 December at 10 CET





# 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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