



## Participation Charter for EWWR action developers

**By registering an action, EWWR action developers agree that they have read and understood the following conditions:**

### **Nature of the action developer**

The action developer submitting a proposal for a European Week for Waste Reduction (EWWR) action must fall under one of the following categories:

- Public Administration and organisations
- Association/NGO, and bodies/organisations of public interest
- Business/Industry
- Educational Establishment
- Citizen(s)

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### **Dates of the actions**

The EWWR action must take place exclusively during the EWWR 2020, which will take place between 21 and 29 November 2020.\*

*\*An action that is a showcase or the result of several activities that took place throughout the year can also be registered with the condition to have at least one activity organised (e.g. communication activity) during the EWWR.*

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### **Commitment of the action developer**

- The action developer who leads an EWWR action must be easy and clearly identifiable;
- The action developer is either a legal entity or an individual;
- Each registered action is automatically validated. However, the action developer accepts that their action can be reviewed afterwards by their EWWR Coordinator. The Coordinator can ask for changes if the action does not comply with EWWR rules;
- Registrations will be made via the registration tool on [ewwr.eu](http://ewwr.eu) or, in some cases, via the registration tool on Coordinators' websites;
- 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 entrance will be for free. Under no circumstances shall the certified EWWR action be focused on a product or a brand;
- The action developer commits to using the EWWR logo within the framework of the registered EWWR action. The rights of use of these logos are restricted to this action and for promotion of the action and EWWR;
- Unless otherwise indicated via the registration form, the EWWR action will not be entered into the review and selection process for the EWWR Awards.

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## 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 in the first place (“the best waste is that which is not produced”). In keeping with this hierarchy, the EWWR puts specific emphasis on the highest levels of the waste hierarchy.

A EWWR action must be focused on one or more of the following themes:

- 1. Strict avoidance and reduction at source:** actions that aim to raise awareness about the urgency of reducing the quantity of waste we produce and giving advices on how to avoid or reduce waste at source (e.g. by promoting home composting or anti-advertising sticker for mailbox, opting for tap water, etc.), as well as actions to make the consumer consider the environment each time a purchase is made by opting for products that have little or no packaging, those that carry an eco-label (reduction of harmful content of the product), buying in bulk, choosing dematerialised gifts, etc.
- 2. Reuse and preparing for reuse:** 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 repair or reuse, and encourage the donation of products that are no longer needed, actions that aim to raise consumer’s awareness by opting for reusable products, by hiring items rather than buying them, etc.
- 3. Waste sorting and recycling:** actions that aim to help people improve their waste sorting behaviour, to explain them how to close the loop of material resources, by encouraging people bringing waste to the proper collector, by organising visits of sorting and recycling facilities, etc.
- 4. Clean-up actions:** actions that seek to attract the attention of people and the media around the amount of waste that is trashed in the nature and collect waste illegally dumped in forests, on beaches, on river shores, etc. These actions should as much as possible include a message about sustainable waste management and people’s responsibility towards waste and consumption, in particular by promoting waste prevention, providing tips on how to avoid littering, etc.

Moreover, every year, a specific topic will be proposed as Thematic Focus. You can find the thematic focus of this year on the EWWR website.

**Any proposed action that is focused entirely on a theme other than those listed above will be rejected.** For example, actions based on incineration or other ‘waste to energy’ treatment will be refused. General issues surrounding waste management and the impact of waste may be addressed as part of a EWWR action, but due attention should be given to the priority of waste prevention in



the waste management hierarchy.

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### **Data security**

By registering an action on ewwr.eu, the action developer is aware of the fact and agrees to make public information related to the action, as required in the registration form. This information comprises the name of the organisation they represent, its website, address, optional contact information, the description of the action, the date when it took place and the theme it covers. It is important to provide public contact information so that people can contact you if they wish to participate in your action. The information given will not be used or shared with third-parties for any commercial purpose.

### **Photos and videos**

You agree that the photos and videos that you share with your Coordinator and/or with the EWWR Secretariat might be published in the [Flickr page](#) or [Youtube channel](#) and be used for the promotion of the EWWR. They will not be used for any commercial purposes. If you do not wish your photos or videos to be shared, please specify that when sending the materials over.