



EWWR COMMUNICATION TOOLS

This document provides an outline of the communication tools that will be available for the 2009 edition of the European Week for Waste Reduction.

Those documents will be available to organisers and project developers on the private area of the European website www.ewwr.eu (as from 15 October 2009).

You will find below a detailed presentation of each of the following tools:

AVAILABLE COMMUNICATION TOOLS

PRESENTATION POSTER
PROMOTIONAL POSTER
SNAKES AND LADDERS GAME – “RACE TO REDUCE”
EWWR BADGE
“NO JUNK MAIL” STICKERS

FORTHCOMING COMMUNICATION TOOLS

INTERNET GAME – “WASTE QUIZ”
EXHIBITION PANELS
LEAFLET
SHOPPING LIST NOTEBOOK

Important: this document relates to the communication tools. In addition to these, the Organisers have access to the visual identity (logo, banners, email signature, graphic charter)



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AVAILABLE COMMUNICATION TOOLS

Official Poster EWWR 2009

Suggested format: 40 x 60 cm

Material available to Organisers:

High-resolution PDF file (print quality) in EN, FR, ES, PT, NL, CAT
Upon request, source file for translation and addition of Organiser's logo
20 posters per Organiser in English



Presentation Poster

Tool Description:

Poster describing the European Week for Waste Reduction: objectives of the EWWR LIFE+ project, Project Partners, EWWR Organisers, categories of Project Developers, the 5 themes of action, the European Waste Reduction Awards.

Format: 60 x 80 cm

Material available to Organisers:

- High-resolution PDF file (print quality) in EN, FR, ES, PT, NL, CAT
- Upon request, source file for translation and addition of Organiser's logo
- 20 posters per Organiser in English or in French



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Board game “Race to Reduce”

Tool Description:

Educational tool designed for a young audience through the intermediary of youth leaders or teachers. The aim of the game is to raise awareness among the public and especially among children about good habits for preventing waste, in a fun way.

Suggested format: A4, A3 or bigger



Material available to Organisers

- High-resolution PDF file (print quality) in EN, FR, ES, PT, NL, CAT
- Upon request, source file for translation

EWWR Badge

Tool Description:

Badges designed to be worn by EWWR Project Developers carrying out waste reduction awareness-raising actions at local level. EWWR badges will feature the EWWR logo and they will be reusable for the three editions of the EWWR (2009, 2010, 2011).

Format: 58 mm diameter (metal badge)

Material available to Organisers:

- High-resolution PDF file (print quality)
- 80 badge



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“No junk mail” Stickers

Tool Description:

“No Junk Mail” sticker to be placed on letterboxes by households that wish to stop receiving non-addressed mail, in order to prevent a considerable amount of paper waste from ending up in the bin. The sticker will feature the EWWR logo.

Format: 60x80 mm (format office label reference Guilbert 116-135)

Material available to Organisers:

- High-resolution PDF file (print quality)



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FORTHCOMING COMMUNICATION TOOLS (available by 15 October)

Exhibition Panels

Tool Description:

A set of exhibition panels aimed at raising awareness and providing information on the subject of waste prevention. Made up of 5 panels, this tool presents the 5 major messages of the European Week for Waste Reduction, highlighting the key issues surrounding waste prevention as well as a range of waste prevention actions

The 5 themes of the European Week for Waste Reduction:

1. Too much waste
2. Better production
3. Better consumption
4. A longer life for products
5. Less waste thrown away

Suggested format: 5 panels of 60 x 80 cm each

Material available to Organisers:

- High-resolution PDF files (print quality) in EN, FR, ES, PT, NL, CAT
- Upon request, source files for translation and addition of Organiser's logo
- 1 set of exhibition panels per Organiser in English or in French





Leaflet

Tool Description:

Leaflet promoting the European Week for Waste Reduction and highlighting 10 good habits for preventing the production of waste. One side of the leaflet will present the LIFE+ project and the Week, while the other side will feature illustrations of waste prevention actions.

Format: to be determined

Material available to Organisers:

High-resolution PDF file (print quality) in EN, FR, ES, PT, NL, CAT

Upon request, source file for translation and addition of Organiser's logo

100 leaflets per Organiser in English or in French -depending on existing stocks (**upon request**)

Internet Game - "Waste Quiz"

Tool Description:

Web-based tool which aims at raising awareness about waste reduction in an entertaining way. The quiz is presented in the form of a self-analysis and highlights waste reduction habits that can be taken up while shopping.

Accessibility:

The quiz will be available on the official website of the EWWR project in the 6 project languages.



Shopping list notebook

Tool Description:

This shopping list notebook is designed to raise awareness about "eco-consumption" and to encourage the user to take up simple actions to help avoid food waste. The aim is to inspire the user to get into the habit of only buying products that are really needed, by making shopping lists adapted to his or her real needs and by learning waste prevention habits.

Format: 30-page notebook

Material available to Organisers:

- High-resolution PDF file (print quality) in EN, FR, ES, PT, NL, CAT
- Upon request, source file for translation
- 100 notebooks per Organiser in English or in French (**upon request**)



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