

Get involved in European Week for Waste Reduction!

19th – 27th November 2011



A guide on how local authorities, educational institutions, businesses, community groups, and NGO's can help make Scotland a zero waste society by participating in European Week for Waste Reduction 2011.

Contents

What is European Week for Waste Reduction?	3
Who can get involved?	3
Why should I get involved?	3
<u>Local Authorities</u>	
Love Food Hate Waste – Food waste	4
Stop the Drop – Unwanted mail	4
Reuse	5
Waste Reduction	6
<u>Educational Institutions</u>	8
<u>Businesses</u>	
Love Food Hate Waste – Food waste	9
Stop the Drop – Unwanted mail	9
Reuse	10
Waste Reduction	10
<u>NGO's/Community Groups</u>	11
Resources	
Materials	12
Publicity	13
Social media	13
How to generate interest in your action	17
How to know you've had an action: Monitoring and evaluation	17
How to get involved	18

What is European Week for Waste Reduction?

European Week for Waste Reduction (or EWWR) is an exciting project which aims to organise multiple actions during a single week, across Europe; which will raise awareness of waste reduction and encourage change in our everyday behaviour. The project is in its third year, and will take place between the **19th and the 27th of November 2011**.

Who can get involved?

Anyone interested in carrying out an awareness raising action on the subject of waste reduction during the week. Organisers should all fit into one of the following categories:

- Administration/public authority, including local authorities
- Non-government organisations, including community and volunteer groups
- Businesses
- Educational establishments, including schools and universities
- Other, for example hospitals or retirement homes

Why should I get involved?

European Week for Waste Reduction is a great opportunity to take part in a Europe-wide initiative which aims to **raise awareness** about waste reduction strategies, with the overall aim of encouraging changes in behaviour. EWWR is all about how making even the smallest changes in our daily lives can make a big difference in our local environment and help Scotland to move towards becoming a **zero waste society**. Reducing the amount of waste we produce is a great way to make our communities a nicer place to live, and taking part in an event such as EWWR can really bring a community together to work towards achieving this.

The week also offers the opportunity to discover examples of **best practice** from all over Europe. It allows you to be part of a great movement towards zero waste by working with similar organisations throughout the continent. It can also be a really great opportunity to pick up ideas on how to reduce waste, ultimately making cost savings and benefiting society as a whole.



Following the event, a ceremony awards the best action in each of the above categories. An **award** offers the opportunity for the most outstanding and inspiring waste reduction event to be recognised at a European level. **St Mary's Episcopal Primary School in Dunblane** were the worthy winners of last year's European award, which they won for their 'Food waste reduction challenge' campaign. Students from the school's eco-committee separated and weighed the food and packaging waste produced at lunchtime, and ran an education campaign at school to help pupils, staff and parents see the importance of reducing their waste. This has since enabled the school to halve the quantity of food waste that they produce.

How to get involved

It's easy to get involved, simply visit our website at www.zerowastescotland.org.uk/ewwr2011 where you can complete and submit a simple registration form for your action. Once we get back to you, we can provide you with communication materials, PR, event listings, and materials on waste reduction.

Please note that the closing date for registering is the 4th of November. The earlier you have your application in, the sooner we can provide you with materials and you can get organising your event!

If you are a local authority or other public authority...

EWWR is a great opportunity to raise awareness of waste reduction initiatives in your local area, generate publicity and encourage the public, Council staff, or suppliers to consider how they play a part in reducing our waste.

Any action which focuses on waste prevention can be included as part of the week, just make sure it's specific to **prevention** and not recycling. Below are a few suggested actions, or you could come up with your own idea.

Love Food Hate Waste – Food Waste Reduction



With the average Scottish household throwing out £430 worth of food every year, an action relating to food waste could save money as well as contributing to a zero waste society. Any actions relating to food waste can be supported by materials which can be provided for free from Zero Waste Scotland, including recipe packs, shopping lists, and banners.

- Send an email around your office asking staff to download the Love Food Hate Waste iPhone or Android application.

Every year Scottish households waste an average of £430 on food waste. Love Food Hate Waste is the campaign which aims to put this money straight back into your pocket! Why not download their free application for [iPhone](#) or [Android](#) and find a great recipe finding tool and portion planner, as well as hints and tips on ways to reduce your food waste. If you don't have a compatible phone you can visit the [website](#) for the same great advice.

- Set up an information stand in a public space, offering advice and tips to householders.
- Feature Love Food Hate Waste information on your website. We can provide you with banners and buttons to support the standard logo image.
- Run a competition in your office for staff to submit their best recipe using leftovers.
- Try weighing the food waste created in your canteen or kitchen and circulate the findings to staff along with hints and tips on how to reduce their food waste.
- Organise a cooking event with a focus on leftovers and their various uses.



Stop the Drop – Unwanted Mail

Over a third of all direct mail is thrown straight in the bin, unopened. Stop the Drop offers 5 easy steps to reduce the amount of unwanted mail you receive and discard, and help Scotland work towards its zero waste targets. Organising an action based around this campaign is really easy and can have great measurable results; and Zero Waste Scotland can provide you with leaflets and information free of charge.

- Arrange an unwanted mail sign-up session or information stand at a local centre, or for staff.
- During the week, send out a daily tip on reducing mail to staff; or post them on your social media site:



Monday – To stop receiving mail which is addressed personally or ‘To the Occupier’, write to or email the company indicating that you no longer wish to receive materials from them. Letter templates are available to help you [here](#).

Tuesday – Registering with the Mailing Preference Service can stop up to 95% of personally addressed direct mail. [Sign up](#) today!

Wednesday – Reduce your unaddressed direct mail by registering with [Your Choice](#) preference service and by [opting out](#) of the Royal Mail’s Door to Door service.

Thursday – Remove your details from the edited version of the [electoral register](#), which can be purchased by companies for marketing purposes.

Friday – Switch from paper statements to view and pay bills online. You may even receive a discount from accessing these services online. Contact your service providers to sign up.

- Get staff to collect their unwanted mail for the week and weigh it, then encourage them to sign up to reduce their unwanted mail following the simple steps on the [Stop the Drop website](#).

Reuse

Throwing away an item because it's worn out or has gone out of fashion is a common impulse; yet in many cases the item can be repaired or made into something else, and even when you're sure you don't want it anymore, it can often be donated, sold, or even given away. There are lots of actions you can take to promote reuse, either by teaming up with a local reuse organisation, or by organising something yourself.



In 2009, Angus Council received recognition for their contribution by organising a **Reuse Intervention** at Recycling Centres throughout the area. Council staff together with local reuse organisations staged interventions at the point of disposal at recycling centres to encourage householders to donate their unwanted items for reuse. They were on hand to provide information and advice on how to reuse their items, and the facilities available in the region; as well as to transport the items to local reuse organisations. Over a period of around nine hours, more than one and a half tonnes worth of bed frames, chest of drawers, three piece suites, lamps, and even a fitness cycle were rescued from landfill.

There are a number of other small or big actions which can be taken with regards to reuse:

- Have a stationary amnesty in your office, and collect any unwanted folders, ring binders, notebooks etc, which can be reused in your office or donated to a local charity, school, or community initiative for reuse.
- Why not try promoting reuse or resale websites and organisations to your staff? Send an email to staff, include it in your newsletter, or run a special feature on your website or blog. You can copy the text below and add images of commonly reused items if you want.

Got a house full of things you never use? Why not give them a new life by donating them to a local reuse organisation or making them available online? There are lots of great websites for selling your unwanted goods, such as [eBay](#) and [gumtree](#); or items can be made available for free on your local [freecycle](#) network.

- Are there hidden talents lurking in your office? Host a fix it workshop where employees can help mend others broken bikes, jewellery, textiles, furniture, or anything else.
- Arrange a swap shop day for reusable items. Staff can bring in anything they don't want any more, for example, unwanted Christmas or birthday presents, and swap them with other colleagues.
- Run a textile swap event in local community centres. The tonnage of clothing collected and reused can be easily measured, allowing you to quantify how much has been diverted from landfill and the resulting savings.

- Set up a series of donation points in public areas to encourage householders to donate items, such as small electricals or mobile phones, which can then be donated to reuse organisations.

Waste Reduction

There are lots of actions you can take when considering the issue of waste prevention as a whole, from basic, easy to do steps; to more creative, interesting activities. There are a few examples to consider below, but you can also use your imagination and come up with any waste preventing action...

- Set up a stall in a public area or at a local fair or event highlighting waste prevention measures. The stall can incorporate any of the themes discussed in this guide, or others; and can include interactive activities such as encouraging householders to commit to a waste prevention pledge. You can also use it as an opportunity to talk about local waste prevention services, such as food collections. Zero Waste Scotland can provide you with a range of resources to feature at your stall.
- Feature waste prevention in your local newsletter or ezine, or produce information sheets and distribute in public areas. You can use the copy provided in this guide, or develop some of your own.
- Promote composting in your newsletter:



Composting your food and garden waste is a great way to reduce your waste, and produce a nutrient rich material at the same time. Visit our [Home Composting website](#) for more information on how to get started.

Or, if there is a composting site in your area, you could arrange tours of the site to local schools, community groups, or businesses. Offer these tours or run a competition with the tour as a prize.

- Run an office waste campaign encouraging staff to reduce their household waste. You could get employees to make a pledge at the beginning of the week, or run a competition to see who can come up with the best waste reducing idea. Or suggest a small change, such as printing double sided or bringing in your own mug or glass instead of using disposable and see how many people you can get to sign up.

If you are a school, university, or other educational establishment...

EWWR is a great opportunity to raise awareness of waste reduction initiatives and to show your students and staff how they can play a part in reducing our waste.

Any action which focuses on waste prevention can be included as part of the week, just make sure it's specific to **prevention** and not recycling. Below are a few suggested actions, or you could come up with your own idea.

St Mary's Episcopal Primary School, Dunblane –



Last year St Mary's Episcopal Primary School took part in European Week for Waste Reduction by organising a "Food Waste Reduction Challenge". This involved students from the Eco-committee looking at ways to reduce the food and packaging waste produced in their canteen. To do this, they separated and weighed the waste produced at lunch time to identify areas where they could reduce this. Following this they ran an educational campaign at the school to help pupils, staff and parents see the importance of reducing their waste, as well as relaying the results to their catering services. As a result of this the school halved the quantity of food waste they produce.

The challenge was so successful that it was chosen from 4,300 events run throughout Europe to win the award of "Best action by an education establishment" at Brussels. The award was presented to the school by MEP Alyn Smith, as well as receiving great [press coverage](#).

Why not follow in St Mary's footsteps this year and arrange an event which focuses on the issue of waste generated by the canteen? You could organise a waste free packed lunch day and challenge pupils to bring a lunch with no packaging and nothing left uneaten. Or measure the food waste produced one day and work with suppliers to reduce this.

There are also a number of easy actions which can be carried out in the classroom, for example:

- Arrange a craft making activity where pupils bring in broken or worn out items and make them into something new.
- Get pupils to brainstorm ways to reduce waste in their school, and then plan how to implement these measures over the year.



- Get pupils to write a short story or poem, or draw a picture around the theme of a “zero waste Scotland”.
- Show a film which tackles the problem of waste, and then discuss the issues raised.

Although there are lots of small actions which you can take, EWWR also provides you with the opportunity to come up with a really creative, inspiring idea which can bring the school together to work towards the aim of achieving a zero waste Scotland.

If you are a business, retailer, or brand...

EWWR is a great opportunity to raise awareness of waste reduction initiatives within your organisation, generate publicity and encourage your staff, suppliers or customers to consider how they can play a part in reducing our waste.

Any action which focuses on waste prevention can be included as part of the week, just make sure it's specific to **prevention** and not recycling. Below are a few suggested actions, or you could come up with your own idea.

Love Food Hate Waste – Food Waste Reduction



With the average Scottish household throwing out £430 worth of food every year, an action relating to food waste could save money as well as contributing to a zero waste society. Any actions relating to food waste can be supported by materials which can be provided for free from Zero Waste Scotland, including recipe packs, shopping lists, and banners.

- Send an email around your office asking staff to download the Love Food Hate Waste iPhone or Android application.

Every year Scottish households waste an average of £430 on food waste. Love Food Hate Waste is the campaign which aims to put this money straight back into your pocket! Why not download their free application for [iPhone](#) or [Android](#) and find a great recipe finding tool and portion planner, as well as hints and tips on ways to reduce your food waste. If you don't have a compatible phone you can visit the [website](#) for the same great advice.

- Feature Love Food Hate Waste information on your website. We can provide you with banners and buttons to support the standard logo image.
- Run an office competition for staff to submit their best recipe using leftovers.
- Feature Love Food Hate Waste information on your website. We can provide you with banners and buttons to support the standard logo image.
- Try weighing the food waste created in your canteen or kitchen and circulate the findings to staff along with hints and tips on how to reduce their food waste.



Stop the Drop – Unwanted Mail

Over a third of all direct mail is thrown straight in the bin, unopened. Stop the Drop offers 5 easy steps to reduce the amount of unwanted mail you receive and discard, and help Scotland work towards its zero waste targets. Organising an action based around this campaign is really easy and can have great measurable results; and Zero Waste Scotland can provide you with leaflets and information free of charge.

- Arrange an unwanted mail sign-up session or information stand at a local centre, or for staff.
- During the week, send out a daily tip on reducing mail to staff; or post them on your social media site:



Monday – To stop receiving mail which is addressed personally or ‘To the Occupier’, write to or email the company indicating that you no longer wish to receive materials from them. Letter templates are available to help you [here](#).

Tuesday – Registering with the Mailing Preference Service can stop up to 95% of personally addressed direct mail. [Sign up](#) today!

Wednesday – Reduce your unaddressed direct mail by registering with [Your Choice](#) preference service and by [opting out](#) of the Royal Mail’s Door to Door service.

Thursday – Remove your details from the edited version of the [electoral register](#), which can be purchased by companies for marketing purposes.

Friday – Switch from paper statements to view and pay bills online. You may even receive a discount from accessing these services online. Contact your service providers to sign up.

- Get staff to collect their unwanted mail for the week and weigh it, then encourage them to sign up to reduce their unwanted mail following the simple steps on the [Stop the Drop website](#).

Reuse

Throwing away an item because it's worn out or has gone out of fashion is a common impulse; yet in many cases the item can be repaired or made into something else, and even when you're sure you don't want it anymore, it can often be donated, sold, or even given away. There are lots of actions you can take to promote reuse, either by teaming up with a local reuse organisation, or by organising something yourself.

There are a number of other small or big actions which can be taken with regards to reuse:

- Have a stationary amnesty in your office, and collect any unwanted folders, ring binders, notebooks etc, which can be reused in your office or donated to a local charity, school, or community initiative for reuse.
- Why not try promoting reuse or resale websites and organisations to your staff? Send an email to staff or include it in your newsletter. You can copy the text below and add images of commonly reused items if you want.

Got a house full of things you never use? Why not give them a new life by donating them to a local reuse organisation or making them available online? There are lots of great websites for selling your unwanted goods, such as [eBay](#) and [gumtree](#); or items can be made available for free on your local [freecycle](#) network.

- Are there hidden talents lurking in your office? Host a fix it workshop where employees can help mend others broken bikes, jewellery, textiles, furniture, or anything else.
- Arrange a swap shop day for reusable items. Staff can bring in anything they don't want any more, for example, unwanted Christmas or birthday presents, and swap them with other colleagues.
- Have a collection of unused and mobile phones and post them off to charity or organisations for reuse.

Waste Reduction

There are lots of actions you can take when considering the issue of waste prevention as a whole, from basic, easy to do steps; to more creative, interesting activities. There are a few examples to consider below, but you can also use your imagination and come up with any waste preventing action...

- Feature waste prevention in your local newsletter or ezine, or produce information sheets and put them on your noticeboard. You can use the copy provided in this guide, or develop some of your own.
- Work with suppliers and encourage them to sign up to waste reducing measures.
- Run an office waste campaign encouraging staff to reduce their household waste. You could get employees to make a pledge at the beginning of the week, or run a competition to see who can come up with the best waste reducing idea. Or suggest a small change, such as printing double sided or bringing in your own mug or glass instead of using disposable and see how many people you can get to sign up.
- Promote composting in your newsletter:



Composting your food and garden waste is a great way to reduce your waste, and produce a nutrient rich material at the same time. Visit our [Home Composting website](#) for more information on how to get started.

If you are a non-government organisation or community group...

EWWR is a great opportunity to raise awareness of waste reduction initiatives and to show your members and community how they can play a part in reducing our waste.

Any action which focuses on waste prevention can be included as part of the week, just make sure it's specific to **prevention** and not recycling. Below are a few suggested actions, or you could come up with your own idea.



Reuse organisations can use the week as an opportunity to promote their services and let locals know who they are and what they collect.

In 2009, HomeAid Caithness and Sutherland, a local reuse charity who provide essential household furniture and electrical items to low income households, took part in European Week for Waste Reduction. During the week they ran a "Free Collection Week" where they collected items for reuse for free, as opposed to the normal charge of £5. The week was very successful, and the charity collected 151 items, as opposed to their usual 70. The action raised awareness in the area of the range of items which can be reused, as a result of the exposure the organisation gained from being a part of EWWR.

If you belong to a community group, think about what strengths and skills the group have and how you can relate them to waste prevention, and then plan an action based around those. It can be as simple as setting up an information stall in a public place, or arranging a coffee morning with a focus on reducing food waste. Or why not organise a repair workshop where you can fix worn out items, or teach others how to do this themselves? You can even join forces with another community group and use each other skills.

If there are any big events taking place in your area during the week, consider getting involved with them and bringing a waste prevention action to the event. Taking part in a bigger event is a great way to reach a wider audience.

Resources

Zero Waste Scotland have a range of materials we can make available to you free of charge. As well as European Week for Waste Reduction materials, we also have a variety of materials linked to our campaigns. When you register your event, we will send you a confirmation email asking you to let us know what materials you'll need. Please make sure that you order materials in plenty of time for the week, in particular materials which you'll be using to publicise the event beforehand.

Materials –

The following EWWR materials will be available on a first come, first served basis, so please get your requests in quickly. The posters, notebooks, and board game are also available to download from the EWWR project developers section of the website to download and print off yourself. When you register your action you will be sent details on how to do this. Please email ewwr@zerowastescotland.org.uk to request any of the materials mentioned.

- 'Empty belly' posters which can be used to fill in the details of your event, and are available in either A3 or A4 size.
- Exhibition panels featuring the 5 themes of EWWR. A limited number of these have been adapted from the European version into a more user friendly language.
- Shopping list notebook, full of helpful hints and tips on waste reduction.
- Promotional posters explaining what EWWR is.
- A small number of 'Race to Reduce' board games.
- EWWR badges.
- EWWR pull up banners.



The following digital resources will be made available from a partners section of our website once you've registered your action:

- A leaflet explaining what EWWR is. A European version will be available in print, and an adapted version will be available in PDF version for download.
- An EWWR email signature for you and your partners to use.
- An EWWR button, banner, and skyscraper advert which you can feature on your website.

We will also be making available resources related to our Zero Waste Scotland campaigns, including:

'What can I do today' leaflets outlining easy ways to prevent waste.

Love Food Hate Waste – We have a wide variety of materials which support this campaign, including recipe packs, banners, pull-up banners, pens, and shopping lists. Participants can also be directed to the Love Food Hate Waste [website](#) – this can also be a handy resource to help you plan your event. The LFHW app can be downloaded for the [iPhone](#) or for [Android](#), and includes a recipe finding tool and hints and tips.





Stop the Drop – Leaflets outlining the 5 steps to reducing unwanted mail, and a pull up banner are available.

Real Nappies – We have guides on using real nappies, sample bags, and nappy packs available for use.

Home Composting – A number of leaflets and pull up banners are available relating to composting in general, as well as to peat free compost.

Publicity –

We'll be making a series of **press release templates** available for you to use in October. You can choose to adapt this for your event, or to write one yourself. Distributing this to your contacts and getting it into your local press will help to generate interest in your action, as well as publicising the difference you're making. You should also consider providing a relevant photograph to include.

A generic press advertisement will also be made available on our website, which you can download and adapt to suit any events you're running.

Social media –



A facebook page for EWWR in Scotland can be found at www.facebook.com/ewwrscotland. This will feature a map of events happening around the country, up to date news, and photographs from the event. We would love it if you could send us any photographs or videos of the actions you take which could feature on the site.

Additionally, you can utilise your own social media channels such as facebook and Twitter to support EWWR. We have developed a series of messages which you can copy and paste, or personalise if you'd prefer, and share with your audience. If you're tweeting about EWWR, use the #EWWRScotland. If you have a blog, why not write a few blog articles to go out during the week around the issue of waste reduction?

Pre-EWWR (before the 19th of November)

European Week for Waste Reduction starts on the 19th of November – remember to check out what events are running near you at www.facebook.com/ewwrscotland

There's only a few more days until European Week for Waste Reduction starts, we'll be holding an event at *[insert location/date/time]* – come along and see us!

Why not use European Week for Waste Reduction to pick up a new good habit, or drop a bad one? For ideas, come along to *[insert event ideas]*.

During EWWR (19th – 28th November)

It's European Week for Waste Reduction! We're encouraging *[residents/shoppers/members/students]* to think about ways in which they can reduce their waste. Come along to our event at *[insert location/date/time]*.

Remember to come along to *[insert event details]*

Use this content to provide daily social media content, and remember to engage with those who reply to your activity.

Love Food Hate Waste

Facebook status

Monday – Over £1 billion worth of food is wasted by consumers in Scotland each year. That's an average of £430 per household.

Tuesday – Plan your meals in advance so that you know exactly what to buy.

Wednesday – Buy fresh produce in smaller quantities, more often, so you can enjoy it at its best.

Thursday – Remember that '**best before**' dates refer to food quality; as opposed to '**use before**' dates which refer to food safety.

Friday - Is your fridge full of leftover ingredients? Find a great recipe for them at <http://www.wasteawarelovefood.org.uk/>

Tweets

Monday - Over £1 billion worth of food is wasted by consumers in Scotland each year. That's an average of £430 per household #LFHW #EWWRScotland (137 characters)

Tuesday - Plan your meals in advance so that you know exactly what to buy #LFHW #EWWRScotland (83 characters)

Wednesday - Buy fresh produce in smaller quantities, more often, so you can enjoy it at its best #LFHW #EWWRScotland (104 characters)

Thursday - Remember that **'best before'** dates refer to food quality; as opposed to **'use before'** dates which refer to food safety #LFHW #EWWRScotland (136 characters)

Friday - Is your fridge full of leftover ingredients? Find a great recipe for them at <http://www.wasteawarelovefood.org.uk/> (114 characters)

Lunches

Facebook status

Scottish workers spend an estimated £570 million on lunch a year, that's an average of £3.29 a day just on lunch!

Lots of food we waste like bread, cold meat, fruit and yoghurts are ideal for lunch. Check your fridge – there might be a free lunch there!

(Tasty lunch ideas – follow up FB statuses or status comments)

- Salads – Add leftover cold meats, cheese, fruit or potatoes for a healthy lunch. The possibilities are endless!
- Baked potatoes – Leftover curry, Bolognese or chilli make great baked potato fillings.
- Soups – Soups are a healthy lunch option that uses up leftovers in the fridge.
- Sandwiches – An easy lunch to make before you dash off to work and a great way to use up those leftover cold meats, cheese and salad!
- Bread bags, marger tubs and thermos flasks are great ways to get lunch to work. Use airtight containers for food that may leak like soup.

Tweets

Monday - Scottish workers spend an estimated £570 million on lunch a year, that's an average of £3.29 a day just on lunch! #LFHW #EWWRScotland (136 characters)

Tuesday - Food wasted like bread, cold meat and yoghurt are ideal lunches. Check your fridge; there might be a free-lunch there! #LFHW #EWWRScotland (139 characters)

Wednesday - Baked potatoes – Leftover curry, Bolognese or chilli make great baked potato fillings #LFHW #EWWRScotland (106 characters)

Thursday - Soups – Soups are a healthy lunch option that uses up leftovers in the fridge #LFHW #EWWRScotland (97 characters)

Friday – Bread bags, marge tubs and thermos flasks are great ways to carry lunch. Use airtight containers for food that may leak #LFHW #EWWRScotland (140 characters)

Love Food Hate Waste ‘The Hour’ feature

Facebook status

Monday - Reduce your food waste and save money with The Hour’s series of Love Food Hate Waste features.

Tuesday - [Halve your weekly grocery bill](#)

Wednesday - [Cook tasty meals without wasting food](#)

Thursday - [Turn leftover ingredients into a tasty meal](#)

Friday - [Try new recipes to minimise food waste](#)

Tweets

Monday - Reduce your food waste and save money with @thehourstv’s series of Love Food Hate Waste features #LFHW #EWWRScotland (117 characters)

Tuesday - Halve your weekly grocery bill <http://bit.ly/gi9Qjh> #LFHW #EWWRScotland (72 characters)

Wednesday - The Hour’s @chef_jacqueline shows us how to cook tasty meals without wasting food <http://bcove.me/0ikbtmfe> #LFHW #EWWRScotland (127 characters)

Thursday - A quick lesson in how to turn leftover ingredients into a tasty meal <http://bcove.me/ga9w1zbq> #LFHW #EWWRScotland (114 characters)

Friday - Try some simple new recipes to minimise food waste <http://bcove.me/8icf1itu> #LFHW #EWWRScotland (96 characters)

Reuse

Facebook status

Monday - That old sofa still taking up space in the garage? Kids outgrown the bunk bed? If so there are local charities that will gladly take them, and collect them from your home.

Tuesday - Donating your old furniture to local projects is good for the environment as it reduces waste to landfill, hassle free, and benefits the local community, providing good quality furniture at affordable prices.

Wednesday - To find your nearest Furniture Reuse project, visit www.sort-it.org.uk

Thursday - Donating old furniture to local projects is good for the environment. To find your nearest Furniture Reuse project, visit www.sort-it.org.uk

Friday - Local charities will gladly take furniture you no longer want. To find your nearest Furniture Reuse project, visit www.sort-it.org.uk

Post-EWWR (after the 28th November)

We've had a great time at [*insert event details*] today, it was great to see so many people supporting European Week for Waste Reduction!

European Week for Waste Reduction is over for this year, but remember the new habits you've picked up and keep up the good work!

How to generate interest in your action

Once you've decided on what action to run, it's important to generate as much interest as possible to really make it a success increase participation.

Here are a few tips on how to publicise EWWR:

- If you have a staff or customer magazine, e-zine, or newsletter, consider running a feature on EWWR. This can count as an action in itself, or can be used to publicise an event you are running.
- Make sure your website features up to date information on your action. You can also download and use the EWWR email signature, skyscraper advertisement, and button, available from our website.
- Circulate a press release using the templates we provide, or by writing your own. You can send this to local press, and remember to include any photos you might have. Make sure you find out their deadlines and print days; and if your story is particularly newsworthy, find out if your paper would be interested in sending out a photographer to cover the event.
- Why not contact your local radio station and offer a spokesperson for a radio interview?
- If you have a lot of things planned throughout the week, consider asking a key media outlet (for example a local radio station, TV channel, or newspaper) to become a 'partner' for the week. They might actively lend their support in return for a steady stream of stories or feature opportunities.
- Consider approaching local personalities who might be interested in supporting EWWR, and asking them to get involved or launch your week. Or ask your local sports club to commit to a new waste reduction habit as a powerful example for others to follow.



How to know you've had an impact: Monitoring and Evaluation

Zero Waste Scotland is focused on supporting European Week for Waste Reduction across Scotland by gathering evidence and evaluating the success of the week. These measurements are primarily focused on the coverage and participation rates.

After the week, we will be sending out feedback forms. It would be very helpful if you could fill these out and return them to us. In anticipation of these, it would be great if you could think about ways of measuring the success of your events – for example by looking at participation rates, or measurable successes. If you're using social media or digital tools such as buttons or banner adverts, you can track the difference this makes to the number of hits to your website. If your action focuses on Stop the Drop, we can provide you with figures relating to how many sign ups the Mailing Preference Service received in your local area.

Monitoring the action will not only help us to review how well the week has gone, but can be a good tool for you to publicise the success of your action, and to increase your chances of being nominated for an award.

Good luck with your European Week for Waste Reduction action! If you need any further information or advice, please get in touch via ewwr@zerowastescotland.org.uk or through your local Regional Partnership Manager.