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The European Week for Waste Reduction is an initiative aiming to promote the implementation of awareness-raising actions about sustainable resource and waste management during a single week. This year the European Week for Waste Reduction 2014 will take place from 22 to 30 November.

The European Week for Waste Reduction (EWWR) encourages a wide range of audiences (public authorities, private companies, civil society as well as citizens themselves) to get involved.

This year's edition of the EWWR will have a special focus on food waste prevention in the scope of the Prevention Thematic Days 2014.

EWWR's objectives are:

- to raise awareness about waste reduction, product reuse and material recycling strategies, and related European Union and Member States policies,

- to highlight the work accomplished by EWWR participants,
- to mobilise and encourage European citizens to concentrate on four key action themes,
- to reinforce EWWR stakeholders' capacities by providing them with targeted communication tools and training,
- to assess the impact of communication actions on concrete behaviour change regarding consumption and waste management patterns.

Before the EWWR 2014, there are three other main events taking place in May:

1. Let's Clean Up Europe: On **10 May 2014**, the European Clean-Up Day will take place for the first time.
2. **International conference**: An international conference on waste expertise sharing and awareness-raising will take place on **22 May 2014**. The event will be organized by AICA and will be held with the participation of European professionals in the field of the 3Rs: reduce, reuse, and recycle.
3. The **awards ceremony**: On the evening of the international conference on **22 May 2014**, the best EWWR actions of the 2013 edition will be rewarded with the EWWR awards.

For more information please visit <http://www.ewwr.eu/>

