

European Week for Waste Reduction

In support of the European Week for Waste Reduction (EWWR) which launches this week, New Start Highland have joined forces with other organisations across Europe to raise awareness of how our waste can be reduced – by reusing goods that might otherwise end up in landfill. European Week for Waste Reduction takes place across 10 European countries, including Scotland, and aims to raise awareness of what individuals can do to reduce waste by making simple changes to their everyday life. From 21st – 29th November, as part of EWWR, New Start will become a ‘Waste Watcher’, recording and reporting on the waste avoided through sales in their charity shops each day. Figures from each participating shop will then be added to a Europe-wide total, used to measure how much waste has been diverted from landfill during the week. Isobel Prall, New Start Enterprise Officer, said: ‘We are pleased to be participating in the European Week for Waste Reduction. Through the combined effort of the contributing organisations across Europe we believe it will be good encouragement to see the bigger picture of reuse. There is so much that can be reused which can result in greater social and environmental impacts for our local communities.’ Watch this space for the results! For any further questions about New Start Highlands waste reduction and awareness initiatives please contact Katherine Betteley, Waste Awareness Co-ordinator at katherine@newstarthighland.org Katherine Betteley Waste Management Co-ordinator