



PRESS RELEASE

The European Week for Waste Reduction rewards its best actions implemented in 2025

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For immediate release

The annual EWWR Awards Ceremony took place on 4 June in Brussels at the European Committee of the Regions and revealed the names of the most outstanding awareness-raising actions on waste reduction implemented in November 2025.

The ceremony was opened by François Wakenhut, Head of Unit for Circular Economy & Secondary Raw Materials at DG Environment, European Commission; Sergio Pérez García from the European Committee of the Regions; and Françoise Bonnet, Secretary General of ACR+, who welcomed participants to this celebration of the European Week for Waste Reduction. Following this, The conference was structured around four thematic panels moderated by Serena Lisai, Project Manager at ACR+ and European Coordinator of the EWWR:

- Communication that Prevents Waste
- Youth Leading the Change
- Waste Reduction with Social Impact
- Giving Electronics a Second Life While Empowering Communities

During these sessions, the finalists presented their initiatives, 15 outstanding and creative waste reduction actions shortlisted by the EWWR jury from a pool of 51 nominated initiatives, selected from over 13,100 actions. The sessions were further enriched by contributions from invited experts.

"What you demonstrate through actions you carry out and the difference you make, is that you actually walk the talk. You are not just promoting circular economy; you are actually delivering circular economy. You are not just preaching for change; you are just delivering change. You are not just saying we need to do things differently; you are applying the change yourselves. This is the mindset we need to be in to generate the transition we need to trigger."

François Wakenhut, Head of Unit for Circular Economy & Secondary Raw Materials, DG Environment, European Commission.



"This initiative was launched by public authorities, and is still supported by them and other stakeholders. For public authorities, it is really important to show that we are with you: we are with our citizens, we are with our local businesses, and we are with our schools. This is really where we can make a difference, working all together and showing the way."

Françoise Bonnet, Secretary General at ACR+

"And we should value what really works: across Europe, social economy organisations, repair centres, reuse initiatives and recycling networks have already demonstrated their value. They deserve our support because they combine environmental benefits with social inclusion and local job creation."

Sergio Perez Garcia, Director General for External Action in the Government of Navarre and member of the Committee of the Regions.



The EWWR 2025 Awards Ceremony

Five winners were awarded, one in each of the following categories: publication administration and organisation, business/industry, association/NGO, educational establishment, citizens.



Trophies of the EWWR 2025 Awards

The EWWR 2025 Award winners

Out of the 15 finalists pre-selected by the EWWR Jury in April 2026, five actions were awarded during the ceremony. They are:

- 1. Public administration and organisation category** – awarded by Sergio Perez Garcia, [European Committee of the Regions](#).

Don't Hide Myself, I'm Transparent implemented by Navarra Waste Consortium.

- 2. Business/industry category** – awarded by Paolo Campanella, [FEAD](#).

AMSA RAEE-Lab Project implemented by A2A S.p.A.

- 3. Association/NGO category** – awarded by awarded by Giulia Lodi, [Zero Waste Europe](#).

Learn, Act, Live Better implemented by ELECTROCYCLE.

- 4. Educational establishment category** – awarded by Rianne Driessen, [Saxion University](#).

Race Against Waste implemented by Race Against Waste.

- 5. Citizen(s) category** – awarded Frederik Ceulemans, Alderman of [Brussels City](#).

Healthy Planet implemented by Edit Mária Bóka.



For more information about the EWWR Awards winners and finalists, please have a look at our comprehensive [press file](#).

The EWWR – A key event in waste prevention

The 17th edition of the EWWR took place between **22 and 30 November 2025**. **13.107 EWWR actions** were implemented in **33 countries** thanks to the contribution of **34 coordinators**. Since 2009, the EWWR's network of public authorities and stakeholders has been growing and showing its commitment and interest in the field of waste prevention. The 17th edition of the European Week for Waste Reduction focused on raising awareness about the EU's fastest-growing waste stream, [WEEE](#) (or e-waste) – Waste Electrical and Electronic Equipment. By choosing this theme for the 2025 edition, the EWWR aimed to promote reduction, repair and reuse activities for electrical and electronic equipment that could be adopted by all categories of stakeholders.

The upcoming edition of the European Week for Waste Reduction will focus on tackling **Material Sufficiency** – a powerful approach to reducing waste by rethinking how much we consume, what we truly need, and how we organise our systems of production and consumption. The 18th edition will take place from **21 to 29 November 2026**, during which the entire EWWR community will engage in waste reduction actions simultaneously. Registrations will open in September! We warmly invite you to join the EWWR in your region and become an action developer yourself. Who knows, you may become the next EWWR winner!

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