

Good practices in Hungary

41/2020

Title: European Waste Reduction Week
Owner: Association of Environmental Enterprises, cooperation with Ministry of Innovation and Technology
Contact: Hanko Gergely <https://www.ewwr.eu/en/project/main-features>

Good practice for: Recycling campaign, awareness raising, support of innovative ideas, promote volunteering

Description: <https://hulladekcsokkentesihet2019.hu/>

Launched in 2009, European Waste Reduction Week takes place in the last week of November each year. The international initiative precedes the most prominent period of the year in terms of consumption, the preparation for Christmas. During this period, they were providing tips and giving alternative solutions in order to reduce waste. The main theme of 2019 was to create an environmentally conscious attitude, facilitate education in order to prevent the generation of waste - "Open your eyes and reduce your trash!" slogan. For the request of the Hungarian Ministry of Innovation and Technology, the Association of Environmental Enterprises acted as the national coordinator of the campaign.

During the campaign week everyone was encouraged to keep their eyes open to prevent and reduce waste. The aim was to look out for rubbish in the immediate environment, also at work, at school or on the roads going to work, shopping, or to school. It was also emphasised, that after all, if we have already spent money to buy something, then don't throw it in the trash without considering to reuse it. The campaign made it clear for citizens that by reuse, or donating things, the lifecycle of a product can be increased (as they remain in the cycle), saving the resources of the already over-consumed Earth, protect the environment from further deprivation. During the Waste Reduction Week, the focus was on drawing the attention of citizens to discover their own role in waste prevention. The program aimed to prove that it is not difficult to discover and solve a problem together for the benefit of all. The program was also welcomed any innovative action or ideas that call for waste prevention, reduction, re-use and draw attention to the importance of recycling. Citizens and organisations were directly involved in finding new, innovative solutions. This year, the European Waste Reduction Week ended with a total of more than 16,000 actions in 30 countries. Hungary joined the initiative with 410 attitude-forming ideas. Volunteers across Europe drew attention to the importance of reducing waste, reusing products, recycling materials that have already become waste, and the possibility and methodology of selective waste collection. Although the series of events has officially closed, the Hungarian Ministry remains committed to supporting the spread of a sustainability in order to make it part of our everyday lives.