

EUROPEAN CONFERENCE ON WASTE REDUCTION

Girona
24th and 25th November 2009



With the financial support of
the European Commission



INTRODUCTION

The European Conference on Waste Reduction corresponds to the objectives of Directive 2008/98/EC on Waste to promote and foster waste prevention programmes throughout Europe. It is a key event for reflecting on the new challenges to European waste prevention policies and for sharing and defining innovative prevention strategies, which must be carried out at local, regional and State level.

Member States' legal obligation to establish waste prevention programmes all over Europe makes us aware of the fundamental role of waste prevention regarding climate change and the need to break the direct link between economic growth and the environmental impact associated with waste generation.

In order to meet these new challenges, the conference programme is intended to:

- Present the European Union study on the directives that must be designed as part of the waste prevention programmes of Member States and European regions and the targets that must be achieved in accordance with European regulations.
- Establish and share a set of qualitative and quantitative indicators developed for types of waste in order to measure the progress of waste prevention programmes and compliance with them.
- Share sustainable innovative actions and examples of waste prevention, underlining the impact on the environment throughout the lifecycle of products; that is, from the production and design of consumer goods to reuse and the end of their life.
- Integrate and mobilise the socioeconomic fabric (government agencies, networks of associations, schools, universities, businesses, NGOs) to promote best practices in raising awareness of waste prevention in each context.
- Promote business competitiveness in an emerging sector and channel the synergies generated, breaking the link between economic growth and greater environmental damage.

EUROPEAN WEEK FOR WASTE REDUCTION

The European Conference on Waste Reduction is the official event to launch the European Week for Waste Reduction, which is supported by the European Commission's LIFE+ programme.

The principal partners in the project are ADEME (French Environment and Energy Control Agency), which is the project leader, ACR+ (Association of Cities and Regions for Recycling and Sustainable Resource management), ARC (Waste Agency of Catalonia), IBGE (Waste Management Agency for the Brussels Region, Belgium) and LIPOR (Greater Porto Inter-municipal Waste Management Service, Portugal).



Among other activities, the project is planned to include the organisation of a European Week for Waste Reduction, with continental scope and impact all over Europe, along with the European Awards for Waste Reduction.

For more information see the project website: www.ewwr.eu

AUDIENCE

All agents involved in programmes to promote waste prevention:

- > Representatives of government agencies
- > Representatives of waste agencies and waste consortiums
- > Managers, directors and technicians from industrial and environmental services companies
- > Representatives of networks of associations and NGOs
- > Representatives of institutions (universities, etc.)

Tuesday 24th

09.00 h Reception of participants
09.30 h **Opening Ceremony**

PART I WASTE PREVENTION IN EUROPE

In accordance with Directive 2008/98/EC on Waste, Member States must establish Waste Prevention Programmes and the Commission must submit reports and proposals for the measures required to support prevention activities and the implementation of the waste prevention programmes
Chairperson: Barbara Dewulf, IBGE

09.50 h **EU GUIDELINES FOR WASTE PREVENTION IN EUROPE**
Clementine O'Connor, expert consultant of Bio Intelligence Service
Presentation of the preliminary study on the development of prevention guidelines for Member States, the development of waste prevention indicators and the establishment of a system for sharing information on best practices in waste prevention

10.10 h **DEFINITION AND IMPLEMENTATION OF WASTE PREVENTION PROGRAMME IN CATALONIA**
Pilar Chiva, Director of the Catalan Recycling Centre, ARC
Presentation of the aims and waste prevention targets of the Catalan municipal waste management programme (2007-2012)

10.30 h **QUANTITATIVE WASTE PREVENTION BENCHMARKS**
Jean-Pierre Hannequart, President of ACR+, Managing Director of IBGE
Presentation of the Waste Prevention Guide undertaken by the Association of Cities and Regions for Recycling and Sustainable Resource Management (ACR+)

10.50 h **Questions & Debate**

11.00 h Coffee break

11.30 h **PRESENTATION OF THE LIFE PROJECT: EUROPEAN WEEK FOR WASTE REDUCTION, EWWR**
Patrice Joly, Director of Communication, ADEME
Explanation of the main goals and actions of the European Week for Waste Reduction project, supported by the European Commission's Life Programme

PART II WASTE PREVENTION BEST PRACTICES

Waste prevention best practices are divided into five main themes, ranging from product design to reuse

11.50 h MAIN THEME 1: TOO MUCH WASTE

Actions aimed at raising awareness of waste prevention, the impact of waste prevention in environmental, sociological and economic terms, and the position of waste prevention at the top of the hierarchy when it comes to waste management
Chairperson: Jordi Renom, ARC

WHAT LESSONS CAN BE DRAWN FROM THE FIRST LOCAL WASTE PREVENTION OPERATIONS IN FRANCE?

Bruno Genty, waste prevention consultant
Release of a report highlighting the best practices, mistakes and difficulties encountered during early local waste prevention operations in France (2001-2008)

CRADLE-TO-CRADLE PHILOSOPHY IN WASTE PREVENTION

Ignasi Cubiñà, Director of Eco Intelligent Growth
Contribution on the "cradle-to-cradle" philosophy and its product certification focused on waste prevention

12.30 h **Questions & Debate**

12.40 h MAIN THEME 2: BETTER PRODUCTION

Measures that can be taken to reduce the amount of waste generated at every stage of the product life cycle and prevent waste generated through the company's activity, including office waste
Chairperson: Valérie Jouvin, ADEME

BUSINESS STRATEGY FOR WASTE PREVENTION IN THE FOOD INDUSTRY

Philippe Diercxsens, Chairman of the CIAA Sustainable Production & Consumption Working Group. Danone Group
Presentation of waste prevention strategies concerning the food and drink industry

INDUSTRIAL DESIGN FOR WASTE PREVENTION

Curro Claret, Industrial Designer
Waste prevention from the standpoint of an industrial designer, winner of the 2009 Design for Recycling Award

13.20 h Questions & Debate

13.30 h Lunch Break, offered by



15.00 h MAIN THEME 3: BETTER CONSUMPTION

Actions aimed at encouraging responsible behaviour in purchasing, favouring eco-designed and eco-label products, encouraging wholesale purchases, and promoting loan and hire
Chairperson: Olivier de Clerq, ACR+

AWARENESS ACTIONS TO MAKE CONSUMERS ACTING FOR WASTE PREVENTION

Lydie Ougier, Deputy Head of Waste Department, ADEME
Exemples, actors, risks and opportunities on waste prevention programmes



Papers



Presentation

LOCAL AUTHORITY WASTE PREVENTION PROGRAMME **Jordi Vilaró, Manager of l'Urgellet Municipal Association for Waste Prevention**

Introduction to the pioneering waste prevention experiment promoted by a local authority in Catalonia



Papers



Presentation

15.40 h Questions & Debate

15.50 h MAIN THEME 4: A LONGER-LIFE FOR PRODUCTS

Actions seeking to remind the public of products that can have a second life, through repairs, donations
Chairperson: Jean-Pierre Hannqueart, ACR+

WASTE PREVENTION PROGRAMME IN THE FRENCH RESSOURCERIES NETWORK

Julien Fortin, communications & awareness management, Ressourceries Network

Contribution on the work of the French Ressourceries Network and the European RREUSE Network in the field of waste reduction



Papers



Presentation

PROMOTING REUSE, PREVENTING WASTE - BEST PRACTICE FROM UK CHARITY SHOPS

Lekha Klouda, Director of the Association of Charity Shops
A review of some innovations and examples of charity shops' contributions to waste minimisation, sustainability and raising awareness of reuse



Papers



Presentation

16.30 h Questions & Debate

16.40 h MAIN THEME 5: LESS WASTE THROWN AWAY

Actions aimed at improving our daily habits, avoiding waste food, monitoring expiration dates of products, promoting home composting, etc

Chairperson: Benedita Chaves, LIPOR

ORGANIC (FOOD AND NON-FOOD) WASTE REDUCTION PROGRAMME IN THE BRUSSELS REGION (BELGIUM)

Joëlle Van Bambeke, Head of the Sustainable Consumption and Eco-behaviour Department, IBGE Brussels Environment
Cases of prevention in the food sector and examples of decentralized composting



Papers



Presentation

THE EVIDENCE BASE FOR HOUSEHOLD WASTE PREVENTION: HOW BEST TO PROMOTE VOLUNTARY ACTIONS BY HOUSEHOLDS

David C Wilson, Imperial College London and Research Management Agent, Defra Waste and Resources Evidence Programme of United Kingdom
Presenting results from a new study compiling the international evidence base, focusing in particular on voluntary actions by consumers and on how to measure household waste prevention



Papers



Presentation

17.20 h Questions & Debate

17.30 h Closing Ceremony

Wednesday 25th

09.00 h VISITS TO ACTIVITIES OF THE EUROPEAN WEEK FOR WASTE REDUCTION IN GIRONA AND SURROUNDINGS

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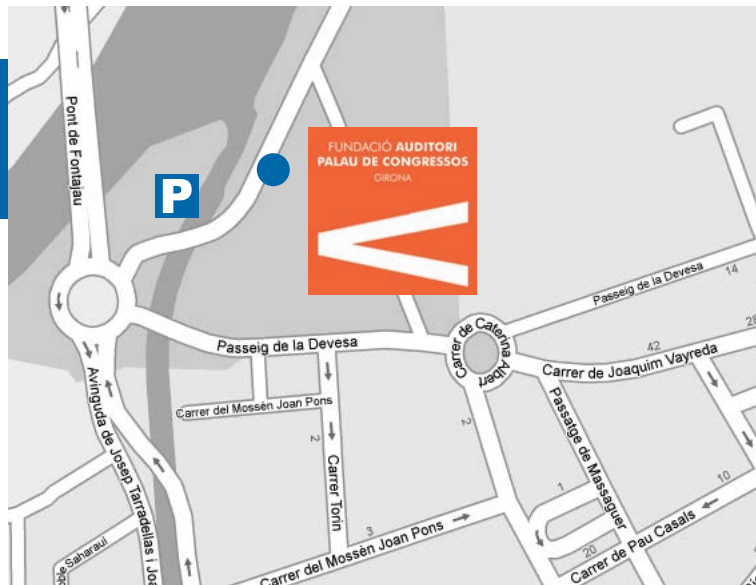
14.00 h



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EUROPEAN CONFERENCE ON WASTE REDUCTION

PLACE
PALAU DE CONGRESSOS
Fundació Auditori
Pg. de la Devesa, 35. Girona



GETTING THERE



Girona - Costa Brava Airport



Girona Railways Station



Bus
Until 20:30 operate 11bus Urban Line

REGISTRATION

For further information: www.arc.cat

For registration: www.arc.cat/conferenciaprevenicio09.html

Limited Places

With the collaboration of:

