

# EURO-MED WEEKS FOR WASTE REDUCTION

## 2023 edition: Call for Actions

### 1. What is the EMWWR?

The Euro-Med Weeks for Waste Reduction (EMWWR) is a raising-awareness campaign on waste prevention in the Mediterranean region, highly inspired by the consolidated experience and results of the European Week for Waste Reduction (EWWR). The campaign is led by two organisations with a solid network and expertise on circular economy and on the Mediterranean area, namely: ACR+ and MedWaves, the UNEP/MAP Regional Activity Centre for SCP; and is entirely funded by the EU through the SwitchMed Programme.

The EMWWR contributes to catalyze actual behaviours toward more sustainable consumption and production patterns, aligning to the key objectives of the EWWR while reflecting the social, economic, and political specificity the Southern Mediterranean brings about.

The organisation of a Euro-Med Weeks for Waste Reduction contributes to the implementation of the several regional commitments under UNEP/MAP-Barcelona Convention, namely:

- The Mediterranean Strategy for Sustainable Development (MSSD), including the Regional Action Plan on Sustainable Consumption and Production in the Mediterranean
- The UNEP/MAP Medium-term Strategy (MTS) for 2022-2027
- The set of the regional measures to support the development of green and circular businesses and strengthen the demand for more sustainable products in the Mediterranean approved by the Barcelona Convention Contracting Parties at their COP22 in December 2021. In particular, one of the transversal measures adopted (D1) is related to strengthening access to sustainable products and services/sustainable consumption.

Likewise, this initiative will also contribute to the objectives of the Union for the Mediterranean's "2030GreenerMed Agenda" (Towards 2030: Agenda for a Greener Med – Contributing to Achieving the Environmental SDGs in the Mediterranean).

### 2. Call for Actions – EMWWR edition 2023:

The EMWWR Call for Actions is organized to reward the most outstanding actions carried out during each edition by Action Developers in the South Mediterranean Region. In this 2022 edition, the EMWWR will launch a Call for Actions in which different Action Developers will be invited to submit Action proposals that mobilize youth (18 to 35 y.o.) in the prevention and treatment of packaging waste and unnecessary packaging in the Southern Mediterranean area.

The aim of the 2023 edition is to:

1. Recognize the work accomplished by public and private stakeholders and by civil society in the waste reduction and recovery field.
2. Raise awareness on waste reduction, product reuse and repair, and material recycling strategies and active regional, national and local policies.
3. Mobilize and encourage citizens (particularly youth from 18 to 35 y.o.) in the Southern Med area in conducting waste prevention and recovery actions.

The Thematic Focus of the 2023 edition will be **Packaging**, in alignment with the EWWR thematic focus.

### 3. Who Can Apply?

The Call for Actions is directed and open to **Action Developers**, a term that refers to different actors with the capacity to implement and promote awareness-raising actions on waste reduction, product reuse and materials recycling within their territories.

In this 2023 edition of the EMWWR, the Call for Actions will be open to Action Developers who are legally established and who respond exclusively to one of the following categories:

- NGO/Civil Society Organization
- Educational Establishment
- Public Entity

Likewise, in 2023 EMWWR Edition, the Call for Actions will be directed and open to Action Developers that are legally based in one of the following Southern Mediterranean Countries: *Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, Palestine and Tunisia.*

### 4. Categories:

The Call for Actions is addressed to Action Developers legally established in Southern Mediterranean countries and that engage with **youth (18 to 35 y.o.), women or vulnerable communities** in the implementation of waste prevention and treatment actions in the field of Textiles.

The EMWWR Action proposals need to respond to one of the following categories:

1. **Prevent & Reduce:** Actions that involve the target in the implementation of actions that highlight the urgency of reducing and preventing the amount of packaging we use, on offering advice on how to avoid or reduce packaging waste and/or on the environmental impact of single-use packaging in the Southern Med area. **Example of Eligible Actions:** *Preparing an awareness-raising campaign at a school, organizing workshops to design packaging with minimal materials, establish refill stations in stores, encourage consumers to buy products in bulk.*

2. **Reuse/Repair:** Actions that involve the target audience in promoting the reuse of packaging when buying new items; actions that promote delaying the purchase of new packaging by opting for reuse. **Example of Eligible Actions:** *promote programs that encourage consumers to return and reuse packaging such as glass bottles or reusable grocery bags, promote re-usable lunch containers at schools, organize workshops where people can learn to re-use packaging materials.*
3. **Recycle/Donate:** Actions that involve youth in promoting the recycling packaging that can no longer be used and on bringing packaging waste to the appropriate recycling facility. **Example of Eligible Actions:** *Organizing visits to recycling facilities, install recycling bins in parks and public places, develop educational campaigns to inform about the importance of proper separate collection.*

The actions to be proposed will have to be implemented in one of the following South Mediterranean Countries: *Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, Palestine and Tunisia.*

## 5. Awarding of Vouchers:

A total of 4 vouchers of **2.900 euros** each will be awarded to 4 Action Developers (*1 voucher per Action Developer*) to be selected among the proposals submitted.

The vouchers will be open and granted to the 3 categories of the Call (Prevent & Reduce, Reuse, Collection & Recycle). The vouchers will be granted to cover the diverse costs linked to the implementation of the proposed action, such as marketing, human resources, among others.

Likewise, the awarded Action Developers will be granted the opportunity to attend the EWWR Ceremony to be celebrated in Marseille in May-June 2024, and will be supported with dissemination and information campaigns implemented by the organizers.

## 6. Timeline:

The Call for Actions will be open from 17th October 2023 and will close on 14th November 2023. Any candidature submitted after this date won't be evaluated.

The awarded actions will have to be implemented between January and April 2024.

## 7. Action Submission:

The registration of the Action Proposals will have to be done through the following Registration Form: <https://forms.gle/1LowNKzxDWXA4Pna8>

The present Registration Form will be available on EWWR and SwitchMed websites.

The following information will have to be provided in the Registration Form, in order to submit the Action Proposal:

- Basic information on the Action Developer (*Name, Contact Details, Legal Status, Country*).
- Description of the Action Proposal
- Expected Planning/Roadmap of the Action Proposal
- Expected Involvement of Youth (*18 to 35 y.o.*) in the Action Proposal
- Expected Results of the Action Implemented
- Sustainability/Replication of the Action on the mid/long-term.
- Financial Plan

## 8. Evaluation Grid:

A pre-set evaluation Grid will be used by EMWWR's leading organizations when evaluating and selecting the action proposals under the EMWWR. The evaluation grid defines the evaluation criteria that will be implemented, along with the scoring allocated to each criteria.

Evaluation Criteria	Scoring (100%)
The proposed action promotes sustainable consumption and production behaviors and raises awareness on the problematic of waste among citizens.	20%
The proposed action is addressing one of the proposed strategies of Circular and Sustainable Textiles.	20%
The proposed action clearly engages youth (18 – 35 y.o.) in its implementation.	15%
The proposed action is viable and easily implementable according to the proposed timings & budget.	20%
The proposed action has the potential to be sustained on the mid-long term, and/or can be easily replicated.	10%
The financial offer is sound and coherent according to the action proposed.	15%

## 9. Commitment of the Action Developer:

- The Action Developer who leads an EMWWR action must be easy and clearly identifiable;
- The Action Developer has to be a legal entity;
- Registrations will be made via the following specific online form (<https://forms.gle/1LowNKzxDWXA4Pna8>), accessible through EWWR and SwitchMed websites.



- The EMWWR action will be carried out in respect of the law and regulations of the country in which the action takes place and will obtain the permission necessary for its correct proceeding;
- The action will seek to promote and encourage positive habits and gestures as well as gender mainstreaming;
- The action will be carried out in a spirit of openness and cooperation and not in a militant or combative manner;
- The action will not be used to serve a political or religious purpose and will not be in breach of good morals;
- The action will be non-profit and entry will be free. Under no circumstances shall the certified EMWWR action be focused on a product or a brand;

## 10. Data security:

By registering an action on the above-mentioned online form, the Action Developer is aware of the fact and agrees to make public information related to the action. This information comprises the name of the organization they represent, its website, address, optional contact information, the description of the action, the date when it took place and the themes it covers. It is important to provide public contact information so that people can contact you if they wish to participate in your action. The information given will not be used or shared with third-parties for any commercial purpose.

## 11. Photos and videos:

Action Developers have to agree that all photos and videos that they share with the EMWWR organizers might be published in the organizers' channels and be used for the promotion of the EMWWR. They will not be used for any commercial purposes. If you do not wish your photos or videos to be shared, please specify that when sending the materials over.