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## Rules of Participation 2020

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Each action must be validated so that it can be recognised as officially taking part in the European Week for Waste Reduction. Validation will be granted according to the following validation criteria.

The action must be a **relevant and innovative awareness-raising activity** that will take place during the European Week for Waste Reduction.

### Nature of the Action Developer

The Action Developer **must belong to one of the following categories**:

- Administration/public authority
- Association/NGO
- Business/industry
- Educational establishment (school, university, kindergarten, educational centers, etc.)
- Individual citizens

### Dates of the Action

The **action must take place exclusively during the EWWR: between 21st to 29th November 2020 inclusive**. However, the action may also showcase actions that have taken place before or will take place after the EWWR.

### Themes of EWWR Actions

**Actions must raise awareness** about sustainable resource and waste management by promoting **waste reduction, product reuse and material recycling**. Therefore, these actions must not be a product or a service, but a *communication activity*.

Non-exhaustive list of examples of EWWR actions: conference, workshop, contest, fair, campaign, etc.

In order for the action to be validated, it must be *registered under one or more of the following themes*:

**1. Strict avoidance and reduction at source:** actions that aim to raise awareness about the urgency of reducing the quantity of waste we produce and giving advices on how to avoid or reduce waste at source (e.g. by promoting home composting or anti-advertising sticker for mailbox, opting for tap water, etc.), as well as actions to make the consumer consider the environment each time a purchase is made by opting for products that have little or no packaging, those that carry an eco-label (reduction of harmful content of the product), buying in bulk, choosing dematerialised gifts, etc.

**2. Reuse and preparing for reuse:** actions that seek to remind the public that products can have a second life, actions that promote delaying the purchase of a new product by instead opting for repair or reuse, and encourage the donation of products that are no longer needed, actions that aim to raise consumer's awareness by opting for reusable products, by hiring items rather than buying them, etc.

**3. Waste sorting and recycling:** actions that aim to help people improve waste sorting behaviour, to explain how to close the loop of material resources, by encouraging people bringing waste to the proper collector, by organising visits of sorting and recycling facilities, etc.

**4. Clean-Ups:** actions that seek to attract the attention of people and the media around the amount of waste that is trashed in nature and collect waste illegally dumped in the countryside, on beaches, cliffs, etc. These actions should as much as possible include a message about sustainable waste management and people's responsibility towards waste and consumption, in particular by promoting waste prevention, providing tips on how to avoid littering, etc.

Projects dealing either entirely or partly with another theme than the above will be refused. Examples of such projects: actions based on waste to energy, visit to an incinerator, etc., will be refused.

The global issue of waste management and its challenges can be addressed provided that it clearly indicates the priority of waste prevention in the waste management hierarchy.

*Under no circumstances shall the validated EWWR action be focused on a product or a commercial project.*

#### **Commitments of the Action Developer:**

- EWWR actions will be undertaken by Action Developers who can be clearly identified
- Actions must be registered and officially validated by the EWWR Coordinator covering the area where the action is taking place – in the case of Malta and Gozo, WasteServ Malta Ltd is the National Coordinator.
- The validated EWWR action will be carried out in respect of the law and regulations of Malta and the Action Developer will obtain the permission necessary for its correct proceeding.
- The action will seek to promote and encourage positive actions and gestures.
- The action will be performed 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 participation will be free.
- Under no circumstances shall the EWWR action be focused on a product or a brand.
- The EWWR logo will only be used in the framework of the validated EWWR action; the right of use of the logos is restricted to this action.
- The Action Developer commits to evaluate his/her EWWR action after it has taken place (quantitative/qualitative evaluation).
- When an action developer opts to participate for the EWWR Awards, they are automatically also registering for the Malta Waste Reduction Awards.

## Malta Waste Reduction Awards

- 1.1 The Malta Waste Reduction Awards are open to participants of the European Week for Waste Reduction (EWWR) taking place between the 21<sup>st</sup> and 29<sup>th</sup> November 2020.
- 1.2 Participants who organise an action related to **waste prevention and recycling** will enter one of the following categories:
- Waste Reduction Award for best practice in Administration/Public Entities
  - Waste Reduction Award for best practice in Associations/NGOs
  - Waste Reduction Award for best practice in Business/Industry
  - Waste Reduction Award for best practice in Educational Establishments
  - Waste Reduction Award for best practice by Individual Citizens
- 1.3 Participants who organise an action related to a **clean-up awareness campaign** in particular may also enter the following category:
- Waste Reduction Award for best practice in a Clean-up
- 1.4 Participants who organise an action related to **the theme for 2020 (Invisible Waste)** may also enter the following category:
- Waste Reduction Award for Most Innovative Initiative
- 1.5 Each participant may therefore enter a maximum of 3 categories.
- 1.6 Participants must provide evidence that the action has taken place, for example through:
- photos or videos of the event
  - copies of published press releases
  - any relevant correspondence
  - any other relevant material

### Selection criteria

- 2.1 Each entry will be evaluated by a panel of judges made up of WasteServ representatives, along with environmental experts.
- 2.2 Each Action Developer actions for the waste prevention and recycling and clean-up awareness campaign will be graded based on the following criteria:

Criterion	<i>Innovation Score (1-4) = poor, (5-7) = good, (8-10) = excellent</i>	<i>Score: 1= poor, 2= good, 3=excellent</i>			TOTAL
	<b>Innovation and originality &amp; Explain why (main highlight)</b>	<b>Variety of communication modes used</b>	<b>Number of people reached</b>	<b>Long-term impact</b>	
<b>Entity</b>					

- 2.3 The best action selected for the Most Innovative Initiative will only be based on the *Innovation and originality criteria*.
- 2.4 Each criterion mentioned will be evaluated based on the evidence provided. Failure to provide evidence will make the entry ineligible for the Awards.

- 2.5 The entry with the highest total score in each category will be declared the winner. In the case of two or more entries in the same category reaching the same total score, the judges will take a vote (by show of hands) in order to determine the winner. The judges' decision will be final.
- 2.6 The Waste Reduction Award for Most Innovative Initiative, may also include a live voting that is to take place on the WasteServ Facebook page.

### **3.0 Recognition & Awards**

- 3.1 Public recognition may be given to EWWR participants via press releases, educational slots on local TV stations and radios, local advertising, company website and company social media.
- 3.2 Recognition will also be given by the Minister for the Environment, Sustainable Development, & Climate Change, Hon José Herrera. Such recognition will be given due coverage by the local media.
- 3.3 All eligible participants will be invited to the official awards ceremony to be held in the first quarter of 2020, during which the winners will be announced. A brief clip explaining each participant's action/s may be shown during the event.
- 3.4 All eligible participants will receive a certificate of participation during the award ceremony, while winners of each category will receive a prize worth in the region of €1000.

### **Data Protection**

Participants understand that any personal data processed for this initiative shall be in compliance with applicable data protection rules.

For more information on how we process your personal data and on your data subject rights, please visit <https://www.WasteServmalta.com/privacypolicy>.