

# EUROPEAN WEEK FOR WASTE REDUCTION

## EWWR GUIDE OF GOOD PRACTICES

LIFE07 INF/F/000185



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### COLOURS / EWR PROJECT DEVELOPERS CATEGORIES

 Administration / Public Authority	 Educational Establishment
 Association / NGO	 Other
 Business / Industry	

# EXECUTIVE SUMMARY

Within the framework of the LIFE+ project “European Week for Waste Reduction” (EWWR), a guide of good practices on awareness-raising actions for waste reduction has been elaborated.

Based on the experiences and best cases identified during the successive editions of the EWWR (2009 to 2011), the present guide highlights some of the best examples of awareness-raising actions from different categories of stakeholders concerned by the EWWR: public authorities at various levels, NGO’s, private sector, collective institutions (schools, hospitals, administrations).

On the basis of the information provided by the organisations that launched these communication actions, more than 40 cases have been gathered in this guide. The factsheets presenting these cases focus on the preparation, implementation and results of each action.

The factsheets have been categorised under four types of actions, with regards to the waste fraction their cover:

- General campaign on waste prevention and Sustainable Consumption & Production (10 cases)
- Fight against garden and kitchen waste (8 cases)
- Paper and Packaging waste (11 cases)
- Reuse and preparing for reuse (13 cases)

In order to facilitate the search of relevant actions, the factsheets have also been re-grouped according to the type of Project developer that has launched the initiative:

- Administrations (10 cases)
- Associations (9 cases)
- Businesses (9 cases)
- Educational establishments (8 cases)
- Others (8 cases)



# INTRODUCTION

## Too much waste in Europe

In 2008, the total generation of waste in the EU-27 amounted to 2.62 billion tonnes. Non-mineral waste represented about 35% of the total waste generated, corresponding to an amount of 919 million tonnes. In 2008, 524 kg of municipal waste were generated on average per person in the Member States of the EU. In 2010, this amount went to 502 kg per person, due to several factors, in particular the influence of the global economic crisis on household consumption. Still, the quantity of municipal waste produced has doubled over the last 40 years, as the result of non-sustainable modes of production and consumption and causes greenhouse gases and air pollution.

This increase in the amount of waste to be managed has a serious impact on the environment and requires more collection and treatment infrastructures, the cost of which puts a strain on the budgets of local and regional public authorities.

In this context, prevention has become a simple and essential concept in the area of waste management: it is a fundamental technical factor in waste management at local level but also a notion that should remind us of the scarcity of natural resources.

Waste prevention can therefore be defined as the complete range of measures and actions taken up before a substance, material or product becomes waste. These measures aim to reduce:

- the quantity of waste produced, including through the intermediary process of reuse or by lengthening the lifespan of products,
- the harmful effects of waste produced and treated, both on the environment and on human health,
- the content of harmful substances in materials and in products.

## A Week to spread the word about waste prevention

The European Week for Waste Reduction (EWWR) is a Europe-wide event that started in 2009, supported by the Information and Communication component of the European Commission's LIFE+ programme. This project aims to coordinate and promote awareness raising actions on waste reduction throughout Europe during the same week. The five partners of the project committed themselves to implement the concept of the EWWR on their territory, developed communication tools and created a network of public authorities sharing their expertise in waste prevention.

Various types of actors are involved in the EWWR:

- EWWR Organisers: public authorities across Europe that have competence in the field of waste prevention that agreed to coordinate and promote the EWWR on their territory;
- EWWR Project developers: stakeholders that agreed to carry out awareness-raising actions in Europe (5 categories: Administrations, Associations, Businesses, Educational establishments, Other stakeholders);
- European citizens who participate in actions set up by Project developers during the Week (employees, students, parents, consumers, producers, etc.).

Since the launch of the project, the EWWR met a growing success: more than 14000 awareness raising actions have been implemented during the 3 editions of the Week in more than 20 countries in Europe and outside EU borders. Half of these actions were implemented during the edition 2011, showing the growing interest at European, national and local levels for the EWWR: 2672 actions were implemented in 2009, 4346 in 2010 and 7035 in 2011, involving or reaching millions of people all over Europe in their daily life, at the office, at school, in shops or during leisure activities.

These actions, from a simple email to dressing up a city in the colours of waste prevention, focused on the various stages of the product cycle, ranging from production and consumption to reuse. They covered one or several of the 5 following themes: Too much waste – Better production – Better consumption – A longer life for products – Less waste thrown away.

## **The best awareness raising actions**

The gathering of so many communication actions is an incredible source of knowledge and expertise regarding the promotion of waste prevention. After each edition of the Week, the most interesting actions have been pointed out by EWWR Organisers and the most outstanding of them have been recognised by an EWWR award during the annual awards ceremony. Actions to be rewarded were selected by a jury made of representatives of the various categories of Project developers. Hence, 15 actions each year have been highlighted by the jury and among them 5 actions were granted an award (one for each category of Project developer), plus one “jury’s favourite” per year.

In total, more than 40 actions from the EWWR finalists and winners have been gathered in this guide, in order to share the expertise of Project developers. On the basis of the information provided by the Project developers, each case is presented under the format of a detailed factsheet that includes a description of the action and its originality, information about how to make this action and the results of the initiative.

The factsheets have been categorised under four types of actions, with regards to the waste fraction their cover:

- General campaign on waste prevention and Sustainable Consumption & Production
- Fight against garden and kitchen waste
- Paper and Packaging waste
- Reuse and preparing for reuse

Under each of these four thematic, actions have been regrouped according to the type of Project developer that has launched the initiative (Administrations, Associations, Businesses, Educational establishments, Other stakeholders).

Have a good read and reuse ideas !

## Bienvenue à Poubellec'h (Welcome to Poubellec'h)

<b>Name of Project developer</b>	Communauté de communes de la Presqu'île de Crozon
<b>EWWR Organiser</b>	ADEME
<b>Town</b>	Crozon
<b>Region</b>	Bretagne
<b>Country</b>	France
<b>Year</b>	2009
<b>Audience</b>	Action open to general public
<b>Type of action/waste fraction</b>	General campaign on waste prevention and sustainable production/consumption

### Objective:

During the European Week for Waste Reduction and to meet its own waste reduction objectives, the community of municipalities, in partnership with the Maison des Minéraux, ADEME and the Finistère Departmental Council, decided to devise an educational game to raise awareness among all residents about practices aimed at producing less waste.

### Description:

This game, entitled Bienvenue à Poubellec'h (Welcome to Poubellec'h), is a treasure hunt that took place in downtown Crozon. It was an opportunity to discover various ways to reduce waste. It was organized through the joint effort of various regional players: schools (teachers and students), merchants, associations and local governments.

- The story in a nutshell

Poubellec'h is an imaginary temporary village in Brittany. The men and women of Poubellec'h care about their city's image: for the past five years, they have dedicated themselves tirelessly to the thorny problem of waste reduction in Poubellec'h. Their goal is to reduce the quantity of waste at the source. In addition, the following slogan can be read on the stele in the marketplace which pays tribute to Eugène Poubelle (founding father of the city): the best

waste is that which is not produced! Proud of their initiatives, residents have created a circuit for exploring the downtown area. A playful signposted circuit where specific signs, games, questions, workshops and participatory works of art quiz visitors on the problem of waste and ways in which to reduce it. In this way, visitors have very concrete solutions for trimming their wastebaskets and achieving the same goals themselves. Since the game takes place on Crozon's streets and in its stores, it can reach and inform a large number of people. The off-beat, humorous, burlesque nature of the game arouses the public's curiosity.

The educational players (primary and secondary schools, day nurseries), recreational centres and the local hospital were involved in the project prior to the game's creation and during the waste reduction week. They helped to create the works of art (the residents of Poubellec'h call this «poubellec'art»). These works, which were obtained by recovering various types of waste, will be incorporated into the game circuit. They represent cultural and artistic phases of the game.

The game also involves residents and merchants. Some stores play host to various phases of the game, such as questions and workshops. The latter may or may not be related to the store's business. To access the workshops, visitors must come during the store's business



hours; however, the game can also be played when the stores are closed via a display in the shop windows.

The game is also an excuse, a tool to support the emergence of exchange and actions in the region related to this problem. The game helps to encourage the creation of a discussion forum on the topic.

The concept of this game can then be duplicated by any municipality that is interested in doing so: it is an awareness-raising tool that can be transposed to any downtown area.

- Programme

Inauguration of Poubellec'h: Eugène Poubelle stele (Saturday November 21)

Participate in the urban game (= treasure hunt in downtown Crozon / Poubellec) and win a dream trip! (Week of November 21-28)

Recycle our neurons: documentary film and discussion (Tuesday November 25)

Festival of waste (Saturday November 28)

- stands/presentations/documentation

- forum

- «pies and waste» picnic

Give objects a second life (Sunday November 29) : garage sale organized by the peninsula's patriotic associations

### Action's originality

This action is original for several reasons:

- it is adapted to the specific characteristics of the «Poubellec'h» region (Breton consonance)

- this action takes place in the city of Crozon, which is also the living area of Crozon's resi-

dents (where they use services, live, work and relax);

- the role played by merchants was to relay the prevention message and the description of the action, given that they were informed in advance and trained by the local government's project coordinator in waste prevention as well as in the prevention action carried out in connection with the «Welcome to Poubellec'h» EWWR.

- the topic of waste prevention is not always an attractive one. In the case of this event, the off-beat, humorous, burlesque nature of the action arouses everyone's curiosity (presentation by clowns, reworked signs, etc.);

- the treasure hunt in the heart of downtown Crozon (here called Poubellec) calls out to the public as they travel through the area each day. It is also a playful way to raise awareness among the very young (a sort of route with questions about waste prevention and answers at the end of the route).

### How to make such action?

The «Bienvenue à Poubellec'h» game can be transposed to other regions. It can be used by organizations (schools, local governments, associations, etc.) that are interested in it by adapting it to the region's own characteristics. The game (signs and workshops) can also be used in a room set up for this purpose or as part of an event such as a fair, trade show, etc.

This action can therefore be duplicated. The Crozon peninsula provides instructions for conducting this event in another region on its «Poubellec» website:

Creation of the tool includes the test and evaluation phase. The four phases for implementing the tool are described. The phases are as follows:

- Presentation of the project to the potential local partners

- Design of the tool: definition of the concept, creation of the various game props

- Production of the tool with an outside service provider (graphic designer, printer)

- Implementation along with the partners and testing of the tool in the field during the waste

reduction week

- Final evaluation and assessment with the partners

### Means

Coordination of the project and oversight of the network of partners by a project coordinator from the Crozon peninsula community of municipalities who have expertise in waste prevention.

Design, production and implementation along with testing of the game event delegated to the Maison des Minéraux (a local organization that specializes in education in the environment and sustainable development).

### Results of the action

- Participation:

Inauguration of the Eugène Poubelle stele:

This event drew more than 50 people to the marketplace, where the Eugène Poubelle stele was inaugurated by Mr. Moysan, Mayor of Crozon and President of the community of municipalities. Clowns from the «Jour de Fête» association livened up the inauguration and then trained the spectators to complete three phases of the game. The inauguration was a success and the audience greatly enjoyed the clowns.

The waste reduction game:

420 students participated in the game, i.e. 13 primary schools, four recreational centres and 73 accompanying adults.

Out of 184 evaluation forms, 80% of the students surveyed enjoyed the game.

The game was a big hit and teachers felt that the concept was interesting and that the game was fun to play.

The merchants were happy to participate by hosting a workshop. There was plenty of positive feedback about the children's presence throughout the week.

- Other impacts

At the local level:

- Schools: the Poubellec game will be promoted

at schools and other organizations in contact with schoolchildren throughout the year

- Merchants: the goal is to find a key waste prevention person at each association in order to keep merchants involved in the local government's prevention programme. Moreover, because the Crozon peninsula is a prime tourist destination, it is important to encourage stores to adopt good practices aimed at vacationers.

- General public: a future Foyers Témoins operation is planned (this operation entails having households adopt waste prevention practices and weighing the quantity of waste generated - first month = baseline month, then in the following months the households must test new practices)

### Conclusions:

Overall, this action is in line with the local government's waste prevention programme and is in keeping with the waste prevention plan of the Finistère Departmental Council (Brittany - France).

This game is therefore a starting point for the creation of a community network dedicated to work on waste reduction.

This game also affects a large number of children and gets teachers involved.

### More information:

[www.poubellec.net](http://www.poubellec.net)



## Let's do it with Ferda

<b>Name of Project developer</b>	Environmental Board
<b>EWWR Organiser</b>	Estonian Ministry of the Environment
<b>Town</b>	Pärnu
<b>Region</b>	Pärnu
<b>Country</b>	Estonia
<b>Year</b>	2009
<b>Audience</b>	Action open to target group
<b>Type of action / waste fraction</b>	General campaign on waste prevention and sustainable production/consumption

### Objective:

The action «Let's do it with Ferda» was an introducing action to environment education programme of waste reduction theme for pupils in basic level.

### Description:

Environmental Board edited an educational map for pupils and teachers «Ferda Reduces Waste» where simple facts and tips are written. The map is side information to lectures (also put together by Environmental Board). The introducing action took place on 24th of Nov in Pärnu Kuninga Basic school where 2h lecture was held together with some practical games how to avoid and reduce waste at home and at school.

### Action's originality:

The originality of this action is that it actuated a new educational programme « Let's do it with Ferda» for kids in age 5-15. School and kindergarten teachers can order a lecture for free to their school in all over Estonia.

The purpose of this programme is to pay attention to the waste reduction, reduction possibilities and the needs to minimize waste amounts. This educational programme helps to bring school education closer to everyday life especially if speaker comes outside of the school-structure. «Let's do it with Ferda» is first this kind over-Estonia programme focusing to waste avoidance and reduction.

Thanks to EWWR week what was the starter of this concrete programme, it also put a start to

larger cooperation with the Police Board, the Rescue Board and the Citizen initiative group «Let's do it! My Estonia» where young volunteer actors play as mascots.

Ferda is an ant in environment area, a little dog in police area and a lion Leo in rescue area. So the free educational programme now will be named «Let's do it with...»

### How to make such action?

Kids were very attentioned in lectures, especially interested in practical workshops and about information how much energy takes production of new cellphones, plastic bottles etc and what damage it causes for environment. The educational map was given to every kid so they could take it home, remind everything told and to educate also their parents.

Institutions or NGOs coordinating environment education in regions can edit a waste awareness programme about waste reduction. The programme could be targeted for different children age groups, so lectures are varied - for little kids more games, for older kids more facts, workshops about how to re-use things in new way, site visits. A booklet with simple facts, attractive pictures and simple tips should be included.

### Results of the action:

In opening action in Pärnu Kuninga Basic School participated all 5th level, 50 pupils+teachers. Some schools were interested about the lectures already during the EWWR Week, so all

over Estonia around 1000 people already participated.

The action was carried out on the awareness raising purposes. As this action introduced the over-estonian environment education programme in waste reduction theme, it has large impact of awareness rising in 5-15 year old children. School programmes itself don't pay enough attention to waste theme yet.



## Saint-Gilles commits to fighting waste

<b>Name of Project developer</b>	Communal Authority of Saint-Gilles
<b>EWWR Organiser</b>	Bruxelles Environnement - IBGE
<b>Town</b>	Saint-Gilles
<b>Region</b>	Bruxelles-Capitale
<b>Country</b>	Belgium
<b>Year</b>	2009
<b>Audience</b>	Action open to general public and target group
<b>Type of action/waste fraction</b>	General campaign on waste prevention and sustainable production/consumption

### Objective:

The communal authority of Saint-Gilles has for several years carried out waste reduction actions, and more widely sustainable development actions. During the Week for Waste Reduction, the commune took advantage of it to highlight what it was doing and to launch new initiatives, directed both at its personnel and at its inhabitants.

### Description:

1. Making available of reusable plastic beakers for the departments which organise outside events (internally, we already use reusable crockery)
2. Order for 150 water canteens to be distributed to the field workers in view of replacing the bottles of water distributed on very hot days
3. Purchase of a shredder that can be loaned out for population or association district composting projects
4. raising the awareness of the administrative personnel (+/- 500 people)
  - By sending a short email with information on the prevention of waste every day of the campaign
  - By producing packs of working copy paper out of paper used on one side only
  - By affixing "think about printing on both sides" stickers

### Additional actions for the general public:

Exhibition on waste reduction in the entrance hall of the Town Hall with a display case placed here especially with brochures on waste reduction and "Stop Ads" stickers.

Exhibition in the waiting room of the social affairs department.

### Action's originality:

The commune took advantage of the week to address actions at many target audiences, both internally in the commune (administrative communal personnel and workers) and at the commune's population (people involved in citizen projects such as composting).

Indeed, the commune carried out a paper reduction project designed for administrative personnel, as has many other Brussels-based authorities, but also sought other actions to reach out to other target audiences: the water canteens for the labourers, the beakers for the departments which organise events and the associations, the shredder, the anti-ads all-boxes stickers and the exhibition for the population. As everything was orientated through concrete actions, this project really hopes to trigger changes in behaviour for all audiences.

### How to make such action?

The target audience was therefore varied: administrative personnel, workers, population.

In all cases, whenever possible, a system for meeting people in person was put in place in addition

to emails and information boards: direct contact has the most impact.

- For the distribution of the water canteens: email to all personnel, but also official inauguration sessions with all departments likely to use the water canteen loan;

- For the launch of the shredder, contact with the master-composters of the commune, but also inauguration session with explanations with about fifteen people;

- For the distribution of the water canteens: personal explanation to all workers;

- For raising awareness on reducing paper: email to all personnel but also face-to-face discussion when placing two-sided stickers on the printers

Each action carried out, taken separately, sometimes already exists in one or other Brussels-based authority, and more than likely in the other regions also. Carrying out a more global action, reaching different target audiences and different themes at the same time is a much greater task but is completely feasible. The fact of combining the awareness-raising actions with the distribution of concrete tools to help change behaviour is something that can definitely be replicated elsewhere also.

### Results of the action:

The persons who participated depend on the actions:

- With regards the commune's administrative personnel, all personnel (i.e. 500 people) were reached by the daily email, the exhibitions, and a good number of them by the personal explanations.

- With regards the general public, more than a hundred visitors would have seen the exhibition (but it is difficult to evaluate if they read it, etc.), 70 «stop ads» stickers were distributed, about fifteen people were present at the presentation of the compost container

- With regards the beakers, about twenty people were present at the inauguration of the loan service, and over 200 beakers were already used in December 2009 (numerous loans are planned already in 2010).

Given the actions put in place, the results in terms of waste reduction are not necessarily

observed during the week but clearly over the long term: the commune has given different audiences tools to generate less waste in their activities.

Each reusable beaker enables the use of disposable beakers to be avoided.

The shredder facilitates composting and encourages a new audience to compost.

The water canteens avoid disposable bottles.

The anti-ads stickers avoid unwanted adverts.

The two-sided stickers help people think about printing on both sides, etc.



The beakers, water canteens and shredders have been launched as a pilot. After evaluating their use over several months, a higher number of these objects would be bought and distributed.

### More information:

[www.bruxellesenvironnement.be](http://www.bruxellesenvironnement.be)

<http://www.bruxellesenvironnement.be/Templates/Professionnels/informer.aspx?id=3544&langtype=2060> and <http://www.vimeo.com/8965447>

## Watch your Waste

<b>Name of Project developer</b>	Recycle for Greater Manchester
<b>EWWR Organiser</b>	EWWR Secretariat
<b>Town</b>	Manchester
<b>Region</b>	North West
<b>Country</b>	Spain
<b>Year</b>	2011
<b>Audience</b>	Action open to general public
<b>Type of action/ waste fraction</b>	General campaign on waste prevention and sustainable production/consumption

### Objective:

In Manchester (and the other 8 districts). Recycle for Greater Manchester (R4GM) propose to develop a watch your waste week event to promote awareness of waste prevention activities in order to encourage a change in behavior by showing how small changes can make a difference without the need to change lifestyle. The watch your waste week campaign would also be a celebration event of what has been achieved to date to reduce waste across Greater Manchester.

### Description:

The campaign was designed primarily to spark an interest in waste prevention activities using fashion (clothes and furniture) as the main driver to reinforce the message of re-use. There was also a secondary focus on reducing food waste.

As waste prevention activities are personal to each individual, a number of activities are proposed for each District:

#### 1. Sew Good Workshops

Sew Good is a sewing class to build the sewing skills and confidence of local residents to help them be able to mend, re-fit and re-style their own wardrobes. Each workshop lasted three hours and included a discussion on participants' waste and consumption habits, followed by their position on the global fashion industry and consumer responsibility.

Participants brought clothes from their own wardrobes they were no longer wearing or

were bored with, or bought something pre-worn from charity and worked with TRAIID designers to give it a new lease of life. Each participant turned at least one waste item into something usable and while doing so learns and practices the sewing skills necessary to mend and remake their clothes.

#### 2. Pre-loved Living Rooms

To promote the furniture re-use services of the various furniture re-use organisations (FROs) across Greater Manchester, virtual living rooms were established with FROs in districts where they existed. The living rooms were set up in public places so that passers by could see the quality and type of donated items being re-used.

#### 3. Love Food Hate Waste Cooking Classes

The campaign continued to drip feed the Love Food Hate Waste (LFHW) Messages and delivered a practical, 'hands on' workshop in each of the nine districts in Greater Manchester. The workshops were delivered by Elizabeth Wells and encouraged and empowered individuals to make the best and most cost-effective use of their food, as well as reducing packaging and food waste.

The following session were repeated across the nine districts:

- A 2.5-hour cooking session with handouts and recipes
- The session was structured into 3 parts: 1 - demonstration/info (including How to Make

the Freezer Your Friend), 2 - cooking activity (Transform Your Leftovers); 3 - brainstorming/group activity (How to Make a Meal of It, 'Masterchef' style)

- The session incorporated 2 recipes: one that involved 'slow cooking' or a slow cooker and one that involved 'quick' cooking methods; this demonstrated how easy it is to prepare a healthy meal whatever someone's time constraints.
- The majority of the session were interactive, with participants making, chopping and preparing foods. Participants were able to sit down at the end of the session and eat one or both of the dishes.

The slow-cooked meal: chicken broth with chickpeas and vegetables. This is based on the idea that people waste meat by throwing away a chicken carcass after a roast (i.e. they don't know what to do with it) and that by doing so they lose out financially and nutritionally.

The 'fast'-cooked meal: 'Scramble' frittata. The idea here is to bring a variety of different leftovers, including some cheese, vegetables, potatoes, meat to show participants how eggs can bring the whole meal together. They get to choose their own combination of leftovers. We will also discuss what herbs and spices etc can liven up 'leftovers' and transform them into a new meal.

#### 1. Final Celebration Event and Up-cycled Fashion Show

A final celebration event was the culmination of all the key re-use messages and activities such as the Sew Good workshops virtual living rooms and LFHW, The fashion show showcased the up-cycled items made by participants and TRAIID Remade fashions. Local ethical designers and furniture re-use organisations were invited to the event allowing for participants to have the opportunity to learn more about sustainable fashion and re-use in their region.

Core elements are as follows:

- Fashion show with participants modelling their creations and TRAIID Remade Models
- Access to an up-cycling Information Centre
- 15 minute activities e.g. bags and brooches

to incorporate an up-cycling element into the event

- TRAIID Remade pop up shop
- Registration for future TRAIID events and news in the NW

The celebration event also provided space for furniture re-use organisations to show case their re-use services.

Prize winners from the week's prize draws were also invited to collect their prize at the event. A free raffle was hosted to draw residents to attend.



#### Action's originality:

The campaign showed originality by capturing the love for fashion and food to bring together 3 simple reuse actions to spark an interest in waste reduction; showcasing the value of waste prevention actions (learn new skills for life and save money).

Partnership working has been a key feature in delivering best practice. The partnerships established with the community sector helped to strengthen the promotion of re-use. These partnerships provide local residents with more choice when it comes to choosing how to dispose of items they no longer need and provide a real community benefit

The campaign promoted fashion and food to spark an interest in waste prevention activi-

ties by appealing to resident's sense of individual style. To promote these messages sewing workshops, left over cookery classes, pre-loved furniture display and fashion show were delivered to encourage a change in behaviour towards re-use of clothes and furniture as well as the reduction of food waste.

### **How to make such action?**

The activities can easily be replicated through the development of activity templates and a communication action plan detailing key messages, activities, monitoring & activity timeline. The promotion of the campaign was delivered through radio, the website, press releases, Facebook, ebulletin and through the support of the District Councils.

The cost of the campaign came to £37,599. This was split mainly between radio advertising, venue hire for all the classes/events/fashion show, the cost of professionals delivering all the sessions and the setting up of the fashion show event.

In terms of staff time, 1 member of staff was involved to develop, organise and promote the campaign as well as liaise with all partners. Also, 1 communications officer was responsible for liaising with press and media to attend the fashion show and a further 2 members of staff helped on the night of the fashion show with meet and greet. I was also responsible for collating the final report.

The development of the campaign action plan started in June 2011 and the events took place during EWWR in November. Around a half time staff was involved in the campaign over those 6 months.

Although the campaign was successful in engaging residents and working in partnership with various stakeholders, a number of lessons were learnt should a similar campaign be developed in future:

- Work more closely with district council officers to identify venues and target audiences interested in taking part instead of simply asking districts to identify venues in a low performing area (e.g. Rochdale)
- Liaise more closely with the venues hosting the events to help actively promote the workshop sessions within the local community

- Engage district council officers to encourage onsite support at events. Some (as in Oldham, Bolton, Bury and Salford) were very visible and had taken an active role in promoting and attending the event, but this was not consistent across Greater Manchester

- Consider linking with colleges/universities on fashion show collection

- Develop promotional materials to be disseminated to all activity venues, including local charity shops to generate more interest

- Should radio be considered for future promotions, avoid developing an audio visual campaign with competition unless competition entries can be limited to Greater Manchester

- Work more closely with the final celebration event venue to ensure what is initially agreed is provided on the night

- Provide more support for media liaison at the celebration event

- Consider a small amount of commentary to accompany the collections on the catwalk of the fashion show. Commentary would only need to introduce each new collection and briefly state how it was made

- Although bookings for the campaign events were high, attendance was not as high as anticipated. Reminders for the following day were sent out, but should look to send out a three day reminder to give residents a little more notice

- Consider booking the fashion show on a weekday – perhaps a Thursday night to encourage higher attendance. Investigate, using a more central location, enabling residents to attend after work

- Make it clear that in order to win the prize draw, residents have to attend the fashion show

- Consider moving watch Your Waste Week to September to encourage higher attendance (dark winter nights in November may put people off). This would be dependent on whether EWWR took place again in 2012

- All events were free to Greater Manchester residents. To encourage residents booked on the fashion show to attend, R4GM could consider charging a nominal fee in support of the Community Waste Fund. The evaluation of the fashion show indicates that 50% of respondents are prepared to spend £5 per ticket

### Results of the action:

Monitoring and evaluation revealed:

- Two weekly radio campaigns on Capital FM reaching over half a million residents
- Recycle for Greater Manchester website received 1770 visits to the campaign page resulting in an average increase of 23.58% in visits to the re-use pages
- Press releases in 9 local newspapers with a 2 page editorial in Manchester Evening News, reaching a readership of 1,064,380 residents & providing £17,969 worth of free advertising
- The fashion show inspired 96% of those who attended; with 78% inspired to buy up-cycled, or mend their clothes, 72% to donate unwanted furniture to charity, 65% to reduce their food waste by using left-overs
- Resident feedback – “Excellent teacher: explanations clear and included questions to make students feel involved. Very good ideas & very friendly attitude.”
- Resident feedback - “Thanks for the enjoyable, entertaining, educational evening. I think more of these workshops should be organized. All information learnt through participating is easily remembered.”

### Sew Good Workshops

- 1 workshop in 8 districts (total of 8 workshops)
- 80 bookings across Greater Manchester
- 55 residents engaged (69% attendance)

### Pre-loved Living Rooms

- 1 workshop in 9 districts (total of 9 living rooms)
- 1193 residents engaged across Greater Manchester
- Average of 132.5 residents engaged in each district

### Love Food Hate Waste Cooking Classes

- 1 workshop in 8 districts (total of 8 workshops)
- 76 bookings across Greater Manchester
- 57 residents engaged (75% attendance)

### Celebration Event & Up-cycled Fashion Show

- 180 bookings across Greater Manchester
- 85 residents engaged across Greater Manchester
- Inspired 96% of residents to love the pre-loved
- Of those inspired to love the pre-loved, 78% would consider buying up-cycled clothes and 72% to donate furniture

### More information:

[www.recycleforgreatermanchester.com](http://www.recycleforgreatermanchester.com)



## Gift vouchers and awareness raising events

<b>Name of Project developer</b>	Def.Waste
<b>EWWR Organiser</b>	Avfall Sverige
<b>Town</b>	7 Recycling centers (in the cities Aneby, Flen, Katrineholm, Linköping, Strängnäs, Vingåker, Odeshög) 1 shopping center (in the city Mjölby), 7 city squares (in the cities Habo, Mjölby, Norrköping, Oskarshamn, Vadstena, Vimmerby, Västervik)
<b>Region</b>	Östergötlands län
<b>Country</b>	Sweden
<b>Year</b>	2010
<b>Audience</b>	Action open to general public
<b>Type of action/ waste fraction</b>	General campaign on waste prevention and sustainable production/ consumption

### Objective:

By taking part in EWWR, Def. Waste wants to raise awareness about waste reduction strategies and the correlation between waste generation and consumer patterns. Def.Waste also wants to encourage discussions/debates about waste reduction.

### Description:

At the recycling centres, the city squares and the shopping centre, the following activities will take place:

- "Glögg" (Swedish Christmas drink) and gingerbread cookies as well as hot sausages, coffee and cookies will be offered for free by staff from Def.Waste
- At some of the places there will be information signs (roll-ups, posters...) with pictures and text describing the way the waste amounts have increased between the years 1950-2010.
- Today, the average Swedish inhabitant throws away about 500 kilos of household waste each year. This will be visualized by a container/waste bin/sack containing 500 kilos of waste (bottles or packages).
- The staff from Def.Waste will inform about how to decrease waste
- Gift vouchers are handed out for free. The person receiving the gift voucher decides what gift to give away. By giving away an event/an experience (a dinner, a spa week-end, a small trip etc) instead of buying an object/item, waste

is reduced. 32 000 gift vouchers will be distributed in 19 cities (Aneby, Finspång, Flen, Habo, Katrineholm, Linköping, Mjölby, Motala, Norrköping, Oskarshamn, Oxelösund, Strängnäs, Vadstena, Valdemarsvik, Vimmerby, Vingåker, Västervik, Åtvidaberg och Ödeshög).

### Action's originality:

Def.waste has managed very well to reach out to the general public. This is a unique idea, the gift voucher is a whole new idea of communicating. Def.waste has managed extremely many activities at very many different locations.

### How to make such action?

Member municipalities within Def.Waste decided at a board meeting in 2010 that you wanted to implement a common activity during the European Week for Waste Reduction. The Board gave a mandate to the Chairman of the Working Group, in customer service and communication, to appoint a working group of 5 people. The group met on three occasions, approximately 3 hours per session, to build the concept. After the concept has been developed, presented to the Board for approval, could the remaining communication within the working group and member municipalities handled by e-mail.

The Working Group requested SEK 30 000 in project funds from the Association to create and print 32 000 gift vouchers which are then distributed to

members by the number of local residents. Participants in the Working Group created texts for use on personal homepages, on gift vouchers, to banners / posters and the press release. Each municipality decided themselves to what extent they participated in joint concept and if you for example wanted to pay for the production of banners, or if you chose to print simple posters.

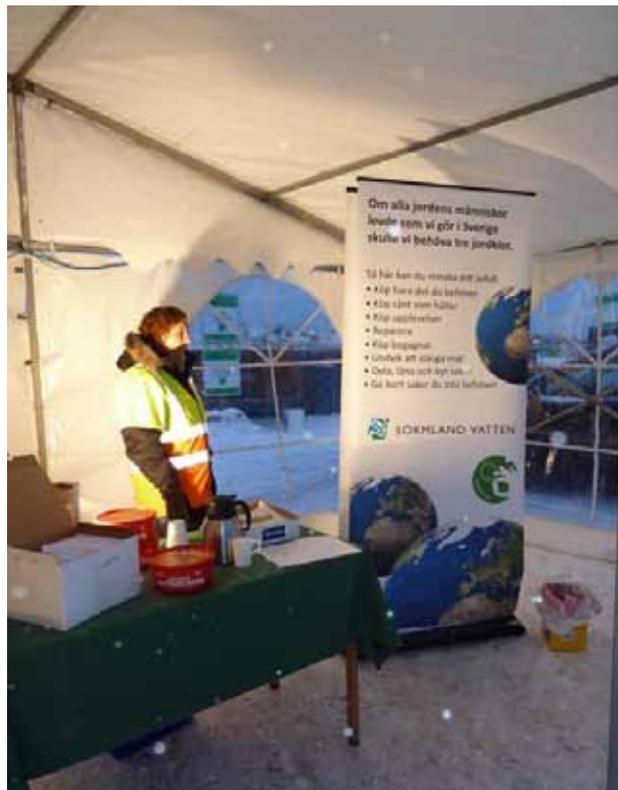
The working group participants time to prepare and plan the concept was funded by the municipality of their employment. The working group chairman time to communicate, manage and monitor the project during year 1, 2010 to about 50 hours. Other participants in the Working Group can be estimated at 10 hours per participant.

Each member municipality working to plan and implement the local event was funded by the municipalities. An estimated were each event of two employees who worked about 6-8 hours of the event.

Def.Waste decided in 2011 to repeat the same set-up and re-using already produced banners / posters and use the gift vouchers that are not awarded in 2010. We updated and corrected text of the website and the press release and sent it out to the member municipalities.

### Results of the action:

The result will be that people give away events/ an experience instead of a an object/item which will lead to a reduction of waste. One aim is that the activities organised by Def.Waste will contribute to an increased awareness of waste reduction and the correlation between consumer patterns and waste generation and in a long term change people's habits. It is also very promising, looking at the work to come, since this is the first time all of the organisations within Def.waste has cooperated in this successful way. It is hard to describe the results of our efforts as a percentage or reduced amounts, but generally we have, through our cooperation has increased residents' awareness of their own consumption affect the amount of waste. Other findings were that the cooperation between the association's member municipalities has increased and that our municipalities events have been recognized nationally and in Europe.



## Responsible Purchase

<b>Name of Project developer</b>	Ecoscience Provence
<b>EWWR Organiser</b>	ADEME
<b>Town</b>	Brignoles
<b>Region</b>	Provence Alpes Cote d'Azur
<b>Country</b>	France
<b>Year</b>	2010
<b>Audience</b>	Action open to general public and target group
<b>Type of action / waste fraction</b>	General campaign on waste prevention and sustainable production/consumption

### Objective:

The whole operation aimed to help consumers reduce their waste production at the source.

### Description:

Consumers were invited to purchase products with less packaging materials during a week. The three steps process of the "Achats Engagés" operation:

- The design of a horrifying "Waste Monster"  
School kids of the Jean Jaurès 2 school of Brignoles designed and built a terrible "Waste Monster", a dummy composed of empty packaging. Through this amusing activity, they were informed about waste reduction and sustainable consumption by coordinators of the "Ecoscience Provence" association and the SIVED (Intercommunity association for Waste valorisation and disposal)
- Setting up a special in store labelling  
More than 300 stickers identifying products that yield little waste were put on the store's shelves. The aim of this operation was to make consumer think about each product's sustainability. Isn't this product over-packaged? What kind of similar product could be more sustainable? Is it recyclable, local...? Ecoscience Provence also gave a training to store staff on the waste reduction issue.
- Coordination in store & school  
Beside the Waste Monster" and in store infor-

mation, the association organized some in store activities, introducing the "saturate shopping trolley" versus the "responsible shopping trolley". Both those trolley were exhibited and compared in term of waste production and prices. School kids took part in those activities by playing an instructive game in the store on waste reduction.

### Action's originality:

The action is original because it involves and sensitizes a great number of actors from different backgrounds: consumers, sellers, store staff, schools, teachers etc... All these people were contacted were diversified and complimentary: labels in the shelves, waste monster, trolley comparison... so awareness was created through different ways in order to touch as much as people as we could.

### How to make such action?

The so called "Waste Monster" was equipped with an electronic device created for the occasion by a nearby vocational high school, the Lycée Rouvière in Toulon. This electronic system "gave life" to the monster, which could detect passers-by and shout out "It is the European Week for Waste Reduction" towards them. Not only were the high school students involved in the project, but they were also involved in the raising awareness campaign. The "Waste Monster" was finally installed in a retail store and did its job by making consumers think about their behaviours.

Various actors were involved in this initiative:

- School kids & teachers take part in discussions and in the creation of a monster (more than 50 people)
- High school students commit themselves in the design of the monster (30 people)
- Retail's owners hosted and made their staff and materials available for the operation
- Consumers of the store concerned by the operation (a hundred of people a day)

All in all, we consider than more than 700 persons have been involved. Each of those actors was implied in this initiative and in debates related to waste reduction, under the coordination of the Ecoscience Provence association & SIVED ambassadors.

#### **Schedule:**

February 2010: Presentation of the project to the Directors of the supermarket Casino in Garéoult and Brignoles and to the director of the supermarket Super U in Rocabron.

17-21 May 2010: project's definition and finalisation, preparation of the partnership charter.

September 2010: elaboration of the dummies by students and selection of the products for the engaged trolley with three sorting ambassadors from SIVED.

October 2010: training of shelves staff, hostesses, administrative staff of the supermarket. The trainer was carried out by Ecoscience Provence.

8-15 November 2010 : dissemination of public information (press release, etc.)

15 November 2010: 9h30-18h: labelling selected products with the "responsible purchase" label by 2 members of the staff and 2 volunteers.

9h30-12h30: installation of dummies and information stand by 2 volunteers and 1 member of the staff from the supermarket.

20-28 November 2010: European Week of Waste Reduction.

#### **Results of the action:**

The "Waste Monster" was finally installed in



a retail store and did its job by making consumers think about their behaviours.

The in store action took place during the whole Week, enabling associations' members to create real interactions with consumers. Those who were curious first, became interested in a second thought and even involved in during their third encounter.

This whole operation driven by 2 local associations involved various actors in a communication initiative that lasted even more than a week.

Furthermore, this action gathers at least 4 advantages:

- Promoting waste prevention at the source and making it visible for all
- Making consumers of today and tomorrow think about their behaviours thanks to actions & discussions
- Involving all kind of actors in the topic
- Creating an event that can easily be reproduced all across Europe

#### **More information:**

[http://www.dailymotion.com/video/xhl7d0\\_achats-engages-avec-ecoscience-provence-serd-2010\\_lifestyle](http://www.dailymotion.com/video/xhl7d0_achats-engages-avec-ecoscience-provence-serd-2010_lifestyle)

## Waste Reduction Awareness Project

<b>Name of Project developer</b>	JCI Izmir (Junior Chamber International Izmir)
<b>EWWR Organiser</b>	EWWR Secretariat
<b>Town</b>	Izmir
<b>Region</b>	Aegean region
<b>Country</b>	Turkey
<b>Year</b>	2011
<b>Audience</b>	Action open to general public
<b>Type of action/ waste fraction</b>	General campaign on waste prevention and sustainable production/consumption

### **Objective:**

To implement a comprehensive campaign aimed at spreading the word about waste prevention in Izmir area and Turkey.

### **Description:**

Within the campaign, JCI Izmir gave trainings at nineteen different schools (over 2000 students, school names are available within request) in Izmir together with TEMA (Turkish Foundation for Combating Soil Erosion, for Reforestation and Protection of Natural Habitats) trainers. JCI Izmir prepared a powerpoint presentation in Turkish and delivered hardcopies of these to 31 different schools in Izmir. JCI Izmir designed the training material according to the ages of students. Also through the trainings JCI Izmir gave practical information about waste management process. These tools and techniques attracted the attention of the students. The number of students reached is growing day by day. The campaign was broadcasted on 7th February 2012, on the Turkish National Television, also known as TRT with the shootings from one of the trainings JCI Izmir did.

On 24th November 2011, JCI Izmir participated to a Businessmen Meeting on Sustainable Waste Management that David Robert Newman (General Secretary of Assobioplastiche at Assobioplastiche, Vice President at ISWA, Managing Director at ATIA-ISWA ITALIA, Managing Director at CIC) was speaking in Istanbul, Turkey. JCI Izmir promoted the campaign sharing ideas with business people from several

sectors, academicians (a meeting of 50 participants). This was a great opportunity to inform about the project and actions on waste reduction.

On 26th November 2011, JCI Izmir visited an area centred on the problem of waste and made a coastal clean-up (open to public participation). Mr. Ufuk Unal, Chairman of the Energy Commission within Turkish Businessman Association (TUGIAD) attended the clean-up himself. During the day a national radio channel announced the clean-up. Also TEMA, students and teachers from the schools that JCI Izmir gave the trainings, participated to this clean-up activity. The amount and the type of waste was evaluated, reported and shared with Izmir municipality, and with the relevant authorities. This clean-up news was broadcasted on two different TV channels on 26th November 2011.

On 27th November 2011, JCI Izmir opened a booth at the biggest hypermarket in Izmir and informed general public (especially consumers) about the economical, social and economic impact of waste. JCI Izmir informed thousands of hypermarket customers (on Sundays the customer number is around 35.000 at this hypermarket). JCI Izmir also made a waste reduction survey to hypermarket customers. JCI Izmir gave them the shopping lists that would guide them when they did their shopping. The customers were informed about waste reduction just before they did their shopping.

### **Action's originality:**

The concept of waste prevention is new in this country, so the campaign was the first large initiative spreading the word about this issue. The campaign reached Izmir inhabitants in several places: at school, in supermarkets, in business events, in touristic areas, etc. Cooperation was organized between several stakeholders.

### **How to make such action?**

The campaign's first target audience is students. The awareness trainings motivated them develop critical thinking and reflection about the waste reduction subject. As a result, they eagerly would like to make paintings and sculptures from waste after the training. Also the schools who heard about our trainings made contacts with JCI Izmir and this interest is also encouraged JCI Izmir to continue trainings after the EWWR.

In JCI Izmir's booth at the hypermarket, people from all ages were interested into the subject. JCI Izmir did a survey that attracted the attention of the consumers as an analytical work and by this means more consumers were attracted. The coastal clean-up was open to public participation and people were interested during the clean-up, asked the participants about the campaign and would like to be informed and would like to join the clean-up. JCI Izmir participated the meetings both in Istanbul and in Izmir (in total approx. 150 participants), with the chance to reach businessmen from different sectors, academicians and state bodies.

Media (TV, radio, newspapers) was very interested in the campaign. The campaign was broadcasted several times on TV and radio. It was also announced in JCI Izmir and JCI Turkey google e-mail groups and facebook groups. A web page and a facebook page for the campaign were set up where the process details, visuals (videos, pictures) and news were published.

### **Methodology**

At the first place we believed in that "To make this vision a reality, we must develop clear goals and strategies for our local events and have a solid action plan." Because it would help to get together with our people who could help plan

the events and start brainstorming. Below is a summary for having an effective Waste Reduction Awareness Project.

1. Bring together a team.
2. Pick a goal and a demand.
3. Plan our action (What?, Where?, When?).
4. Recruit.
5. Organize the details.
6. Invite the parties concerned (organizations, firms, people etc.)
7. Get creative.
8. Invite the media and be the media.
9. Time to move.
10. Report back and keep the movement.

Strategy was the core of our project. The elements of our strategy were tactics, target, goal.

- Tactics: What activities will we use to influence our target in the lead-up to our project and during our project?)
- Target: Who has the power over our goal? Who can we reasonably influence?)
- Goal: What do we want to achieve with our action? Can be a change or raising awareness/movement building?

We did brainstorming and wrote out possible goals to work towards for our project and then we mapped out what strategies we could employ to achieve our goal.

Important questions we asked when putting together the different elements into our overall strategy:

1. What are our opportunities? (JCI members, Connections, media etc.)
2. What are our limitations? (Financial, time, etc.)
3. What resources do we have? (Time, energy, creativity, etc.)

After asking these questions, we strategized with our team, got into small groups to talk about details of the project that would make up our strategy and plan for Waste Reduction Awareness Project of JCI Izmir.

Estimated cost, resources and time needed:

Human resource: Project Director, Sub-directors, Project group members

Materials:

- Printouts of EWWR communication tools (posters, brochures, stickers, waste reduction game etc.)
- Banner (We used it at our project events – trainings, clean-up day, hypermarket booth)
- Trash bags (We used them at our clean-up day)
- Desk and chairs (We provided them from the hypermarket for our waste reduction awareness booth)
- Camera (We used it to take photographs during our events to use it in our newsletters, presentations and publicity works)
- Projector (We used it to make presentations during the trainings at schools)

Budget:

We just paid for the printouts of EWWR communication tools which are:

1. Posters, brochures, stickers, waste reduction game etc.) – 150 Euro
2. Banner – 50 Euro

In total we spent about 200 Euro for the project.

We can say that project was totally carried out voluntarily by JCI Izmir members and our stakeholders helped us about necessary materials.

Number of students participating during the EWWR only:

Approximately 500 students (Teachers and the students who participated our training spread the word of waste reduction to other students in different classes in those schools afterwards. They made workshops themselves according to the information they got from our trainings. This created a multiplier effect in the number of students that we reached just in one special European Waste Reduction week in November 2011 only.

We still continue giving trainings at schools. In

sum until today the actual number of students who participated our trainings is over 5000.

Time:

As soon as we put the waste reduction training in the center of our project. One week time was not enough to reach a large number of students that we would like to give trainings. We also would like to have sustainable results. So we have kept giving trainings at schools even though the Waste Reduction Week was over.

In order to enlarge the scale we need more trainers from our other JCI Chapters in other cities and financial support for printing the EWWR Communication tools.

This year we would like to spread out the project nationally. In these terms we are planning to do it in 2012 with 25 JCI Chapters in Turkey at the same time. Organizer will be JCI Izmir. We would like to cooperate with other environmental NGO's in Turkey.



We are also planning to make this training into CDs. So we can spread the word to the farthest city in Turkey or Europe.

Also our twinnings in JCI organization in Europe are very interested in this project and would like to join us this year.

We are also in contact with the state bodies in Turkey (The Ministry of Environment, The Ministry of Education, The Ministry of EU Relations, The Ministry of Foreign Affairs)

We can replicate our Waste Reduction Awareness Project in all cities in Turkey this year by the involvement of our JCI chapters in different

cities and with the support of the state bodies and EWWR Secretariat.

On larger scale; project budget can be minimized with voluntarily contribution as we did in our project. We can provide trainers in different cities; so there would not be a transportation cost for them. On the other hand, if we would like to do a kick-off meeting or follow-up meeting in different cities by the contribution of experienced JCI Izmir project members this may need a transportation budget. Accommodation and food would depend on the availability. And the cost of the printed materials would increase in parallel to the number of the schools and participating students.

For now we keep on receiving waste reduction training demands of the schools in Izmir. And we continue giving waste reduction awareness trainings. Through media it is heard and known nationwide. This project attracted the attention of the public very much. According to the feedbacks we receive, we are so glad that in the end of this hard work, with this project, we had the chance to kick-start an awakening among people in Turkey beginning from Izmir and spreading very fast to other cities even to our JCI Organizations in Europe.



#### **Results of the action:**

Within the campaign, JCI Izmir gave trainings at 19 different schools (over 2000 students, school names are available within request) in Izmir.

The coastal clean-up involved 40 participants.

The hypermarket where the information booth

was set up is visited by approximately 35.000 customers on Sundays.

The events in Istanbul and in Izmir in which JCI Izmir participated and talked about the campaign included in total approximately 150 participants.

#### **More information:**

[www.atikazaltimi.com](http://www.atikazaltimi.com)

## School Carbon footprint calculator

<b>Name of Project developer</b>	Escola Secundária da Boa Nova
<b>EWWR Organiser</b>	Lipor - Serviço Intermunicipalizado de Gestão de Resíduos do Grande Porto
<b>Town</b>	Matosinhos
<b>Region</b>	Porto
<b>Country</b>	Portugal
<b>Year</b>	2009
<b>Audience</b>	Action open to target group
<b>Type of action/ waste fraction</b>	General campaign on waste prevention and sustainable production/consumption

### Objective:

We are a school that adheres to the Eco-schools, and has developed a project to monitor the carbon footprint.

### Description:

On the EWWR, we intended to make available to all schools involved, a computer application that allows you calculate the carbon footprint (amount of greenhouse gases emitted by the School for one year). The treatment of waste produced by the school contributes significantly to their carbon footprint. So when doing your survey, we will realize the need to implement measures aimed at reducing the amount of waste produced and encourage school students to implement appropriate measures.

### Action's originality:

The action is unique, because, to our knowledge, this is the first of the carbon footprint calculator created by students and adapted to specific schools.

### How to make such action?

The target audience was students. The treatment of waste produced by the school contributes significantly to their carbon footprint. Thus, when doing your survey, we realize the need to implement measures aimed to reducing the amount of waste produced

The action can be reproduced in other contexts with similar characteristics to a school, such as a factory or a hospital. To be used in another European territory will need to change some «emission factors» used in the calculation, namely that corresponds to the consumption of electricity, and develop a new version in English. This action does not have any cost!

### Results of the action:

51 visitors to the carbon footprint calculator link in moodle school.

The action is sustainable because it requires no consumables, can be repeated at any time and is accessible. Regarding the impact on the environment, the awareness levels of production of greenhouse gases in each school will allow these institutions to develop actions to reduce in future, those emissions.

### More information:

carbon footprint calculator:

[www.calculadorapegadacarbonicaesbn.net84.net](http://www.calculadorapegadacarbonicaesbn.net84.net)

school webpage:

[www.esbn.pt](http://www.esbn.pt)

## Green Week

<b>Name of Project developer</b>	Queen's University Elms Village
<b>EWWR Organiser</b>	Belfast City Council
<b>Town</b>	Belfast
<b>Region</b>	Northern Ireland
<b>Country</b>	Northern Ireland (United Kingdom)
<b>Year</b>	2011
<b>Audience</b>	Action open to target group
<b>Type of action/ waste fraction</b>	General campaign on waste prevention and sustainable production/consumption

### **Objective:**

To encourage the waste reduction through a series of actions targeted to students living in a university residential area.

### **Description:**

Queen's University Belfast (QUB) Elms Village is a residential area that houses around 1800 students, mostly in their first year at university. The Elms Village built upon the previous year's success and developed a wide programme of waste reduction.

At the beginning of EWWR, a call for Green Champions was launched. Students that signed up took the lead in starting up environmental initiatives throughout the year at the Elms Village and will be able to shape any future eco-projects. During EWWR we signed up 15 new green champions which were included in the team of University-wide champions. The University also runs a Degree Plus scheme to encourage students to become more environmentally aware and active during their university careers. The green champions are involved in the Student's Union 'Dirty Weekends' initiative in which they go into the local community and organise and participate in community clean ups of the surrounding area.

The Elms Village has a lounge area where students can relax and spend time reading. There is a bookcase where students and staff are encouraged to leave off any books or games they are finished with so others can use them for

free. During EWWR 2011 students were encouraged to donate items to the Swap and to use it. The QUBEV team communicated with them throughout the Week to publicise the free use of the Swap. Students were also encouraged to submit their green ideas for the Elms Village too, using large posters they could write on in the lounge. During EWWR we had over 100 donations of books, games and magazines for students to share and swap. Due to the success of the swap we are continuing the initiative throughout the year. Also, the swap inspired the staff at the Elms Village to develop their own, which now runs throughout the year too.

The QUBEV team developed a cook book for students, which aims to show how to measure correct portions of food, correct storage of food in the fridge and freezer, smart shopping practices and using up leftovers. The cookbook was launched during the EWWR, and all 205 kitchens received a copy of it. The QUBEV team wants to encourage students to learn sensible cooking and eating habits that they will take with them when they leave the Halls of Residence. As well as this, as students become better at cooking the right portions etc, the waste at the Elms Village will be vastly reduced, which helps the University reduce its carbon footprint and save money.

The QUBEV team put up a 'green display' in the Reception area of the Elms Village, a high footfall area. The display showed how to 'shop smart' (little or no packaging, reusing bags etc).

The green display has stayed in place since EWWR because students expressed an interest in being kept informed of environmental initiatives and competitions.

The QUBEV team operates a year-round vegetable garden, which was built using reclaimed wood. A variety of vegetables is grown to be then available to the students for free. The garden was promoted during the EWWR and a call was launched for student volunteers to work in it, and reap the benefits of their work. The garden continues to be maintained and involves more work in spring time than in November.



The QUBEV team held a 'Christmas decoration from waste' competition during the run up to Christmas. All types of waste were used to make the various decorations and the winner was featured on the green notice board and the Queen's Accommodation Facebook page. Around 100 students took part in the Christmas decoration competition.

Laundry swap – Sometimes items of clothing get left behind or forgotten about at the Elms laundry. The clothes are displayed so that they can be reclaimed, either by the people who forgot them, or other students. If there are clothes

left at the end of term when the students are leaving The QUBEV team gives them to charity. During EWWR2011 The QUBEV team promoted the Laundry Swap to all the students by email, Facebook, website and posters. Following the success of the clothes swap during EWWR and the resultant awareness of textile reuse, QUB Elms Village staff organised an event in April 2012 called 'Déjà vu' which involved workshops and upcycling demonstrations for students. As the interest in textile reuse continues at the Elms Village similar events will be organised in the future to promote reuse and reduction of textile waste.

#### **Action's originality:**

QUB Elms Village prides itself in developing an interesting and interactive programme of events every year for its Green Week. A prime example of good practice would be that this Green Week was organised so that it coincided with EWWR. This meant that the messages could be combined and therefore delivered in a stronger way and with a waste reduction focus.

All the events and initiatives were well attended and very successful.

Community Youth Workers and Residential Assistants, all previous QUB students (many of whom are past tenants of the Elms Village) who run the events for students are a dynamic gathering of people who come up with a lot of original ideas. Other similar university halls of residence in Northern Ireland do not seem to have as many events for students. In this way we show exemplary leadership and commitment to the environment.

#### **How to make such action?**

The QUBEV has approximately 1800 residents who all receive a weekly newsletter with updates on events and campaigns. All students have access to the cook book, located in every kitchen on site and all the students frequent the Treehouse (bar, shop, lounge, recycling, laundry and Reception area). Posters and other information including the green display were all located around the Treehouse.

The QUBEV team publicised all events widely before, during and after the week (with regards feedback) so the campaign was very visible to all students. The QUBEV team communicated to the students fortnightly via email to let them know what was happening and how they could get involved. The Elms Village Facebook page was very active throughout the build up and during the Week. The QUBEV team communicated with students by email and internet so as to produce as little waste as possible. In this way The QUBEV team can demonstrate its commitment to waste reduction. The QUBEV team does produce posters also but only the needed number is printed so there was little or no waste. Posters are reused as notebooks in the offices.

The QUBEV was also mentioned on the Council website as a participating Project Developer which increased the visibility of the project.

For many of the actions that were organised during Green Week there were incentives. Prizes for the Christmas decoration competition were offered (reusable bamboo bag, reusable coffee mug, memory stick, Coffee voucher, Cinema Voucher) and students were encouraged to save money by using the book and game swap and the laundry swap. By showing them that by reusing items they could save money it was hoped that it would motivate them to take part, not just during EWWR but all year round.

The Cook Book produced for the students encourages them to think about how to shop smart by making a list, taking reusable bags and avoiding packaging. All this can help the students to save money, do their bit for the environment and it encourages them to cook socially, for their friends and neighbours.

The Green team made up of various staff from all departments within Accommodation and Hospitality meets 4 times a year to bring forward ideas to continue to reduce waste, such as new recycling bins within all public areas, increasing recycling bins and reducing the number of landfill waste bins in all offices.

We printed a very limited amount of posters re: EWWR, a total of 50. We printed 1 per building and put it on the front door where all the students who live or visit that block will see it. Strategic placement of posters is crucial if we are to limit printing paper.

We use 2 white boards in the common/leisure area at the Elms Village, called the Treehouse (where the bar, shop, laundry and lounge is) with important announcements and information. This is a completely waste free way to communicate to our residents.

We used Facebook a lot during EWWR and we promoted many of the initiatives on the environmental website run by the Estates dept.

We have around 60 members of staff at the QUB Elms Village. Many of these are housekeeping staff, who are responsible for cleaning the kitchens and bringing the non-recyclable waste to the outside bins. There are 3 full time Community Youth Workers who are in charge of organising and running all campaigns, competitions and initiatives including taking the lead with EWWR. During times of environmental campaigning or competitions the CYWs change their uniform from their red sweatshirts to a special green one, to reflect their commitment. This is a useful way to communicate the message in a different way.

There are 9 volunteer Residential Assistants who live in the Elms Village and are students themselves. They help to communicate information to the students and encourage participation amongst them. They also act as a point of communication between students and staff.

All members of staff have a responsibility to help make campaigns such as EWWR work successfully.

#### **Results of the action:**

The project engaged with all QUBEV residents and promoted EWWR strongly, as well as other Green Week messages. All the events had a waste reduction or waste reuse focus and all publicity was as waste-free as possible.

If we can demonstrate to students at this stage in their lives the importance of waste reduction,

we can instil a responsible attitude that they will carry with them forever. The cookbook for example will teach them life skills that they can develop as they get older. How to cook, how to shop smart, how to reduce consumption etc are all tips that can save them money and waste. It is a perfect time for these students to develop good habits. The cookbook will be useful for not only this year's students but for the students that live there every year. The QUBEV team plans on emailing some excerpts from the cookbook in the email that goes out to all students at QUB, not just those that live in the Elms Village, in order to encourage them to notice the message of food waste reduction and instil good practices for life. It will have a long term positive impact on their lives, both financially and environmentally.

Many of the other initiatives run all year round, but receive added publicity during EWR. Laundry swap, book and games swap and the vegetable garden all operate as year round projects and they rely upon the green champions to

make them work. In this way the students take the lead in these projects and develop their skill sets, giving them more experience when they come to apply for jobs.

**More information:**

[www.stayatqueens.com](http://www.stayatqueens.com)



## Réduisons nos déchets

<b>Name of Project developer</b>	AGILIS (entreprise de travaux publics) / (civil engineering firm)
<b>EWWR Organiser</b>	ADEME
<b>Town</b>	Le Thor
<b>Region</b>	Provence Alpes Côte d'Azur
<b>Country</b>	France
<b>Year</b>	2009
<b>Audience</b>	Action open to target group
<b>Type of action/ waste fraction</b>	General campaign on waste prevention and sustainable production/ consumption

### Objective:

The action entails raising awareness among administrative personnel regarding the quantity of office waste, the posting of best practices and the choice of solutions in coordination with employees.

For a public works contractor, waste management is generally centred around worksite activities. Raising awareness among administrative personnel and involving them in the choice of solutions is something new.

### Description:

The action focuses on two of the five themes - too much waste and less waste thrown away. Employees have looked at what they throw away, become aware of the quality and quantities of waste generated and proposed solutions for optimizing management of the waste produced.

A «suggestion box» questionnaire was completed for reducing waste at the company along with:

- Suggestions for improvement offered by employees (65.6% participation)
- Creation of an action plan/improvement table: the action to be taken for each suggestion made, the department that must implement the action and the implementation time

### Action's originality:

The action is unique, because, to our know- For this public works contractor, the actions taken

to reduce the quantities or quality of waste produced are generally centred around the worksite activity. This represents the largest item for this type of enterprise. As part of the EWWR, AGILIS wanted to focus its action on the production of waste generated by activities «related» to its core business (particularly the administrative part of the company), which is innovative for this type of company.

- The company's employees were encouraged to be proactive in changing their behaviours in support of waste prevention. It is they who proposed actions that could be taken at their own workstation.

### How to make such action?

The target audience was AGILIS employees working in the offices of various departments and in two different regions (Vaucluse and the Paris region).

To impress upon its employees the importance of the waste generated by them, AGILIS first set up containers so that each person could become mindful of the waste produced (quality and quantities). The containers were shown/ highlighted on the last day of the operation.

The mobilization of participants within the company's administrative departments can be reproduced in comparable departments.

- raising awareness regarding the quality and quantity of waste produced
- gathering proposals for alternative ways to help reduce waste

-promoting these proposals and implementing them

**Results of the action:**

65,6% of employees participated in the actions by making suggestions for improvement.

Employees received reusable mugs/cups. In addition, it is possible to obtain a drink at the coffee machine without a cup being dispensed automatically. Two-sided printing is used much more often. Employees are careful to finish toner cartridges before throwing them away at the first sign of low ink. AGILIS has also taken steps to have its suppliers adopt paperless invoicing.



## Better take care of the environment by reducing waste

<b>Name of Project developer</b>	Medica
<b>EWWR Organiser</b>	ADEME
<b>Town</b>	162 nursing homes throughout France
<b>Country</b>	France
<b>Year</b>	2011
<b>Audience</b>	Action open to target group
<b>Type of action/ waste fraction</b>	General campaign on waste prevention and sustainable production/consumption

### Objective:

Medica group head office (Medica being a network of nursing homes) proposed to its establishments to implement awareness raising actions about waste reduction during the EWWR adding these principles:

- Promote solidarity between generations
- Take the particularities of the local context in account (notably by involving local authorities, schools and associations)
- Disseminate EWWR messages & tools

### Description:

On the basis of these principles, each nursing home developed its own action with the dwellers. For helping them, the head office provided the nursing homes with ideas, descriptive sheets & communication tools.

Following actions have notably been implemented:

- a nursing home worked with a school, school kids having reclaimed wool bits and provided dwellers of the nursing home, which knitted stoles and give them away to the red-cross association
- cooking workshops were organised with elderly people and children with a focus on food waste reduction
- a 'waste monster', made upon waste was build up by elderly & children
- elderly from a nursing home were asked to gather the toys & books among their families in order them to be redistributed to local associations

- the employees of one establishment set up composting bins and raised the dwellers' awareness about the processes

### Action's originality:

Beyond waste reduction, the action implemented during the EWWR focused on social bonds between generations. Through simple actions focusing on reusing materials, EWWR gave Medica with the opportunity to work with children & local charities.

### How to make such action?

The 162 establishments of the Medica group that participated in a EWWR action account more than 10 000 dwellers & 7 000 employees. The EWWR gave Medica with the opportunity to implement actions that combine the promotion of waste reduction, generosity & social bonds. This event enabled elderly people to tell younger people about their waste reduction habits but also, by that, to shrink the generational gap. In the same time, employees of the nursing homes were informed about waste reduction good practices and involved in the actions set up. All the themes of waste reduction were tackled, from using mugs in the head office to composting. Thanks to the descriptive sheets developed, the messages disseminated among the dwellers were coherent with the EWWR objectives.

### More information:

[http://www.medica-france.fr/sites/default/files/2011CPMEDICA-SERD\\_Nov11\\_0.pdf](http://www.medica-france.fr/sites/default/files/2011CPMEDICA-SERD_Nov11_0.pdf)

## Workshop on “live green, live better”

<b>Name of Project developer</b>	Inhabitants Group Vallon 44
<b>EWR Organiser</b>	Bruxelles Environnement
<b>Town</b>	Brussels
<b>Region</b>	Brussels-Capital Region
<b>Country</b>	Belgium
<b>Year</b>	2009
<b>Audience</b>	Action open to target group
<b>Type of action/ waste fraction</b>	General campaign on waste prevention and sustainable production/consumption

### Objective:

The objective was therefore to raise the inhabitants' awareness of better consumption and give concrete ideas for avoiding wastage and production of packaging.

### Description:

The action is an initiative of an Italian expat living in a building in which 60 people seconded to the European Commission live. On average, 5 people live in each apartment and there is a high turnover since the interns are there for about 6 months only. The countries of origin of the inhabitants are different. The project initiator realised that there was a lot of waste and production of packaging within each apartment since each inhabitant lives like a single person and therefore buys everything they need. The project initiator particularly detected a desire and will to act by the inhabitants – a desire which was not “yet” transformed into concrete actions. Therefore, he wanted to initiate a friendly moment of exchanging and sharing information with the inhabitants on concrete actions which each and every one of them can do. This moment of exchange should take place regularly:

1. More rational consumption by pooling products used by everyone:

Group purchase of food products: milk, oil, salt, etc. and non-food products: one vacuum cleaner for all apartments.

2. Sharing know-how and tips

Presentation of cleaning products that are

more respectful of the environment manufactured from an ecological product, bicarbonate of soda and vinegar. It also shows the pointlessness of having different cleaning products for everyone (marketing) and that one product is enough for the everyday cleaning. Encouragement to cook using better quality food (not processed food): Tuscany olive oil, Turkish feta cheese; and demonstration of the pleasure of cooking a good meal with what is left over in the fridge.

3. Passing on information to inhabitants

4. One of the objectives is the regular passing on of information to all inhabitants given the number and the turnover through get-togethers in the evening, displays in the corridors, emails, etc.

### Action's originality:

The originality of the action resides mainly in the fact that this project concerns a specific group in Brussels that is rarely considered as a target group by the actions. Indeed, on the one hand communal living between adults is a common phenomenon in Brussels (and in large cities) and on the other hand Brussels is home to, via the European institutions, a large number of people coming from member countries that are not aware of the environment at the same level.

Most are aware but rarely act due to lack of concrete ideas. With the project initiated by the EWR, the inhabitants have gone ahead with numerous ideas to be able to act alone but also

together with the co-tenants.

Another original point of the project is that it has enabled a real citizen reflection to be initiated on consumption, the wastage of the consumer society and on solutions such as "making yourself" (cleaning products, meals, etc.). The project initiator would also like to propose to interns of the Commission who have finished their internship but wish to stay in Brussels to invest more in a waste reduction project in the building. He would encourage them to find financing.



#### **How to make such action?**

The persons targeted by the action were all interns of the European Commission living in Val-lon 44. The userfriendly side of the action is a strong point of the project since the inhabitants are invited to have a little drink and prepare a meal with what they have in their fridge to eat a meal together with what everyone has brought with them.

During this meal the guests are led into a discussion on the "poor" management of everyday products used by the inhabitants and the "avoidable" waste this generates. The guests thus reach a point where obstacles can be removed and concrete solutions found. Through these meetings, the inhabitants also question the global aspects of the problem of waste: the role of political powers and companies, the laws which should be imposed on citizens, etc.

The fact of making the most of a communal

building for reducing waste through communal/shared purchases and through sharing tips and tricks can be done in all such buildings. The strength of the project resides in the motivation of one driving person and in the fact that everyone is ready to get stuck in and feels concerned by the project, which is not always the case in communal buildings. The key idea to be remembered of this project is the fact of raising the awareness of inhabitants in a friendly manner (drink-meal) and not pointing the finger. The project initiator has succeeded on the one hand

in making some want to act and, on the other hand, transforming the underlying desire of others to act through concrete actions. This initiative can be replicated in any building or district provided that the friendly nature of the method is maintained.

#### **Results of the action:**

8 inhabitants were present at the launch of the first meeting but all inhabitants of the 3 buildings (60 inhabitants) received

the information and will be invited to the next meetings. EWWR posters were also placed in the (chic) barrestaurant belonging to the owner of the buildings, who supports the project of the inhabitants. The idea is further to organise meetings in the bar which welcomes people from the district.

The impacts of these actions will particularly be visible in the long term:

1. Organisation of inhabitants for communal purchases
2. Putting in place regular sessions on sharing information, knowledge and tips
3. Sharing information tools: "100 tips" brochures for reducing waste, "65 tips" brochures for reducing the impact of one's food, seasonal fruit and vegetable calendar, etc.

#### **More information:**

<http://www.vimeo.com/8969494>

## The Anti-waste Kitchen

<b>Name of Project developer</b>	SYCTOM, l'Agence métropolitaine des déchets ménagers
<b>EWWR Organiser</b>	ADEME
<b>Town</b>	40 communities
<b>Region</b>	Ile-de-France
<b>Country</b>	France
<b>Year</b>	2010
<b>Audience</b>	Action open to general public
<b>Type of action/ waste fraction</b>	Fight against garden & kitchen waste

### Objective:

The Anti-Waste kitchen is a fun and interactive awareness raising toolkit developed by SYCTOM (metropolitan agency for municipal waste) that focuses on food waste reduction.

### Description:

Visitors are invited to get in a space designed like a kitchen in which each steps of the day-to-day life (for example go shopping, store away its products, prepare the dishes and write down on its shopping list notebook,...) are depicted. This kitchen hosts various activities, such as quiz games, "Did you know that..?", "Right or Wrong..?" and people get simple prevention messages and tips on how to change their behaviours. Some of those messages are on what food waste is, why each of us throw food away, how to buy and store better... In other words: How to simply throw less waste!

### Action's originality:

This initiative is particularly original, because the participants are invited to evolve in a – almost – real kitchen in which all best practices are detailed. This action focuses on the "less waste thrown away" principle, waste reduction habits being one of the main challenges of the EWWR. The originality & quality of this exhibition give the Anti-waste kitchen its place among the "awardable actions".

### How to make such action?

The toolkit has been made available to the member communities of the metropolitan agency for municipal waste. During the EWWR itself, more than 40 communities and some association used this new kit for the first time. Several press releases were published for this purpose (see below). Each person who tested the kitchen did receive a dish towel on which various "best practices" are printed.

### More information:

<http://www.syctom-paris.fr/edi/collectivite/aides/sensibilisation/cuisine.html>



## A smiley in my sandwich box

<b>Name of Project developer</b>	Institut Sainte-Marie
<b>EWWR Organiser</b>	Bruxelles Environnement
<b>Town</b>	Schaerbeek
<b>Region</b>	Brussels Capital Region
<b>Country</b>	Belgium
<b>Year</b>	2011
<b>Audience</b>	Action open to target group
<b>Type of action/ waste fraction</b>	Fight against garden & kitchen waste

### Objective:

The context was as follows: the kindergarten pupils eat in their classroom under the supervision of their teacher while children in the primary section eat in the canteen under the supervision of a few teachers. They only eat food brought from home, which is prepared by the parents in the majority of cases. The school's aim was to reduce food waste as much as possible at lunchtime, as well as packaging.

### Description:

This project dealt with the theme of food waste, which has become a priority at European level. This fight against waste constitutes prevention at the source of the waste, as well as fighting against disposable packaging. The project was comprised of various phases throughout the academic year 2010/2011 and 2011/2012. After using various tools to make an assessment of the food wasted in school (weighing the waste, surveys carried out among the pupils, teachers and parents), actions to reduce food waste were identified and set up by the pupils and a project steering committee, in collaboration with an environment awareness association.

One of the key actions chosen was operation "smiley", which took place as part of the European Week of Waste Reduction 2011.

This "smiley" operation took place as follows: to raise awareness among pupils and their parents, the supervisors sat down with each child to see if he/she had eaten everything or if there was food left after the meal. To motivate the

pupils and parents to change their habits, each pupil was awarded a "smiley" accompanied by a short message. Either the pupil had eaten everything, or they hadn't eaten everything and several explanations were given: I had too much to eat, I wasn't hungry, I didn't like what I had to eat. Moreover, a smiley "sandwich box" was given to the pupils who didn't already have one. Every supervisor filled in a table, per class, to follow the behavioural evolution of each pupil and to obtain the overall figures for the school.



### Action's originality:

As regards food waste in schools, the actions

generally relate to cooked meals. This particular project is original because it relates to the fact that we can also reduce the food waste resulting from a packed lunch.

### **How to make such action?**

The target audience was all the school's pupils and teachers. It is a primary school with about 400 pupils (8 kindergarten classes and 12 primary classes). It is a positive discrimination school. The mother tongue of the school population is essentially Turkish (more than 80%). More than 200 pupils eat their sandwiches at school. Awareness-raising took place in the canteen for these pupils, when the smilies are handed out.

To reach the whole school, and not only those who eat at school, a relay class developed advice reminders in the form of playlets on the theme of food waste. The class was divided into groups of three pupils. Each group presented a tip by acting out a scene devised by the pupils themselves. All the playlets were presented together each time the group visited another class (10 minutes).

This good practice was already presented during an inter-school meeting and another school (Homborch) also adopted the project to develop it in its school. The activity can be easily copied in primary schools and kindergartens,

where the majority of pupils eat meals brought from home. Little equipment is needed to set it up and the duration of the activity can be adapted according to the availability of the support team (from a few days to a few weeks).

The action is highly successful among children, who like to receive "Yummy, I've eaten everything!" smilies. As a result, during a week of actions, a gradual improvement can be seen from one day to the next. The activity can be adapted to one class or to the whole school. To improve the project's efficiency, a global approach is recommended (an initial assessment, awareness-raising actions, evaluation, etc.).

### **Results of the action:**

The action began in practice during the 2010/2011 academic year, with a first week of awareness raising in May 2011. The European Week of Waste Reduction provided the opportunity to raise awareness once again in the whole school through a new week of action.

### **More information:**

<http://www.bruxellesenvironnement.be/Templates/Particuliers/informer.aspx?id=11684&langtype=2060>



## Food Waste Reduction Challenge

<b>Name of Project developer</b>	St Mary's Episcopal Primary School
<b>EWWR Organiser</b>	Zero Waste Scotland
<b>Town</b>	Dunblane
<b>Region</b>	Perthshire
<b>Country</b>	Scotland (United Kingdom)
<b>Year</b>	2010
<b>Audience</b>	Action open to target group
<b>Type of action/ waste fraction</b>	Fight against garden & kitchen waste

### **Objective:**

The Food Waste Reduction Challenge was developed to reduce the amount of food and packaging wasted from lunches served from the school canteen and packed lunches that the children bring from home.

### **Description:**

Over the course of one week the food waste and packaging waste was collected separately and then audited at the end of every lunchtime. This was done by the children, who weighed the food and packaging separately and recorded the weight. At the end of the week a total for both food waste and packaging waste was reached and it had been communicated to all pupils, staff, parents and catering services by letter in order to highlight the results and provide further information on the action the pupils are taking in their campaign.

The children ran a full waste awareness campaign throughout the school, and to parents and catering services. The first stage of this took place in December 2010 with the messages focusing on waste reduction tips over Christmas. The main campaign ran at the beginning of 2011 advising how this waste can be reduced through better purchasing, planning, storing and portioning of food and advising how packaging waste can be reduced by using reusable food containers and bottles.

After the waste awareness campaign has finished another week long food and packaging waste audit will be completed over lunchtimes

where at the end of the week they expect to see a significant reduction in the amount of waste produced.

As an Eco-School the action will contribute towards their next Green Flag Award as the theme fits in with the Eco-School's ethos of being a sustainable school. They have also registered to become a 'Rights Respecting School' and this action reinforces one of the items on their lunch hall charter 'We have the right to choose what we eat and the responsibility to eat what we are given'.

### **Action's originality:**

The action promoted good practice and is an action that every single person can take part in and do themselves. As an Eco-School they provide a good example of an activity that every other Eco-School can also take part in. As the children are leading the activity, it is something that all children can relate to and understand the importance of. To be able to campaign for waste prevention at a young age is extremely relevant and important and will remain with the children as they grow into adulthood, providing a lifelong message.

### **How to make such action?**

This action used remarkably little time or resources. Weighing the waste after lunch was a 15 minute process with the children and required only a set of weighing scales and three bin bags, one each for school meal and packed lunch landfill and one for recyclable waste. The

children then recorded the amount of waste in each bag for sharing with the rest of the school community. This information was shared during assemblies and in a newsletter to parents. The older children produced information posters to inform and encourage parents and children to reduce their lunchtime waste. The children were so shocked by the amount of landfill that the process of changing their lunchtime habits was relatively easy

One group of children had already written a 'Lunch Hall Charter' identifying their Rights and Responsibilities within the lunch hall and with that and the results of the weigh in, the children and their parents were enthusiastic about reducing their waste.

Another group within the school, the Health Committee, arranged meetings with the Council catering department to discuss and develop menus that were both healthy and appealing to the children which, in turn, has resulted in less food being thrown out. Among other changes, fruit and vegetables are now supplied in ready to eat portion packs or 'serve yourself dishes' rather than as whole pieces of fruit.

There are valuable lessons to be learnt that will be worthwhile to all age groups. This action can easily be reproduced within schools anywhere in Europe.

### **Results of the action:**

The target audience was all pupils and staff who attend the school, as well as parents and catering services who provide the food. This was approximately 80 people in total. The action motivated the target audience as at the end of the week it was clearly obvious that food had been wasted and packaging unnecessarily used and also wasted. Everyone involved realised that as they had contributed to this waste they also had a responsibility to reduce this waste and that collectively everyone could make a real difference.

There is a definite lasting impact to this action, as it changes people's behaviours and attitudes to waste. They will become more conscious of their own actions when they are purchasing and eating food, as well as buying goods with packaging and trying to reduce and reuse materials wherever possible.

### **More information:**

[http://stmarysepsdunblane.org.uk/?category\\_name=ecoschools](http://stmarysepsdunblane.org.uk/?category_name=ecoschools)



## Harvest Project

<b>Name of Project developer</b>	Patricia Oliver
<b>EWR Organiser</b>	EPA Ireland
<b>Town</b>	Dublin
<b>Country</b>	Ireland
<b>Year</b>	2011
<b>Audience</b>	Action open to general public
<b>Type of action/ waste fraction</b>	Fight against garden & kitchen waste

### Objective:

Each year, hundreds of fruit trees all over Ireland go unpicked for a number of reasons including:

1. The fact that people don't notice them
2. People may not be physically able to harvest the, or
3. There is just too much fruit at one time

In the light of this, the An Taisce Educational Unit organised a "Harvest Project" with the aim of reducing the amount of perfectly good fruit that is wasted each autumn. The project also aims to raise awareness about the value of fruit trees and local food production in terms of human health, nutrition and ecology. This is particularly important when it comes to our children as recent study conducted by the Irish Heritage Council has shown children are increasingly detached from nature.

### Description:

The "Harvest Project" encourages local groups, schools and enthusiastic individuals to harvest the abundance of fruit in their area during the autumn. This project commenced at the end of August and will culminate in a «Harvest Showcase» on the 23rd of November. On Wednesday the 23rd of November the Green Home team hosted a 'Harvest Showcase' outlining the genesis, origin and evolution of the project and the positive contribution the project has made in terms of reducing waste in its many forms and raising awareness about the issue. The Harvest Project involved three key elements,

the success of which relied heavily on the use of social media. The three elements of the project included

#### i.) Harvest Interactive Map:

The interactive Harvest Google map was created by the Green Home team in order to allow members of the public to map fruit trees and bushes they were aware of around the country. Participants were asked to pinpoint trees as accurately as possible with a short description of the tree/bush e.g. the variety of the tree, when they are ripe, the size of tree. By creating a visual of fruit trees and bushes around the country it was hoped that people would harvest what was growing in their vicinity. The map generated an interesting alternative perspective of the city/town or village as an orchard and indicates where there may be gaps in fruit trees.

#### ii.) Community Harvest:

A second strand of the 'Harvest Project' involved a Community Harvest. This encouraged individuals to link with others in their community, such as a group of neighbours or an existing network, to harvest surplus fruit in their area rather than letting it go to waste. Participants were encouraged to share skills such as preserving, baking and juicing when making use of their harvest. Participants were then asked to document their harvest by forwarding photographs of the group at work and various anecdotes to the Green Home team. The photos

were then posted on the Green Home Facebook page. By posting images of groups involved in the project on Facebook the Green Home team were able to generate further interest in and enthusiasm about the project, thus expanding the message about waste reduction. From a sociological point of view harvesting fruit can develop ties between neighbours and promote an interest in fruit trees, thus building community knowledge, social capital and a greater understanding about our natural capital.

### iii.) Foraging Walk:

The third part of the Harvest Project involved a foraging walk led by Mary White of Blackstairs Eco Trails.

The Harvest Walk represented an educational/social element of the project where community harvesters and other members of the public were invited to participate in learning how to identify different types of fruit and herbs as well as familiarising themselves with flora and fauna. The Harvest Walk brought a strong social dimension to the project and it also had a huge impact in terms of environmental education. Although the authors were not able to definitively quantify the effects of the walk and the harvest project, many participants have contacted the Green Home team with stories about foraged food that they found on their own walks. Anecdotally it can be said that the project has been successful in raising awareness about local food production and reducing waste. The walk was hugely successful and is hopefully the first of many walks to come in the future.

#### **Action's originality:**

The originality of this action included using Google Map is being used to enable project participants to map the location of fruit trees and berries that they know of around the country. As well as creating a very valuable data set that did not previously exist in Ireland, the map also highlights public spaces where people may take advantage of the abundance of fruit such as roadsides etc. The map also provides an

alternative perspective of the towns, cities and villages of Ireland and highlights where there may be a need for more fruit trees.

#### **How to make such action?**

This action was initiated by developing a "Harvest Map" on Google Maps. This map was free to develop and the open source nature of the software meant that it was easily accessible to



the public. Such a map could easily be reproduced in other countries. Following the creation of the map, information about the projects aims and how to get involved in the project was disseminated via the Green Home network. To enhance the visibility of the project web based social media such as Facebook, Twitter and Green Home website [www.greenhome.ie](http://www.greenhome.ie) were used to spread the message about the project. Traditional media was also used to ensure interested parties who may not have access to virtual networks could participate. This was facilitated by a radio interview about the project on East Coast FM, articles in the Comhar Sustainability Newsletter and the Heritage Wicklow Newsletter. In the true spirit of the European Week for Waste Reduction our 'Harvest Project' generated zero waste while still managing to reach a very broad and diverse audience with the message of waste reduction. We feel that the 'Harvest Project' could be replicated in other EU countries.

A Harvest showcase Seminar was held during the EWWR in November. This involved a num-

ber of PowerPoint presentations about the Harvest Project, waste reduction, pomology and the carbon sequestration potential of urban trees including fruit trees.

The map was developed over an hour. Instructions on the main aims of the project and how to participate in the project were developed over one week and were then disseminated using traditional and newer media. The organisation of the seminar took two weeks. The organisation, logistics and administration of the project from August 2011 – November 2011 was incorporated into the daily work of the Green Home programme.

### **Results of the action:**

Several harvests took place and several fruit trees were mapped on the Green Home google map. Over 70 participants took part in the project directly and several hundred participants indirectly through social media such as facebook and twitter. The use of traditional and new media enabled the project to reach a wider audience. The Green Home network through Green Home participating schools, the link with the Green Schools programme of over 3,300 schools and other community groups facilitated dissemination of the Harvest Project objectives. The project aimed to be entirely inclusive, non-age specific and in fact encouraged

intergenerational and peer to peer exchange of knowledge.

The success of the Green Home Harvest Project demonstrates how social media can be used to develop, expand and strengthen “virtual” and “real world” connections between people. Social media also helped to spread the message about waste reduction, to organise activities and essentially raise awareness about the Green Home programme. This innovative action has significantly helped to reduce the amount of fruit that is left to waste in the Autumn by heightening people’s consciousness about the abundance of fresh fruit that grows in their area that may otherwise go unused and how it can be used. This project has developed a strong sense of community amongst participants to tackle a yearly challenge of finding ways to harvest fruit and berries in their locality and put them to good use.

### **More information:**

<http://www.greenhome.ie/node/466>

<http://www.greenhome.ie/sites/default/files/files/field/attachment/Harvest%20Showcase.pdf>



## Reduce food waste in school restaurant

<b>Name of Project developer</b>	Bjurhovdaskolan
<b>EWWR Organiser</b>	Avfall Sverige
<b>Town</b>	Västerås
<b>Region</b>	Västmanland
<b>Country</b>	Sweden
<b>Year</b>	2010-2011
<b>Audience</b>	Action open to a target audience
<b>Type of action/ waste fraction</b>	Fight against garden & kitchen waste

### Objective:

In 2010, the school restaurant started a project to decrease waste in the school restaurant. During this period, the amount of food waste thrown away from the school restaurant decreased with 40 %. During European Week for Waste Reduction 2010 and 2011, the school has organised a follow-up of this project, to make sure that the amount of food waste did not increase again.

### Description:

The school weighed the food waste thrown away. The school made sure that all students are involved in the project, by for example arranging a competition to reduce food waste. Students were also informed by the school radio, which all students listen to. Students also got different kinds of rewards when they threw away little waste (like being served their favourite dishes).

The social scientist Martin Larsson was involved in the project. Martin is working for the IDA-project (the letters stands for Idea, Participation and Activity), a project initiated and founded by the city of Västerås in cooperation with MSU (the authority for school development). The IDA project aims to increase the students' achievements. In this particular project in the school restaurant in Bjurhovdaskolan, Martins' task was to find different ways to encourage students to reduce waste.

The reward system consists of a transparent tube that the students made in woodworking class together. Every day, when less than 11 kg was thrown away, the equal amount of balls was put in the tube the next day. On the tip of the tube a sign was placed who said «Kitchen Surprises.» The tube was placed near the compost so that everyone could see the previous day's results. The results were also presented on a blackboard in the restaurant. They also reported via the school's internal radio every Friday to summarize the week. Because they started at a high level, a few balls were put in the tube almost every day. After a few days it became clear that the amount of wasted food declined. Some days the difference was greater and balls grew more rapidly in the tube. Everyone agreed that they would soon reach the surprise and the excitement grew each day that passed.

After about 4 weeks the tube was nearly full and curiosity about what would happen when the tube was completely full increased all the time among the children (and the staff). At last they reached the goal. From the internal sound system the kids were told to stay in their classrooms because something special was about to happen. Then it all became very quiet. Tension was rising. What would happen?

Suddenly Donkeyboys song Ambitions started to play and the kitchen staff together with the headmaster entered the first classroom. They had a wagon loaded with 500 cinnamon rolls that the kitchen staff had baked. They handed

the rolls to the children and complimented them for their fantastic effort. Then they went on to the rest of the classrooms and repeated the same procedure all over again. There was great excitement in the classrooms and everyone was happy to have reached the goal. The next day the tube was gone. Surprisingly the amount of wasted food still was low. Something had happen during those 4 weeks. They had changed their behaviour. The following days the staff was repeatedly asked the same question over and over again: When is the tube coming back?

#### **Action's originality:**

The idea of reducing waste in school restaurants is not new in Sweden. But this project differ to other projects as a social scientist is involved in the project to make sure that students are motivated to reduce waste.



#### **How to make such action?**

If other schools in Europe have school restau-

rants, they could use the same method as Bjurhovdaskolan to reduce waste. The Elementary School of Bjurhovda contains about 400 people who eat in the restaurant every day. Now, it is relevant in this matter that in Sweden the children put the food on their own plates and can thereby decide how much they will eat (and of course how much they will throw away as well). Teachers cannot force students to finish what's on their plate. They can however use verbal correction to try to change the outcome of a situation.

When we used the tube we never had to tell anybody to finish their meal. We only gave them a goal that they could work for together. This gave them the possibility to work out their own way towards the final goal. Nobody told them what to do and we think that this is an important key when you want people to change. If you find your own way it is more likely that you will follow it. This also became clear after the first round with the tube when we asked the participants how they had manage to do it. They had found several different solutions which all helped the group to succeed.

#### **Results of the action:**

When the project began the measured amount of food thrown away every day was 11 kg on average. During the period of the tube this reduced to 5.6 kg. This is a reduction of 49 percent or 961 kg less waste every year. Today the waste amount still is much smaller than the original result. Even when the tube is not in place, the difference is significant. It indicates a change in the behaviour of children and staff at the school and a sustainable, long-term solution.

#### **More information:**

<http://idaenheten.se/>

## Conscious consumption, Respects Environment

<b>Name of Project developer</b>	Eurest Portugal, Lda
<b>EWWR Organiser</b>	Agência Portuguesa do Ambiente
<b>Town</b>	Oeiras
<b>Region</b>	Lisbon
<b>Country</b>	Portugal
<b>Year</b>	2011
<b>Audience</b>	Action open to target group
<b>Type of action/ waste fraction</b>	Fight against garden & kitchen waste

### Objective:

To encourage the fight against food waste/ leftovers combined with a social action.

### Description:

Fulfilling its social role, which is to bring information to their consumers and collaborating to achieve the sustainable development of our planet, Eurest developed the campaign «Conscious consumption, Respect the Environment» (CCRA).

The campaign aims to raise awareness among Eurest consumers on the importance of reducing waste in our daily life, to ensure our planet sustainability, not only with reducing the natural resources usage but also the amount of waste produced.

The dynamics of the campaign is based on the consumer incentive to take on its meal tray only the amount of food strictly necessary to meet its nutritional needs and/or appetite. If at the end of the meal, the tray (soup, dessert and bread) is shown empty/ without remainders, the consumer receives a poker chip equivalent to 10g of non-perishable foods that are donated to charity institutions.

### Action's originality:

It is an innovative solution to reduce the production of organic waste, in particular of waste from the nonintake of the whole meal. With the

implementation of this action consumers ask the team, the proponent, only the amount of food they want to consume. This goal is easily achievable since co-exists a social objective. In nutritional terms, people are encouraged to the consumption the strictly necessary amount of food.

Monitoring of the activities is carried out daily by calculating the adherence (in %) to the campaign. After the campaign a summary report of the action is done.

This action is easily reproducible in other European countries. This requires the approval of the client for its implementation and reproduction of promotional materials and communication with the same consumer.

According to consolidated data for 2010, it was observed that about 3.6 tons of organic waste are produced daily, which represents 1.316t per year. In order to reduce the production of this type of waste it was devised this campaign. Following the implementation year, with 37 units of catering, it was observed a reduction of about 30% in the production of organic waste.

### How to make such action?

The target audience is professionals/employees (private sector). Mobilization was made by the campaign's success is mainly due to the comprehensiveness of the campaign: environment, social and nutritional component.

Currently, the CCRE has had 39 editions, and the next two are already scheduled for May. The deployment process is relatively simple. The first step is to submit the campaign to our consumers/ clients, either by meeting directly with them or through a Customer Inquiry (online). Once approved, the internal process is triggered which relies on the interaction of different departments within Eurest.

On week 1, in our catering units, is initiated a field work which consists on monitoring the waste production, identifying its source and quantity. At the same time, we start an environmental awareness process through training and workshops. In these sessions, teams are equipped with the basic knowledge about the environmental business perspective of the campaign. This stage is critical to the success of the campaign.

In this first stage support and communication campaign materials are distributed (aprons, caps, table displays, result banners and coupons). All materials are reused in subsequent campaigns, except when it's not in good conditions. Initially, an investment of 28.000€ was made in the production of the communication material above described. It is estimated that, faced with what can be saved in terms of cost of waste, the investment in the CCRA is residual, about 0.005%.

The campaign has its own image, and so, when the campaign starts the space is decorated and "front office" employees are properly uniformed with the CCRE emblems. In practical terms, consumers go through the self-service line selecting the food/ products they wish to eat. At the end of their meals, before placing their trays away, an Eurest collaborator verifies if the tray is empty of food products and, if so, gives consumers a coupon to be placed in an urn, equivalent to 10g of non perishable food products to be donated to a Social Solidarity Institution. At the end of each week of campaign, results are consolidated and properly communicated to all unit consumers the next week's banner.

In regards to the campaign cycle, it appears that the ideal situation is to carry it out every

4 weeks. This cycle allows for considerably higher levels of participation, while maintaining the consumer's interest.

At week 14 a new waste production monitoring is made and subsequent comparison with the initial assessment is made.

Finally, on week 15 a campaign report is elaborated, considering the participation rate and the evolution of consumer waste production, as well as, any relevant information.

Stage	Beginning
Campaign presentation to client	Day 1
Monitoring of waste production – before deployment	Week 1
Team training	Week 1
Uniform and support material delivery (coupons, banners, roll ups, ...)	Week 1
Campaign deployment – Catering Unit	Week 2
Break	Week 6
Campaign redeployment – Catering Unit	Week 10
Monitoring of waste production – after redeployment	Week 14
Campaign report	Week 15

**Results of the action:**

To date of entering the action, this project has 59% of compliance rate (76% in the edition 2011, and in particular 72% during the EWWR) and 3 tons of donated food non-perishable. This action was estimated to have reached 150 participants during the EWWR.

**More information:**

[www.eurest.pt](http://www.eurest.pt)

## Minimize the waste - Better production and Handling of food waste

<b>Name of Project developer</b>	EUREST SERVICES AB
<b>EWWR Organiser</b>	Avfall Sverige
<b>Town</b>	Stockholm, Malmö, Göteborg, etc.
<b>Country</b>	Sweden
<b>Year</b>	2009
<b>Audience</b>	Action open to general public and to target audience
<b>Type of action/ waste fraction</b>	Fight against garden & kitchen waste

### Objective:

All the units participating in the action (most restaurants) measured the waste from their production and from the guests.

### Description:

Participants reported the quantity of food waste from the restaurants on posters. This information was put in the restaurants, available for guests and staff.

They also informed about the negative impact of waste and what everyone can do to reduce waste.

They produced a 10-measure list to reduce the waste - for both guests and staff. The focus was put on how the restaurants can improve their production and how they can plan the menu. Information for guests - use the same plate for both salad and main course, use one table napkin, avoid single use articles, use porcelain cups and so on: this information was displayed in the restaurants and on the tables. They also used posters about reducing paper and food waste.

Examples of information displayed on the tables:

- Avoid food waste. Don't take more than you could eat. The food waste generates every year as much emissions as 700 000 cars.
- Use only one table napkin.
- Thank you for helping us to separate the food waste. We leave the organic waste to local authorities for biological conversion to biogas and compost soil.

### Action's originality:

They integrated a better production with a more effective consumption, trying to reach both our staff and clients/guests. Together they contributed to less waste and the most part of the food waste was converted in to biogas and compost.

### How to make such action?

The target is Guests to restaurants. Eurest provided facts and information about waste and about what everyone can do to minimize waste.

How they implemented the action:

- All the tools on the intranet.
- Information to all the area managers one month before EWWR.
- Reminders sent the weeks before. Information about the evaluation.
- In-house news on the intranet with links to the project and to a chapter
- About how to communicate participation, where to find posters and work material.
- Press release about participation in the project.

This method can be used in every restaurant in whole Europe (measure the waste, inform the staff and guests about the negative effects and what they can do to minimize the waste, leave the food waste for biological conversion to biogas).

### Results of the action:

At least 22055 guests and 25 restaurants between 23-27 November. Most of the restaurants informed the guests how to prevent food waste.

- Food waste from the guests 45g/portion
- Food waste from preparations 85g/portion
- Average =130g food waste from each portion!
- Some restaurants had fewer than 50g/food waste/portion. (from guests and preparations)
- The measuring of food waste continued after the EWR. A few months later, they had less than 100g/port and more than 20 restaurants had less than 50g food waste/port. Every month, unit managers reported the food waste quantities to the environmental coordinator. They calculated the mean values for food waste from preparations and clients.

Lasting impact: Less waste gives less CO2 emissions and create possibilities for a better climate and a more sustainable society.



## Homily about the movie presented with the title «Separation and Composting»

<b>Name of Project developer</b>	Eduardo Jorge Machado / Emilia Machado
<b>EWWR Organiser</b>	LIPOR
<b>Town</b>	Maia
<b>Region</b>	Porto
<b>Country</b>	Portugal
<b>Year</b>	2009
<b>Audience</b>	Action open to target group
<b>Type of action/ waste fraction</b>	Fight against garden & kitchen waste

### **Objective:**

The objective of this action was to show to our children that the environment was the greatest gift that God gave us so, if we believe in God we should protect and treat the environment as we do to God.

### **Description:**

During the mass, the Priest, in his speech addressed the participation / of Águas Santas catechists in the EWWR. A catechist then talked about the importance of the reduction of waste and especially of the practice of home composting as actions that a Christian should do to preserve the environment as God created it and to help others that are needy. The groups of young children worked on the subject during the year.

The action was developed by a group of catechists and, as facilitators, they aware the children and their parents to the campaign of clothing collection for the needy that was being carried out for the prevention of waste production. As the promoter of the action, the priest enhanced all the efforts undertaken during the previous days and gave his testimony on his personal experience in home composting.

### **Action's originality:**

The action is unique for the type of public involved. The participation of a Church is not common concerning raising awareness for the prevention / reduction, recovery and not waste the good things that can make the happiness of

others.

### **How to make such action?**

As a part of the 2010 Edition of the European Week for Waste Reduction we prepared a short film - I don't do waste! ("Eu não faço lixo") - regarding some of the actions pivoted by environmental practices. In the film children and adolescents teach others to reuse, separate and value the organic waste from the kitchen (fruit scrapes, vegetables, egg shells, coffee grounds and tea leafs) and the garden waste too. The film also drew attention to the problem of excess packaging used in snacks that children bring to Sunday school, showing alternatives such as using cloth napkins instead of paper napkins or lunch boxes instead of plastic bags.

In the weekend before we asked the children, that came to Sunday school, if they could bring, from their houses, organic waste produced in their house kitchen during the week before EWWR, so they could put it in the compost bin, that we have in our church garden.

We concluded with the projection of the short film during the celebration of the mass . The preacher also emphasized, during the homily, that the environment was something to preserve and that God want us to care for His gift.

The originality of this event was the use of this space and population (the Sunday school) to sensitize people to the problem of the excessive waste, and the importance of the prevention of waste production. The relation between God and environment was easily understood by the

children.

The measure may be reproduced in other contexts with similar characteristics to the parish hall, such as a school, day care, a home, an organization, an hospital ... simply by the existence of 1 or 2 elements that foster the spirit of sharing / no wastage among its audience.

**Results of the action:**

The population sensitized were a total of more than 600 persons (about 450 children and 150 parents). Many of them started new composting sites and the amount of waste sent to the recyclable materials container has been increasing since the presentation of this project.

The action was sustainable, in that using fewer material resources, was made an appeal for better use of resources on earth and was made an appeal to the consciousness of people to avoid wasting.



## The “ALLWEG Steiermark-Flasche” (“The multi-use Styria Bottle”)

<b>Name of Project developer</b>	FA19D Waste and Material Flow Management, Styrian Chamber of Agriculture, Styrian winegrowing enterprises
<b>EWR Organiser</b>	Specialised Division FA19D Waste and Material Flow Management
<b>Town</b>	Graz & Leibnitz
<b>Region</b>	Styria
<b>Country</b>	Austria
<b>Year</b>	2011
<b>Audience</b>	Action open to general public
<b>Type of action/ waste fraction</b>	Glass packaging

### Objective:

This action is organised as a pilot project by the Specialised Division 19D Waste and Material Flow Management of the Styrian Provincial Government and the Wine Department of the Styrian Chamber of Agriculture in collaboration with Styrian winegrowers, SPAR supermarkets and the friends of Styrian quality wines. The action aims to increase the quantity of Steiermarkflaschen that are refilled after their first use.

### Description:

The Steiermarkflasche (Styria Bottle), unique as wine packaging all over the world, is designed to underline the character of Styrian wine and the identity of the quality-conscious Styrian winegrowers as well as the Styrian regions. Around 300 Styrian winegrowing enterprises fill their products in the Steiermarkflasche, thereby providing the Styrian wine with its very own identity.

The kick-off event to the action was officially launched on 24 November 2011 and included a highly visible press conference with radio, TV and print media coverage. Information folders are made available to all participants by the Specialised Division 19D Waste and Material Flow Management. The website [www.steiermarkflasche.at](http://www.steiermarkflasche.at) was created to reach an even wider public audience. Currently, the action is actively supported by 55 winegrowing enterprises, 6 SPAR supermarkets and the Genussregal Vinofaktur in Southern Styria.

Everybody can contribute: the pilot project equally motivates consumers and the related business community to participate. In this context, a market research institute will question participating consumers and project partners to find out what they think about single- or multi-use bottles and their reasons for buying wine in Steiermarkflaschen.

Incentives: The project clearly represents a WIN-WIN situation for all involved groups. If consumers bring their empty wine bottles back to the participating winegrowing enterprises they take a 10 cent discount for every new bottle of wine they buy, and customers of SPAR supermarkets and the Vinofaktur get a 5% discount if they purchase Styrian wine filled in a Steiermarkflasche.

### Action's originality:

Tradition meets innovation: All over the world, quality wines come in glass packaging only. Therefore, the only way of significantly reducing the environmental burden (CO2 footprint) linked with wine is to increase the number of refills. Deposit systems have proved to be an only inadequate means for this purpose due to the high administrative effort required. The principle underlying the non-deposit collection system is simple yet innovative: informing customers about the value of and personal financial gain (e.g. discount) linked with the Steiermarkflasche is likely to motivate them to use

one of the existing return possibilities. Doing so requires no actual money flows between producers, retailing industry and consumers. Producers and retailing industry offer the actual value of the Steiermarkflasche to their customers, eventually benefiting from positive effects on their own sales volumes. This exemplary WIN-WIN situation is living proof that even the waste industry can create closed economic cycles without waste-related fees or subsidies. Precondition is a product design capable of financing waste collection and reuse by promoting the product value that remains after use. This applies for the whole field of glass packagings for food and drinks, using very expensive glass bottles (in particular for alcoholic drinks) that are as good as new after one use.

The principle of the ALLWEG Steiermarkflasche could act as a role model for other European regions, too. Wine bottles designed specifically for a region are circulating in Germany, France and Italy, where a similar concept could easily be implemented (e.g. Bocksbeutel bottle, Sachsenkeule bottle, Bordeaux bottle, Burgundy bottle, etc.).

The ambition of the organisers of the Steiermarkflasche action is to achieve a transition into regular business after the end of the pilot project (end of 2012).

### How to make such action?

The action addresses consumers directly and repeatedly with the help of the food industry acting as every-day communication platform. Generally, actions performed in collaboration with the food retailing industry reach a wide audience with up-to-date information. The comprehensive media coverage mirrors the current interest of the public in this topic.

The pilot project linked 55 wine growing enter-

prises, 6 large SPAR supermarkets and the centrally located Vinofaktur in Southern Styria, where empty bottles can be disposed of via well-established return systems (TOMRA machines). The winegrowers reward each returned bottle with 10 cents, and SPAR supermarkets guarantee their customers a 5% discount if Styrian wine in a Steiermarkflasche is purchased. Both measures offer important incentives for the regional economy.



Methodology: The methodology of the “ALLWEG collection system” is very simple and we need only few project resources to operate. The value of the used Steiermarkflasche (10 cents) is one of the driving forces to use one of the various collecting points. We started in the EWR-week a pilot-project which will end in december 2012.

The success of this project was the fact, that the SPAR Company (<http://unternehmen.spar.at>) could be convinced, to be a partner. So some of the big shops (SPAR & EUROSPAR & INTERSPAR) were selected, where customers could use the bringing back facilities for empty glass bottles. As well the TOMRA Company (<http://www.tomra.com>) joined the project and fitted some electronic collection units for recognizing the Steiermarkflasche. So no further investment was necessary, for successful running of the project the available infrastructure can be used. Furthermore also no additional

transport emissions arise because for bringing back the empty bottles we can use the existing supply chain and logistic. Bottle cleaning takes place in an existing mineral water company with a suitable bottle washing unit. It depends only from the information and the public awareness, the reuse is better than recycle the glass bottles.

It was very impressive for us, the press conference at the project start in the EWR-week was attended by many journalists from press, tv and radio-stations. We had not enough money to pay advertisement in newspaper and other medias. The public response was very amazing for us. Many people want to get more information about this project.

SPAR helps the project, because every bottle which is brought back qualifies the customers to get a reduction of 5% by buying Styrian wine in the Styrian wine bottle (Steiermarkflasche). So we can support the local winegrowing enterprises as a sustainable measurement with a economic, ecological and social impact.

#### **Results of the action:**

The number of returned bottles results from:

- 7 reverse vending machines with online data scan (supermarkets)
- 1 reverse vending machine without online data scan (GENUSSREGAL/VINOFAKTUR ("Wine Manufacture"))
- 4 supermarkets with return possibilities at the information desks
- 57 winegrowing enterprises

For the moment only 7 reverse vending machines are counting the back-flow of the empty bottles, but these are not the true values. We expect the main quantity from the 57 winegrowing enterprises. The final values we will get at the end of the project in December 2012.

#### **Other impacts:**

**ENVIRONMENTAL POTENTIAL** – Current figures

Not less than around 5 million Steiermarkflaschen, filled with Styrian quality wines, are sold every year in Styria. These bottles are disposed

of after single use, generating around 2,500 tonnes of waste glass. A smoothly running separate collection system of waste glass is established in Styria, yet it is fact that the energy input required to recycle the collected glass and produce new bottles exceeds the costs for cleaning and refilling by far. "Buschenschanken" (traditional Styrian inns selling their own produce) have already arranged for their empty bottles to be cleaned in the large-scale bottle wash systems of mineral water bottlers before being refilled. Cleaning in these state-of-the-art wash systems requires only around 0.09 kWh per bottle, compared with approximately 1.1 kWh required to produce a new bottle (melting of waste glass).

#### **WASTE PREVENTION and CLIMATE PROTECTION** – achievable goals

Our aim is to increase the refill rate to at least 50%, corresponding to an annual reduction of around 254 tonnes of CO<sub>2</sub> emissions generated during the combustion of 80,000 litres of heating oil. If every Steiermarkflasche is refilled five times – which is a realistic goal –, 10,000 tonnes of waste can be avoided.

#### **RENTABILITY** – economic benefits

Reusing the Steiermarkflasche represents a considerable cost advantage compared with using a new bottle (original price: 0.45 € per bottle). Consequently it is an adequate measure to reduce the carbon footprint for wine, for which the glass packaging accounts for as much as 80%. Some winegrowers include information about the empty bottle return system on the labels of their wine bottles. The project can rely on existing infrastructure in many ways (e.g. bottle return machines in the supermarkets, centralised logistics in the food retail industry, bottle wash systems of mineral water bottlers) and does therefore not require large-scale investments.

#### **More information:**

[www.steiermarkflasche.at](http://www.steiermarkflasche.at)

## Bag on bag

<b>Name of Project developer</b>	Ecologists without borders- EKOLOGI BREZ MEJA
<b>EWWR Organiser</b>	MINISTRSTVO ZA OKOLJE IN PROSTOR
<b>Town</b>	Ljubljana
<b>Region</b>	Central Slovenia
<b>Country</b>	Slovenia
<b>Year</b>	2010
<b>Audience</b>	Action open to general public
<b>Type of action/ waste fraction</b>	Paper & Packaging

### Objective:

Bag for Bag» project links art and ecology to promote an environmental tax. The purpose of the Bag for Bag project partners is to draw attention to the problem of excessive use of plastic bags and plastic cups in Slovenia.

### Description:

Closing event of the «Bag for Bag» project (27 th November), which has run since 20 November with the aim of raising awareness about excessive use and improper handling of plastic bags and single-use plastic cups, the project partners announced the winning donor of plastic.

During the European Week for Waste Reduction (EWWR), Ecologists without Borders collected within the Bag for Bag project 40 110-litre bags filled with plastic bags brought to their stalls mainly by individuals, but also 12 nursery schools, 21 primary schools, 4 secondary schools and 3 faculties, which took part in the project. They also collected fifteen 110-litre bags full of plastic cups. One bag contains approximately 1,000 plastic bags or 500 cups, which means that around 40,000 plastic bags and 7,500 plastic cups were collected in total. Not all of the collected material could be used for the art work created during the week; in the near future, we can therefore expect another new creation made from the remaining material.

The essential part of the Bag for Bag project was the process of creating great works of art from plastic bags and cups that was performed by visual artist. The organisers divided the ar-

tistic creations into three parts:

#### 1. Plastic in archaeology

The Miha Artnak created an art work from plastic bags, which he called Hunting the Hunters – the Monster Awakened from Kongresni trg. The artist explained that his work represents a monster stretching out its tentacles across the City of Ljubljana, symbolising consumption and the problem of waste separation. The tentacles of the consumer society, like those of the monster are getting longer and longer every day, which substantiates the basic message of the work.

#### 2. Plastic surgery in sport

In the same week, Katarina Mrvar and Luka Mancini from the Lukatarina design studio were making footballs from plastic cups, in an artwork called Stop the Plastic Cup World Cup. According to the two designers, the most popular sport in the world is not football but waste accumulation, and one of the most absurd disciplines is the consumption of plastic cups. All week, they therefore appealed to the public to jointly stop the Plastic Cup World Cup.

#### 3. Inevitable ...

Throughout the project's implementation, the organisers were stalked by BAGFOOT. This bag-made creature is rumoured to be an artistic guerrilla intervention in the studio of the artists Katarina Mrvar and Luka Mancini. The sudden appearance of BAGFOOT in different

programmes, reports and events, video clips on the web, its outbursts on Facebook, and its walks through the old city centre of Ljubljana have considerably disturbed the public. BAGFOOT remains a mystery that may never be unravelled. At the opening of the art exhibition, Miha Mancini said meaningfully that all of us are actually and unfortunately still BAGFOOT.

### **Action's originality:**

All week, they therefore appealed to the public to jointly stop the Plastic Cup World Cup. Footballs of different sizes made of plastic cups attracted the attention and interest of passers-by, especially children. In the words of Luka Mancini, the biggest of them is in serious danger of being transformed into an egg – a rotten egg of the consumer society. Only those with nerves of steel and a good stomach could work with the plastic cups. The sudden appearance of BAGFOOT in different programmes, reports and events, video clips on the web, its outbursts on Facebook, and its walks through the old city centre of Ljubljana have considerably disturbed the public. BAGFOOT remains a mystery that may never be unravelled. At the opening of the art exhibition, Miha Mancini said meaningfully that all of us are actually and unfortunately still BAGFOOT, etc.

### **How to make such action?**

As part of the project, an exhibition of two artistic creations was officially opened: Hunting the Hunters by The Miha Artnak and Stop the Plastic Cup World Cup by the Lukatarina design studio. The project partners informed visitors about «Bagfoot» and presented them with the truth about this monster which was, however, slightly embellished through a performance by Slovenian stand-up comedian Vid Valič. The project partners announced the winning donor of plastic – Miškolin Nursery School from Ljubljana. Slovenia has not had such an event yet. They presented waste reduction to people in a creative way. Art made from used plastic showed how much waste we produce on a daily basis without asking ourselves what happens to it after it has been thrown away. This project presented the possibilities of preventing waste production in an innovative way. It

is also showed that something beautiful can be created from waste.

Around 300 million plastic bags are used and thrown away in Slovenia every year. Many countries and cities around the world (Ireland, China, Israel, South Africa, San Francisco, Melbourne) either ban the use of plastic bags or charge an environmental tax for their use, which makes people think twice about their use. These countries and cities decided to introduce these measures after years of struggling against the problems caused by the overuse of plastic bags. In Slovenia too, more and more plastic bags are lying around the environment. We believe that this project can be carried out anywhere and in every town. The larger it would



get, the more public would be interested in it. Imagine we could dress the Great wall of China with bags! Raising awareness will contribute to changing our behaviour, while our endeavours to introduce plastic bag tax will have an even greater impact. In this way we will approach to the prevention of waste production also on a systemic level and make long-term contributions to greater changes in this area.

### Results of the action:

It is estimated that this event was been seen by 10000 visitors; also all participating schools, kindergartens and other institutions in Ljubljana was been invited to take part and to collect materials in order to create art. That event was been mentioned in every major media which means that a much larger number of people was been informed about the event. The project partners announced the winning donor of plastic – Miškolin Nursery School from Ljubljana. As part of the project, an exhibition of two artistic creations was officially opened: Hunting the Hunters by The Miha Artnak and Stop the Plastic Cup World Cup by the Lukatarina design studio. The project partners informed visitors about «Bagfoot» and presented them with the truth about this monster which was, however, slightly embellished through a performance by stand-up comedian Vid Valič. The prize for the winning team was contributed by Jure Vršnik who designed special multi-use bags for the children. The essential part of the Bag for Bag project was the process of creating great works of art from plastic bags and cups that was performed by visual artist The Miha Art-



nak and the team from the Lukatarina design studio, Luka Mancini and Katarina Mrvar. The public was motivated through different actions which has been run through the week. As the result of the action was public exchange in the media and among the politicians. This project will showed the problems of plastic bags and cups, while the surprising data on the amounts and impacts on the environment will raise the level of awareness. The goal is for people to come to the store with a reusable bag and use reusable cups instead of plastic ones. These are only minor changes in a person's behaviour that have no impact on the quality of our lifestyle, but do have an impact on the environment in which we live in.

### More information:

[www.ebm.si](http://www.ebm.si)

<http://picasaweb.google.com/SciFi.punk/EverytimeYouGoAway#>

[www.lukatarina.si](http://www.lukatarina.si)

[www.artnak.net](http://www.artnak.net) ([www.artnak.net/index.php?lovka-na-lovce/plastic-bag-monster/](http://www.artnak.net/index.php?lovka-na-lovce/plastic-bag-monster/))

[www.artnak.net/index.php?lovka-na-lovce/plastic-bag-monster/](http://www.artnak.net/index.php?lovka-na-lovce/plastic-bag-monster/)

[www.youtube.com/watch?v=\\_nhy66ewOBo&NR=1](http://www.youtube.com/watch?v=_nhy66ewOBo&NR=1)

[www.youtube.com/watch?v=YALSiGOxnrw&NR=1](http://www.youtube.com/watch?v=YALSiGOxnrw&NR=1)

[www.youtube.com/watch?v=JS9BIOwwtsk&NR=1](http://www.youtube.com/watch?v=JS9BIOwwtsk&NR=1)

## “Challenge waste” bar

<b>Name of Project developer</b>	Foyer des Jeunes des Marolles
<b>EWWR Organiser</b>	Bruxelles Environnement
<b>Town</b>	Brussels
<b>Region</b>	Brussels-Capital Region
<b>Country</b>	Scotland (United Kingdom)
<b>Year</b>	2009
<b>Audience</b>	Action open to target group
<b>Type of action/ waste fraction</b>	Paper & Packaging

### **Objective:**

The Foyer des Jeunes des Marolles is an association which welcomes young people from working-class districts. One of these activities is to take in the children at the end of the school day to help them do their homework. Before starting with their homework, the children are given a snack. The person in charge of the project realised that the children attending the homework school knew nothing other than crisps and sweets. Furthermore, the centre is increasingly taking account of respecting the environment in its activities. The coordinator therefore decided to raise the children’s awareness of healthier products, generating less waste when having a snack.

### **Description:**

The project initiated during European Week for Waste Reduction therefore consisted of putting in place a bar run by the children during their snack break where products with the least packaging possible are available, taking account of criteria such as health, sustainable food and the N-H relationship. With regards drinks, the children were all given a reusable beaker bought for the occasion. The only drinks available at the bar were Oxfam fruit juices and tap water served in jugs. The food products distributed: BIO and fair trade biscuits and seasonal fruit. The children’s awareness was raised the week before the EWWR on the reasons for this initiative. The children’s awareness was raised more widely on waste reduction but also respect of the environment. For this they were all

given a Bruxelles Environnement “8 actions for my planet” game book. Thus, they got into the habit of doing things such as using both sides of a sheet of paper, choosing snacks with less packaging to go to school but also at home, etc. The parents became aware of the initiative through word-of-mouth and through the children during the week. This initiative has served as a springboard for instilling healthier snacks that generate less waste in a lasting manner. Now the children no longer come with snacks – the coordinator goes shopping twice a month for everyone. The reusable beaker is still a well-established practice.

### **Action’s originality:**

The originality of the action resides in the fact that it is addressed at children from a disadvantaged working-class background whose parents do not speak French (or speak it badly). This audience very often has very little awareness of the problem of waste and the environment in general.

The strength in this action is the involvement of children in this project as it is the children who run the bar in turns over the week. They are therefore given responsibilities and play an active role in the project during the week but also after the week since the bar has continued. Further, their awareness is raised of snacks that are more respectful of the environment and better for their health. The children also leave with presents for their parents, connected to waste reduction which then reaches out

to the parents.

### **How to make such action?**

All the children who attend the after-school centre – which represents about twenty children. The children are aware of questions regarding respect of the environment and consequently play the game. This approach is also fulfilling for them as they are doing something good and are involved.

According to the coordinator, the parents have not really understood the initiative – probably due to the social context. For them, sorting waste is already very complicated and, according to the coordinator, prevention is far from being a concern for them. Nevertheless, the pupils no longer come with packaged snacks.

The children have been involved in a reflection and are involved in the approach – they are stakeholders in the project.

This has motivated them in their reflection and they have taken on the new information better thanks to this official and recognised framework. Some of them have realised that they used a lot of waste and that something had to be done otherwise it would be too late.

### **Results of the action:**

Participation of 20 children. But setting up the

action has enabled the awareness of the members of staff of the youth centre to be raised and also, indirectly, the parents of the pupils, which represents 13 parents/households.

Impact :

1/ no drink packaging as only tap water and returnable glass fair trade juice is provided.

2/ No snack packaging about from what is generated by the packets of biscuits

The waste from snack packaging for about twenty children over a week has been replaced by snacks not generating waste (fruit, returnable bottles, reusable beakers) or by recyclable waste (cardboard packaging).

This means about a hundred small fruit cartons not consumed (just during the week as it has continued after). The only disposable plastic packaging is from 3 packets of biscuits a day, which represents significantly less than 5\*20 packs of sweets.

The amount of drawing paper saved is difficult to evaluate as they do not draw every day. However, it is certain that the pupils have got into the habit of using both sides

### **More information:**

<http://vimeo.com/8967135>



## Eco-Bag school contest

<b>Name of Project developer</b>	Escola Secundária c/ 3º ciclo de Ferreira Dias
<b>EWWR Organiser</b>	Agência Portuguesa do Ambiente
<b>Town</b>	Aqualva
<b>Region</b>	Sintra
<b>Country</b>	Portugal
<b>Year</b>	2010
<b>Audience</b>	Action open to target group
<b>Type of action/ waste fraction</b>	Paper & Packaging

### Objective:

Students were then invited to create a slogan and an illustration on the theme «Saving and reducing packaging and bags», which will motivate a school competition with proper regulation.

### Description:

Awareness among students and teachers is done through a powerpoint presentation on «The sad story of disposable plastic bags», which is expected to have an important impact on behaviours and attitudes changing concerning the little sustainable use of plastic bags we use every day when shopping.

The works will be exhibited in the school lobby during EWWR, in order to sensitize the whole school for the Eco-Bag use. The winning works will be used for printing on reusable bags, made of fabrics or plastic. The slogan should motivate citizens to reuse the Eco-bag while shopping in the future Social Shop in Aqualva and at the Biological (change for Organic) Market of Colaride.

### Action's originality:

The main innovation of this action is the design and the messages in the bags. The students are very creative and there is a lot of different bags, all of them very appellative as you saw in the pictures we sent.

It will be done a questionnaire after this activity to determinate the impact of the action.

The bags were to be done in a significant amount, considering the context and support of the Local Agenda 21.

They can be reproduced in a similar way everywhere, stimulating the imagination and creativeness of students and/or others.

### How to make such action?

It all began two months before the EWWR. The project design, the competition rules and a leaflet publication were presented to our school art teachers, and subsequently approved by the pedagogical department of school.

The students` motivation was made by the art teachers who wanted to participate in this action; concerning to the school community, we sent emails with the whole information, minimizing paper usage.

At the same time, the project coordinator made several requests to companies and institutions to support the production of the eco-bags and prizes for the students. The Aqualva city council, to which the school belongs, wanted to incorporate this action in its Local Agenda 21 project, and sponsored the printing materials, students` certificates and the eco-bags production for later use in Aqualva Social Shop (devoted to solidarity) and in the organic market of Colaride.

800 eco-bags were made, which cost 1000 euros. Iberex, representative of Faber-Castell and Pébeo art materials in Portugal, sponsored

all the students' awards, offering materials for the students.

Some art teachers guided the students project work in their classrooms, using the design methodology, and used about 6 lessons of 90 minutes, so that every student could create the projects - image and slogan - for the competition.

Later, students delivered their works, taking into account the competition rules. They had to fill a form to guarantee the anonymous state.

Teachers mounted an exhibition of all the works in the lobby of the school until the week of EWWR. A jury for the competition was nominated and they selected the best works, according to each age group. Each age group had a prize and three honorable mentions.

Although the target audience of this action are the students of this school that will learn about waste prevention and then release their creativity in order to produce images and slogans to be used in the Eco-bag production, a greater audience will be targeted afterwards when the bags are actually being used by the whole population.



#### Results of the action:

Number of students involved: 325

Number of teachers involved: 9

Since this project was aimed to raise awareness of citizens to the harmful use of plastic bags, it

is difficult to quantify the practical results of this change in attitude

#### More information:

[www.ferreiradias.pt](http://www.ferreiradias.pt)



NÃO FAZ SENTIDO. REUTILIZE. USE O MESMO TODOS OS DIAS.



## Reduce for a better consumption

<b>Name of Project developer</b>	CENTRO EDUCATIVO NAVARRO DE PAIVA
<b>EWWR Organiser</b>	Agência Portuguesa do Ambiente
<b>Town</b>	Lisbon
<b>Region</b>	Lisbon
<b>Country</b>	Portugal
<b>Year</b>	2009
<b>Audience</b>	Action open to target group
<b>Type of action/ waste fraction</b>	FPaper & Packaging

### Objective:

This action pretends to promote the prevention of the most important of the 3R's - the Reduce, by educating for the proper management of consumption and reuse of materials amenable to business experts or by students in the production of decorative articles for use in their own school environment. Reuse of paper from newspapers as wrapping paper after being worked with cutouts and paintings with environmentally friendly inks.

### Description:

The nominated action consisted in a different week inside this particular educational establishment (which is also a youth detention centre), and included several initiatives, namely:

- Collection of newspapers and magazines for re-use as wrapping paper for Christmas gifts;
- Collection of milk and juice packages for building Christmas cribs;
- Accounting of avoided packaging waste in the annual consumption, based on one day trial reduction in the consumption of certain products or through using preferably family packages;
- Distribution of large packages of bath gel and shampoo, reloading other smaller non-perishable, instead of using the individual packages that are immediately discarded;
- Collection of glass bottles for reuse in decoration (garden sculptures, lamps);
- Composting from cooked waste materials or

animal droppings;

- Feeding the animals with organic waste, such as vegetables and fruits scraps;
- Conducting an awareness campaign for the proper use of paper (print only when necessary and use both sides of the leaves);
- Collection of used cooking oil and sending it to biodiesel producers;
- Collection of printers and copiers cartridges for future completion;
- Awareness about the correct use of «eco-points» (public containers for collection of recyclable products).

### How to make such action?

This action occurred during the EWWR. During 7 days all the population of the Centro Educativo Navarro de Paiva switch the consuming habits. However, the impact of this action made us keep these good practices in daily bases.

Used Material: Containers and "eco-points" (for collection of recyclable products, such as product packages -, milk, juices, hygiene, such as shampoo, newspapers, organic leftovers, cooking oil, copiers cartridges, etc)

Methodology: 1) Awareness actions, evolving the population (students and all the educative community and CENP workers). 2) Implementing new consumer habits 3) Collection of recyclable products 4)Monitoring actions during the project, in all stages 5) Evaluation, including



## “Sei tu che fai la differenza” (You make the difference)

<b>Name of Project developer</b>	7 Circolo didattico Pozzuoli
<b>EWWR Organiser</b>	Italian Steering Committee
<b>Town</b>	Pozzuoli (Na)
<b>Region</b>	Campania
<b>Country</b>	Italy
<b>Year</b>	2009
<b>Audience</b>	Action open to general public
<b>Type of action/ waste fraction</b>	Paper & Packaging

### Objective:

In the framework of our educative project, focused on the promotion of a sustainable development, the students of Pozzuoli 7th Circolo Didattico, near Naples, participated in the European Week for Waste Reduction in order to raise awareness and arouse interest in the culture of waste prevention among citizens.

That project was inserted in our school educational programme and, in line with the Millennium Development Goals, we intended to pursue in particular the 7th goal on educational development.

### Description:

Throughout the phase preceding November, teachers and students worked on the promotion of actions aimed at reducing waste and supporting a culture of unpacking. About 800 students, aged from 3 to 10, prepared a large amount of objects, made with recycled materials. Moreover, our little ecologists decorated paper grocery bags which were subsequently distributed to the citizens of the area at the marketplace. Other products, made with the reuse of materials, were displayed in the exhibition of the second day. At the same time, teachers raised awareness among students on the reduction of printed sheets using double-sided.

Conduct of two days:

1. Wednesday, 25 November 2009

The eldest children set up a stand at the market near the school in order to give information on the correct use of packaging, distributing

leaflets and re-usable bags. That attractive form of information captured the attention of passers-by who listened carefully children's advices.

2. Friday, 27 November 2009

A public event organized at school with the participation of authorities, institutions, children and parents. There were some performances by the students and an exhibition, as well as the documentation of the previous day.

### Action's originality:

The direct involvement of students, citizens and institutions of Pozzuoli. The relationship between generations was very profitable: children taught to adults the best waste reduction practises.

Students, their parents and people in general were the targets. The action promoted a culture of unpacking, with consequent reduction of waste throughout the voices of children, our future. Parents and citizens cannot avoid listening to them as video shows.

### How to make such action?

Time: a school year

Materials: recyclable materials such as paper, glass and plastic; waste objects; school supplies such as crayons, marking pens and cards.

Resources needed: We need a small amount of money, thanks to teachers, who worked also overtime, and parents, who actively collaborated.



**More information:**

[www.7circolopozzuoli.it/Eventi\\_0910.htm](http://www.7circolopozzuoli.it/Eventi_0910.htm)

Methodology & process: we worked in four steps:

1. lectures about a sustainable development;
2. preparation of objects made with recycled materials, posters and decoration of paper grocery bags, distributed to the citizens of the area at the marketplace;
3. Setting up an informative stand at the local market:
4. Debate with the local institutions, exhibition and children performances.

The action can be replicated where there are wise teachers and parents ready to support their children. It is a very effective activity, simple to replicate.

**Results of the action:**

Children represent our future and if they behave in a sustainable way, town's life can change. Adults listen to the children and are invited to use re-usable bags and to pay attention on municipal waste management services.

After that action, the municipality of Pozzuoli introduced the separated collection of waste at the Monteruscello district. Moreover, the use of plastic grocery bags is decreased.

Monteruscello is a Pozzuoli district with many problems, such as crime, drug and dropout. It was interesting to see how the citizens responded: from distrust and unbelief to availability and collaboration. In the following days, we could see that citizens used our paper bags instead of plastic ones. What's more, our children thought up inedited songs and choreography about the topic, developing their creativity.



## Food waste donation and reuse of fruits and vegetable boxes

<b>Name of Project developer</b>	Mercasturias S.A.
<b>EWWR Organiser</b>	COGERSA
<b>Town</b>	Polígono de Silvota, Llanera
<b>Region</b>	Asturias
<b>Country</b>	Spain
<b>Year</b>	2010
<b>Audience</b>	Action open to target group
<b>Type of action/ waste fraction</b>	Paper & Packaging

### Objective:

MERCASTURIAS found an excellent ally in Banco de Alimentos de Asturias, and NGO, administered by volunteers, which main target is to fight food waste and provide basic feeding by distribution of food.

### Description:

MERCASTURIAS is the Alimentary Logistic Park of Principado de Asturias and the Wholesaler of Fruits and Vegetables for Asturias

MERCASTURIAS will lend an office to Banco de Alimentos inside its facilities and will encourage its customers to collaborate with them. With only a 10% of our actual food waste, we can provide (according to data from Agriculture Ministry) basic food (fruits, vegetables and potatoes) for 300 people a year.

Our activity implies a movement of over 6.900.000 boxes a year, if they are not reused, they will become waste. If we analyze the life cycle of non reusable boxes, we see that they are very harmful to the environment, because of the amounts of CO<sub>2</sub> produced during its fabrication, transport and elimination. According to AECOC, we can reach a reduction about 1.000.000 kg of waste (91.500.000 kg of CO<sub>2</sub>) by using reusable and collapsible plastic boxes.

To encourage our customers about using this kind of boxes, we installed informative panels all over our facilities, we gave them leaflets, internal communication and we went to visit Mercabilbao, where they already have a reusable box system implemented.

### How to make such action?

We had 2 hostess giving information and raising the awareness of our customers during the whole week. We also installed many posters and photos in our facilities and we made a very important task of internal communication to promote EWWR.

### Results of the action:

It is a very important agreement, due to its social impact, which has the will to last in time. It is also easily adopyable everywhere and it is very focus on waste prevention.

If this system of reusing boxes is finally fully implemented, about 1000 t waste can be avoided each year.

## Green Clean

<b>Name of Project developer</b>	Hotel Silken Berlaymont
<b>EWWR Organiser</b>	Bruxelles Environnement
<b>Town</b>	Brussels
<b>Region</b>	Bruxelles-Capitale
<b>Country</b>	Belgium
<b>Year</b>	2010
<b>Audience</b>	Action open to target group
<b>Type of action/ waste fraction</b>	Paper and Packaging

### Objective:

During the Week 2010, the project consisted of both sort of actions: raising awareness about existing habits and introducing some new gestures.

### Description:

The «Green Committee» of the hotel was responsible for taking action, for preparing the Week, for organising a meeting during the week and for evaluating the actions after the Week.

An overview of the actions:

- Reduction of the consumption of paper: reuse, print 2 pages on 1 side, elimination of some reporting, LCD projection in our daily meetings, and generalise some reports , also keep the files electronic and not printed versions anymore , use of hand dryers instead of paper sheets in all the public toilets, recuperate the paper let by guests in our meeting rooms ;
- Eliminate the goblets in the coffee shop and replace them by sustainable ones. No more individual portions of sugar and milk;
- Action «sales»: the clients were informed through outgoing mail and e-mails (logo SERD on e-mails), the welcome letter in their room, in the public areas of the hotel, awareness raising information board in the cafeteria;
- Cafeteria: reduce the amount of wastage and awareness raising of the personnel;
- A strict control of the waste bins, concentrated on the “ compactage” in order to reduce the volume in the plastic bags.

### Action's originality:

The hotel carried out several projects, from paper reduction, to composting, to less packaging. A hotel has personnel and clients, but also suppliers, so a diverse audience is targeted. This combination of actions should be encouraged and can be done by hotels all over the world.

### How to make such action?

The target audience were both the personnel of the hotel, as well as the hotel guests. The personnel was informed and motivated by seminars, who will take place ones a month for the green committee and on a regular base for the rest of the staff through the quarterly staff information meeting the clients were motivated through the external e-mailing and the message in the welcome letter in their rooms. The clients were also encouraged to participate in the coffeeshop by using during one week all the substances in “vrack” instead of individual portions , eg sugar , milk , cacao.

The coffee take away was served in a promotional SILKEN mug instead of the take away cups, we delivered approximately 200 mugs for a cost of 3.16 € each

A nice signage was placed on the counter in order to make guest aware about the action, and why the set-up has been changed during the week.

### Results of the action:

There were about 50 participants. The project was entirely focused on waste prevention and this not only by raising awareness, but also by taking real action. Different topics were treated, from composting, to paper reduction and producing less waste by reusable tools and avoiding individual packaging. It encourages people to think about the way we are consuming. It was an opportunity to see the reaction of the clients.

Some of the results: during the week, 173 prints were avoided, 7 kg of waste was avoided in the coffeeshop and 55 kg of organic waste was composted.

The Green Committee will carry out an evaluation. Based on this evaluation and the reactions and recommendations of the clients/personnel, it will be decided which actions will be implemented.

The hotel is an "ecodynamic enterprise" (ecolabel in Brussels). This means they have an environmental action plan. Raising awareness is one of the topics in this plan, taking sustainable action on different topics is another one. The long lasting impact of the decisions is therefore ensured.

### More information:

<http://silkenberlaymontgreen.wordpress.com/about/>



## «Le grand mix des bonnes idées» («The great mix of good ideas»)

<b>Name of Project developer</b>	OUPS, Soup Bar
<b>EWWR Organiser</b>	Bruxelles-Environnement
<b>Town</b>	Ixelles
<b>Region</b>	Brussels-Capital Region
<b>Country</b>	Belgium
<b>Year</b>	2009
<b>Audience</b>	Action open to general public
<b>Type of action/ waste fraction</b>	Paper & Packaging

### Objective:

During Waste Reduction Week, Oups simply decided to take the time to speak about this approach with customers, and in particular to showcase reusable “takeaway” bags.

### Description:

The Oups Soup Bar is a snack-type restaurant which offers soups with bread, quiches, etc. to eat in or take away. For 7 years it has developed an ongoing waste reduction approach and a good ecological management approach in general:

- Fighting against food wastage
- Composting organic waste
- Fighting against superfluous packaging by choosing returnable bottles, home-made yoghurt in refillable pots, making available jugs of tap water, the reuse of “takeaway” bags
- Eco-consumption in general: seasonal, local fresh vegetables, etc.
- Waste sorting: left-over bread for horses, packaging sorting, etc.

During Waste Reduction Week, Oups simply decided to take the time to speak about this approach with customers, and in particular to showcase reusable “takeaway” bags. In fact, takeaway food is packaged in a reusable paper bag, on which a stamp is put each time it is reused. A desert is given free of charge after a few reuses by the customer. This approach is ongoing, but the bar’s owner does not always take the time to talk about it.

### Action’s originality:

The originality lies in the simplicity of the project: taking the time to talk with customers, exchanging ideas, raising their awareness quite simply or enabling them to do something concrete for the environment whilst eating out.

Oups sells snacks, and snacks are not very ecological in people’s minds.

Customers are therefore surprised about the approach: they find Oups’s commitment original, are surprised to see a compost heap in the courtyard, right next to the tables... The week was the opportunity to speak more about



this approach to raise the awareness of customers and particularly customers using the "takeaway" service.

### How to make such action?

The target audience is comprised of the Soup Bar's customers: customers eating in or using the "takeaway" service.

Customers' reactions have been very positive: there are those who are already aware of the approach and find it only natural that Oups would participate in the Waste Reduction Week, already knowing the overall approach of this Soup Bar. There are those who are finding out about the approach and are proving to be receptive and interested. The fact of speaking about it has actually enabled an increase in the number of customers who have brought back their "takeaway" bag.

Any snack bar or restaurant could implement the same type of action. All these business structures are, in general, very busy during hours of service, and therefore do not take the time to share the environmental projects with their customers even if they have one. Simply taking the time to speak about this with customers and print some explicative sheets about reusing the bags, once a year, during Waste Reduction Week, is a simple, realistic, relatively cheap project that can really be replicated. It is also commercial as it makes customers return again and again and makes savings in the long

run.

### Results of the action:

In the 5 working days of European Week for Waste Reduction, the Soup Bar had +/- 100 customers a day. As during this week, the Oups project was to take the time to speak with customers, one can consider that the awareness of 500 people has been raised.

Further, the owner of Oups sent an email on her project for the week to her entire list of customers (list with 500 addresses) in order to relay the action.

One can also note that Oups was chosen by the local Brussels-based television for making a report on it over the week: numerous Brussels-based TV viewers would have been made aware of this project.

The quantitative indicator specific to the week's action relates to the reusable bags: in general, 20 bags were saved a day (reuse by customers about thirty times). Since the week, the buying of new bags decrease (15% reduction).

In general, the composting concerns 6l of vegetable peelings a day and the packaging waste reduction actions reduced the amount of packaging waste by half.

### More information:

<http://vimeo.com/8991703>



## Dopjes actie / Less waste

<b>Name of Project developer</b>	DPD (Belgium) NV & DPD (Luxemburg) Sarl
<b>EWWR Organiser</b>	EWWR Secretariat
<b>Town</b>	Mechelen, Aalter, Courcelles, Flémalle, Bettembourg
<b>Region</b>	Luxemburg, Flanders, Walloon Region
<b>Country</b>	Belgium & Luxemburg
<b>Year</b>	2011
<b>Audience</b>	Action open to general public
<b>Type of action/ waste fraction</b>	Paper & Packaging

### Objective:

To provide helpful advice on how to reduce bottle waste and other waste by employees.

### Description:

DPD employees received information on waste prevention and took the info also at home.

1st step: Collection of plastic caps. Plastic caps were handed over to a collection point where they are sold to a recycling company and the money is handed over to an organization that educates Guard dogs for blind people.

2nd step: Introduction of water dispenser at all DPD depots – approximately 220 PMD bottles are avoided per week. No one should use plastic cups anymore everyone has to use glasses and to offer glasses to visitors/ people coming in at DPD.

### Action's originality:

This action showed to business partners and customers how a transnational company can decrease its impact on the environment. Fewer water bottles are bought because of the water dispensers.

Usually, there is no restriction on water dispensers in EU countries; therefore this is a great idea that could be used in every country and every company.

### How to make such action?

Participants had been DPD employees: approximately 200 DPD employees received information about how to generate less waste within the company.

Every day, information about the EWWR had been distributed via email to DPD employees. A specific poster to describe the action was developed (1st collection of plastic caps; 2nd no more water bottles because of the introduction of water dispensers in all our sites). The posters remained for a limited period after the EWWR. Communication material had been self created, produced by DPD mother organization La Poste in Paris, prepared by the EWWR team. This action was also communicated within DPD network (DPD, La Poste, GeoPost, SEUR, etc.).

Employees had also the possibility to collect plastic caps at DPD depots. The plastic caps had been brought to a collection point for the BGC. At the end of the week, DPD changed its system of buying plastic water bottles needed during meetings. Water dispensers had been bought and every employee is obliged to use water glasses and to offer visitors a glass of water instead of a small plastic bottle. The feedback of employees had been fantastic as ideas about how to avoid waste came up during the EWWR.

On the other hand, DPD tried to distribute the information as far as possible. For example:

an email signature banner with a direct link to the homepage of the EWWR had been added to all emails. The target had been to encourage all contact persons receiving an email from someone working at DPD, to click on the email signature banner to access information about the EWWR. This could be encouraging for other companies.

Further DPD is working with subcontractors. DPD printed posters and stick them visible to everybody (DPD subcontractor and DPD employee) on the walls in all DPD depots. The posters remained there until February 2012.

Estimated cost, resources and time needed: Our water dispenser are rented. We pay for all water dispenser a monthly rent of approximately 300€ (4 water dispensers in our depot in Mechelen, 1 in our depot in Aalter, 1 in our depot in Courcelles, 1 in our depot in Bettembourg, 1 in our depot in Flémalle). Maintenance and water is included. We bought water bottles to share in Meetings (cost circa 70€) in order to reduce plastic bottles in meetings.

As conclusion I would say that our approach can be copied by almost every company – this is an easy to adapt campaign at low cost.

#### **Results of the action:**

Approximately 200 DPD employees received information about how to generate less waste within the company.



It is estimated that approximately 220 PMD

bottles are less bought/ used per week. Water dispensers are daily used. But DPD is still collecting plastic caps. The objective is that there are no more bottle caps.

DPD also tried to give helpful and simple advice for example to bring a lunch box ("boite à tartine") instead of other packaging. Easy to reuse.

DPD hope that a sort of thinking process started about companies responsibility to produce less waste/ to avoid waste: DPD has a lot of contact to customers and business partners; therefore it could be estimated that more than 2000 persons saw the email banner.

#### **More information:**

[www.dpd.lu](http://www.dpd.lu)

## Reduction of Glass in Packaging in the Wine Sector

<b>Name of Project developer</b>	Codorniu Group
<b>EWR Organiser</b>	Waste Agency Of Catalonia
<b>Town</b>	Sant Sadurní D'anoia
<b>Region</b>	Catalonia
<b>Country</b>	Spain
<b>Year</b>	2010
<b>Audience</b>	Action open to general public and target group
<b>Type of action/waste fraction</b>	Paper & Packaging

### Objective:

The objective was to create awareness in consumers' mind as well as other producers about reducing the weight of the bottle for the production of cava despite the technical difficulties given that the bottle has to resist to high pressure.

### Description:

The Codorniu Group has organised three activities in its wineries for the European Week for Waste Reduction 2010:

1. Display of the developments in Ecodesign with regard to containers in the wine sector, showing the process of the design and the advantages that have been achieved in reducing the weight of the glass used to make cava (sparkling wine) bottles (20 to 28th November):
  - Waste reduction: 11% reduction of the glass used to make each bottle
  - Reduction of the weight of each bottle from the present 900g to the new 800g
  - Economic saving in transport costs as a result of the smaller weight
  - Energy saving associated with the production of each bottle
  - Direct reduction in CO<sub>2</sub> emissions: 1,000 tons/year
  - Anticipation of the new waste minimisation and environmental impact legislation

2. A participative test in which visitors see whether there are differences that can be seen between the normal bottles and the new lighter bottles on a simple visual inspection (20 to 28th November).
3. Conference on Ecodesign applied to glass bottles in the wine sector to university students of a renowned oenology school named Escola de Viticultura i Enologia M. Rossell i Domènech on 24th November (middle cycle) and 26th November (Upper cycle).



### Action's originality:

The activity is original and innovative because it reflects the whole of the cava glass bottle eco-design process and the advantages of minimising waste production and reducing the environmental impact.

The technical requirements of cava bottles make it very difficult for their weight to be reduced (e.g.: withstanding high pressure...). However, manufacturers have striven to minimise the amount of glass in their bottles to re

duce the weight and energy consumption. The sector has been working on this for years, but it is only now that the results are beginning to be seen on the market.

### **How to make such action?**

**Action 1:** Contact your different glass container suppliers and ask them to synthesise on a DIN A0 posters their progresses in the reduction of bottles' weight and their effects on emissions reduction. Print those posters in a local printing company and hang them on the exhibition.

Time: 4 hours for each poster,

Money: approx 30 €/poster.

**Action 2:** Design a triangular test following ISO standards. Collect bottles of the two different types (heavier and lighter). Decorate some show tables with old cava machinery to make it more attractive. Print the test results coupon and process the results.

Time: 8 hours for preparing the exhibition, 5 min per group of visitors for the guide to explain the goals of the test, 4 hours for processing the results.

Money: 0 € for the decoration and the bottles as we used own materials.

**Action 3:** Time: 4 hours for preparing the conference + 2 hours/group (total 2 groups) for conferencing and visiting the exhibition.

Money: 0 € as we used our own site.

The target audience of the Week's activities was the general public, oenology and industrial design university students, company workers (686 workers, 85% from Catalonia and Spain and 15% from Argentina and USA), etc.

The initial estimated participation was 1,000 people, according to the normal rates of the free monthly visits to Caves Codorniu, which was easily exceeded with 1,897 participants, 83% of whom also took part in the participative test. The activity was reported through different channels: Verbally to visitors to the company winery and shop, to workers of the group of companies via intranet, mailing to the company database, publication on the corporate

web and participation in the initiative of those responsible for tourism in the local administration and students on advanced studies (industrial and oenology).

The activity is directly reproducible in all European wine areas, and particularly in those producing sparkling wines, in which high pressure has to be withstood and producers might be reticent to lighten their bottles. For instance: Champagne (FR), Asti (IT), Sekt (GER).

The activity will have a long term impact when the public knows that it is possible to pack wine and cava in lighter bottles, for this might be a reason for purchase and their opinion might push the wine sector to work to reduce the weight of their bottles.

### **Results of the action:**

Indicators used for assessing the Week activities:

- Number of visitors during the EWWR: 1,897 people
- Number of participative tests collected: 1,551 participants (82%)
- Origin of the visitors: 20 countries
- Type of visitor groups: General public and sector professionals (future oenologists) from 4 countries responsible for 95% of the natural sparkling wine production in Europe
- Result of the participative test in which visitors made a simple check to try to see the difference between normal bottles and light bottles. The company believes it is positive that consumers are not capable of noticing the difference on a simple inspection.
- Tons of glass avoided with the Codorniu Group's light bottles: 4,000 tons/yearly
- Estimated 130,000 tons/year of glass avoided if measuring the whole sparkling wine sector.
- CO2 emission reduction: 1,000 tons/year

### **Conclusions:**

To get over the message that it is possible to reduce the weight of the glass in cava bottles by 11% to more than 1,500 people from 20 different countries. Additionally, to use a triangular test to show that it is possible to reduce

the weight without the consumer noticing the difference, which is important for the producers to be encouraged to reduce the weight of their bottles. To get the message over to the groups concerned, such as future oenologists, and people attending from the 4 countries that produce 95% of the sparkling wine in Europe: France, Germany, Italy and Spain.

If the whole European sparkling wine sector decided to move to new lighter bottle, the production of more than 130,000 tons of waste glass would be avoided, and the CO2 emissions would be reduced.

**More information:**

<http://vimeo.com/23366709>

## Babies of Donostia – Zero Waste

<b>Name of Project developer</b>	Ayuntamiento de Donostia – San Sebastián
<b>EWWR Organiser</b>	Public Environmental Management Company of the Basque Government, IHOBE SA
<b>Town</b>	Donostia
<b>Region</b>	Basque Country
<b>Country</b>	Spain
<b>Year</b>	2011
<b>Audience</b>	Action open to target group
<b>Type of action/ waste fraction</b>	Reusable nappies

### Objective:

Disposable nappies represent 2% of total municipal waste in Donostia. The objective is therefore to reduce this type of waste and to promote the use of reusable nappies.

### Description:

In Donostia, disposable nappies cannot be recycled, so they must be disposed on landfill (no incineration facilities in Donostia). On 21st of November 2011, the municipality of Donostia started this pilot project with a subvention from the Diputacion Foral de Gipuzkoa. By this initiative, it is expected to facilitate the introduction of reusable nappies in 40 families of the municipality.

Participant families pay 20% of the cost of the nappies and they get a kit, composed by 20 absorbents, 10 protectors like panties (which equals as nappies for 3-4 days), 6 extra absorbents, and a pocket of cellulosic sheets (200 units).

For the pilot experience a 2 pieces model has been chosen, because the model with a single piece presents problems for its drying if the weather is wet. With them, families can reduce the use of 2000 disposable nappies per year, which means 410€ per baby and year. Totally, the 40 families can reduce 80000 nappies per year, equivalent to 16.400 kg of waste.

The campaign began in the EWWR, to make it more visible. The spread was made by press conferences, interviews in media, personalized attention for points of distribution, etc. After

that, families began joining.

An informative leaflet was elaborated informing about the main characteristic of the project, as well as the advantages of reusable nappies and false ideas related with them.

The participant families committed to use the nappies in, at least, the 80% of the time, and to collaborate in the monitoring of the results. The Town Hall offered advice and personal monitoring by telephone.

The experience will be evaluated with the following indicators:

- Number of participant families
- Number of participant babies
- Number of disposable nappies avoided
- Kg of waste reduced
- CO2 reduced

### Action's originality:

The project was launched in the EWWR to include it in the framework of the general policy in waste prevention. The Town Hall organized different press conferences and had presence in the media.

A leaflet was made to inform people and distributed in municipal centres (libraries, etc.), other institutions (hospitals) and ecological products stores. Also local associations were involved. The dissemination of information to all of these partners was personalized.

The reuse of nappies is important because of the amount of waste generated by disposable ones. After probing different models in muni-

icipal schools, it has been decided to open the initiative to the public to arise the co-responsibility in waste reduction. In South Europe few experiences have been tested with these reusable nappies, so the project aims to spread the possibility and convenience of their use in this area.

This project is an important action in the Local Strategy on Waste Prevention, complementing other actions developed by the Town Hall. In addition to promote the reduction of waste, an objective of the project is to probe different types of nappies to develop knowledge and to contribute to the extension of the use of this kind of nappies.

The action is reproducible in any place in Europe. In fact, from the beginning of it, the Town Hall has had many requests of information from other Town Halls interested in reproducing the project.

The experience will last for 6 months. By the end of this action, families will contribute with their opinion and registered results. After that, the Town hall will distribute more nappies, 2 by family, among those that presented their request.

It is expected to develop the same experience the next 3 years, depending on the existing budget.

### How to make such action?

The target audience is constituted by families with babies from 6 months to 3 years. Nevertheless, the municipality received requests from families with other ages. Families from other municipalities also presented their requests, but it is not possible to accept them, because the Town Hall can only work with population of the municipality. Donostia' Town Hall therefore suggested them to go to their respective Town Halls to ask for a similar project.

It is an initiative that has arisen controversy among people and has had the effect of getting people aware of the necessity to reduce waste. So even if the direct participants are 40 families, indirectly the initiative will have a wider effect. There is an important debate in social networks and 2.0 websites about this project.

Also, this action has been useful to make visible other policies promoted by the Town Hall about

waste prevention (second hand markets, reusable jars in bars, etc.).

	Global kit	Kit for one child
Global cost	12.802,42 €	320,06 €
Town Hall cost (80%)	10.241,94 €	256,05 €
Families cost (20%)	2.560,48 €	64,01 €

### Results of the action:

Participation: By the moment the project counts 32 participant babies, although it is expected to reach the number of 40 by the end of the project.

For 40 families, it is calculated that we will prevent 1.400 nappies a week, which is 73.000 a year, which represents 15.330 kg per year.

Each family can save 383 kg of waste per year, which represents 414 euros/year.

### More information:

<http://www.donostia.org/home.nsf/0/7C5B55F9D5924B7CC12579530046E750?OpenDocument&idioma=cas&id=A501610>



## Better Than New, 100% Old Campaign

<b>Name of Project developer</b>	Environmental Authority of the Barcelona Metropolitan Area (EMA-AMB)
<b>EWWR Organiser</b>	Waste Agency of Catalonia
<b>Town</b>	Barcelona; Sant Cugat, Tiana
<b>Region</b>	Catalonia
<b>Country</b>	Spain
<b>Year</b>	2010
<b>Audience</b>	Action open to target group
<b>Type of action/ waste fraction</b>	Reuse and Preparing for Reuse

### Objective:

The entity's "Better than new, 100% Old Campaign" makes proposals for change aimed at the most sensitive citizens. The campaign encourages repair and reuse with a view to extending the useful life of the products along different routes: repairer network in districts, second hand and exchange markets, specific repair workshops, etc.

### Description:

Actions that form part of the European Week for Waste Reduction 2010 (EWWR):

1. Fostering reuse with the Better than new! Campaign. First, the repair workshops, second hand shops and exchange and second hand markets and webs are advertised with printed leaflets of each municipality of the area, the website [www.millorquenou.cat](http://www.millorquenou.cat), the blog [www.millorquenou.blogspot.com](http://www.millorquenou.blogspot.com) and a page on Facebook.

Logistics support is given for organising exchange or second hand markets. Activities during the EWWR 2010:

- Let's see the repairers of Gràcia and Sant Antoni A guided tour to visit the repairers of the Sant Andreu and Gracia districts, who that allows knowing how their work helps to reduce waste production. On a tour of their facilities, to see the devices and tools they use and they explain their daily work. The guide tour includes examples of electronic repairs and clockmakers, furniture resto-

ners and upholsterers, etc. (23rd November in Gracia and 25th November in Sant Antoni District)

- Intercentre Exchange Market as a flea market between centres of Barcelona city on 26th November.

2. And there are also repairs under the concept of "Do it yourself" with the Repaired better than new project with the necessary tools and techniques to advise anyone who wants to repair their objects and doesn't know how. The specific blog [www.reparatmillorquenou.blogspot.com](http://www.reparatmillorquenou.blogspot.com). Activities during the EWWR:

- Basic furniture restoration workshop showing the basic techniques for restoring a piece of furniture (warping treatment, stripping, varnishing,...) on 27th November.
- Textile toy workshop: teaches us how to make children's toys with cuttings and items of clothing no longer used on 25th November.

3. Responsible consumption workshops for the young and informative talks in the 'We share a future' programme. For the young, a special snakes and ladders type game where there are questions intended to raise awareness on how to improve our consumption (activities during the EWWR 2010: Responsible consumption workshop in Tiana on 21st November).

4. Support for composting by giving out composters (1,990) around the whole of the metro-

politan area, and now by preparing the Metropolitan Self-composting Steering Plan. (Related activity during the EWWR 2010: 2nd Meeting of Metropolitan Composters in Sant Cugat del Vallès on 20th November)

5. Fostering tap water consumption as part of the intern Environmental Management System. As a means of raising awareness, a blind survey was made of different types of water (bottled and tap) to make people reflect on the value of water and the amount of waste caused by the consumption of bottled water. (Activity during the EWWR: Water tasting on 24th November, first a blind survey of 4 waters, then ordering the waters in terms of preference, third indicating what you would be prepared to pay for the water you most liked, according to a scale of prices per litre: 0.002 to 0.5 euros, and finally the participants were asked to try to guess the origin of the waters).

#### **Action's originality:**

The most original activity is: To open doors for the general public to see the repair shops of the district, because this shows the work of these trades in situ (understanding the reduced waste, the work load, resource savings, seeing the cost of the activity...). At the same time it is a good means to promote these professionals, the object repairers' work, giving this ever ageing sector more dignity and paying homage to the people who work there.

The self-repair workshops encourage waste reduction through reuse of the materials, but at the same time they stress personal creativity, the creation of new professional profiles, and the reanimation of the trade itself and of the district. Unused clothes are useful for making different objects using your skills.

In the case of the water workshop, the combination of elements related to saving resources (pack reduction), economic factors (water cost) and perceived quality of the product (tap water versus bottled water).

#### **How to make such action?**

The campaign can be adapted to any European region, both for the quantity of repairers'

professionals and reuse centres and for the amount of potential reuse waste (furniture, textiles...). It is easy to organise any kind of activity of the campaign (tours, workshops, markets...) in order to manage to reduce waste.

#### **Results of the action:**

Indicators used for assessing the Week activities:

1. Number of repair workshops in the 2 districts: 130 of which 30% have adhered to the campaign
2. Type of repairs and the waste they can potentially reduce: restorers of furniture and material objects (metals, porcelain...), household domestic electrical appliance repairers (fridge, washing machine...), household leisure (TV, DVD) and Small devices (Mixer...), computer devices, musical instruments, clocks, clothes and bicycles.
3. Waste saved in all devices and objects that can be repaired. For example 2 kg of unused clothes are saved in each textile toy workshop.
4. The number of service users requiring personalised advice or who attend the self-repair courses: 50 people each Week.

All of the campaign activities were very well received among the people and the media, possibly too thanks to the conjunction of external factors such as the general economic crisis. Consolidating the self-repair service of electronic and mechanical elements, wood, textile... and organising learning workshops are a good way to reduce waste production and extend the useful life of the products.

All of the activities are intended for the general public and professionals, and have been disseminated by different means: web, blog, facebook, posters and guide. The number of users of the related activities during the EWWR was 480 people.

#### **More information:**

<http://www.millorquenou.cat/>

<http://www.amb.cat/web/emma>

<http://vimeo.com/17917047>

## Educational campaign on reduction waste for school students and families

<b>Name of Project developer</b>	Ayuntamiento de Denia
<b>EWWR Organiser</b>	Conselleria de Medio Ambiente, Agua, Urbanismo y Vivienda
<b>Town</b>	Denia
<b>Region</b>	Valencia Community
<b>Country</b>	Spain
<b>Year</b>	2009
<b>Audience</b>	Action open to general public
<b>Type of action/ waste fraction</b>	Reuse and preparing for reuse

### Objective:

The objective of the action was to give a second opportunity objects that people didn't want anymore and would have ended up being a waste in the future.

### Description:

The Local authority organized a flea market for children and families, where they brought and took different unused objects from their houses (books, clothes, toys, household appliance, etc) in order to give them away or exchange them in the flea market.

### Action's originality:

This action is an alternative to current consumption patterns, in which we always need money to buy new things.

The action shows to the public how we can have the possibility to find new sustainable ways to get things we need for our lives without using money, as it was done in the past, when there was money shortage and as it happens in agrarian societies.

### How to make such action?

About 700 information sheets were prepared, printed and distributed in schools to children of 8, 9 and 10 years old one week before the event. The estimated cost is 70euros.

We also asked the local media to disseminate the information about the event: 4days before the event, the local media made a news com-

munication. They were informed in advance in order to be able collect their spare objects.

The estimated time of preparation (design of the action and dissemination of the information about the event) is 5 full days.

In terms of materials, a simple fabric on the floor or a folding table to put the objects.

This action can be totally exported to other countries, it only needs a group of people willing to do the flea market!! (Schools, associations, neighbours...). This action helps to stimulate social relationships and to obtain the described sustainable objectives.

No infrastructures are needed, except for a meeting place and a day and time agreed!

### Results of the action:

Even if it was a raining Sunday, at least 90 people assisted to the action and in fact it was very fun and successful. We learnt that we need to check those things that we have at home that we don't need, and exchange them for new things we want, or even give them away to others that may need them. Doing this, we avoid having to buy everything we need, as a unique way to get new products. This way we prolong the life of the products and we avoid excessive production and goods saturation.

The action was registered by the media through photographs and a press release from the press office of the City Council of Denia.

## Più-M@re

<b>Name of Project developer</b>	Municipalito of Gallipoli
<b>EWWR Organiser</b>	National Steering Comitee
<b>Town</b>	Gallipoli
<b>Region</b>	Puglia
<b>Country</b>	Italy
<b>Year</b>	2010
<b>Audience</b>	Action open to a target group
<b>Type of action/ waste fraction</b>	Reuse and preparing for reuse

### Objective:

The action is designed to reduce the 'pollution's marine ecosystem caused by 'abandonment of fishing gear worn by the dissemination of good practices of reuse and recovery.

### Description:

The Più-M@re action, which is to be held between November the 25th and 28th at Gallipoli is expressed through various activities which aim to clean the marine environment and safeguarding its people. We will produce a market for the recovery and reuse of fishing gear (nets, ropes, floats), with on-site repair instructions, their sale back into to the industry (to the poorer members) and the subsequent re-use in the following up feature, delaying over time the purchase of new assets or sold to cooperative and companies operating in the area of art and design. In the picturesque setting, close to a bay with moored boats and the old town behind it, information points will be set up to provide information on appropriate environmental practices for the effective disposal of unusable fishing gear. At the same time a senior ex-fisherman will give a workshop-course on repairing damaged fishing equipment. Participants will first and foremost be students of the Gallipoli Nautical Institute.

Repairing, an almost forgotten practice became the focal point of this intergenerational communication that wants to commit itself to showing how the lifespan of objects can be stretched.

The original initiative is certainly the goal of safeguarding the marine ecosystem through the spreading of good practices for recovery and reuse of fishing gear worn out between fishing operators.

The F.A.O. and 'U.N.E.P. have recently published a report stating that the fishing gear abandoned, lost or abandoned compromise the 'marine ecosystem and pose a danger to boats. L 'M @ re-More action is expressed through the following activities:

- a) recovery and reuse of construction market for fishing gear (nets, ropes, floats, etc. ..). Once the recovery - repair on site, these instruments are sold to fishing operators (also poor) for subsequent reuse in the follow up feature, time delay in the acquisition of new assets or sold to cooperatives and / or businesses (including social) operating eg. in the field of 'art-design.
- b) Development of a continuous course-seminar held by the elderly ex-fishermen for repairing nets and fishing equipment damaged.
- c) Development of a website dedicated to the dissemination permanent on-line through video footage, photos and content of information for the proper management of discarded fishing equipment for the recovery and reuse.

### Action's originality:

The action is very original. We appreciated the will to link the waste prevention topic with other environmental questions, because waste prevention is a crossing question. We like the kind

of environmental communication that we call intergenerational: old fishermen become channels for environmental messages.

### How to make such action?

The time taken for the realization of 'Most-M@re action is necessary for the setting up stands in the port area, to search the availability of older fishermen who have always protected their fishing nets, preferring shelter for replacement. Additional time has been used to invite students from local Higher Institute of Nautical. The material used consisted of abandoned fishing nets, a few days before the event had been made a collection of such material (nets, ropes, floats, etc....)

In addition to the networks has produced a video dvd inherent in the action Piu M@re. Its purposes and distributed to the younger generations of fishermen of the navy at Gallipoli. Distributed a paper document concerning the best techniques for the reduction of waste at sea.

Resources needed: a video projector, a DVD video, paper document, a stand, a group of elderly fishermen, two figures experienced communication.

### Results of the action:

The mobilization is stimulated by the possibility of acquiring material and fishing equipment recovered and reused for the purposes of 'activities of operators of poor fishing and by understanding the practical methods of repair and recovery. Number of people who participated: about 500.

Increased environmental awareness of local fishermen, have approached the booth set up in Piazza Moro about 500 persons, of which one quarter belonging to the category of active fishermen, the remainder divided between nautical school students, operators of the fishing industry and people common.

It has prepared a document, thanks to a petition for the request to Common Body of Gallipoli construction of a permanent information point in port area, concerning the reduction of abandonment at sea of fishing nets and various materials used and the correct methods of dis-

posal and recovery of such material.

The 'impact was interesting and there, thanks to the results achieved by' action Piu M@re going programming projects more useful initiatives to increase awareness of the fishing industry and the protection of marine resources, among them the possibility of organizing a itinerant tour in major port areas of the Puglia Region.



### More information:

<http://sandroquintana.wordpress.com/2010/11/25/gallipoli-aderisce-alla-settimana-europea-per-la-riduzione-dei-rifiuti/>

[http://www.insiemeuropa-net.it/index.php?option=com\\_content&view=article&id=34:ienet-partecipa-alla-qsettimana-europea-per-la-riduzione-dei-rifiuti-q-col-progetto-piumare&catid=15:progetti-2010&Itemid=5](http://www.insiemeuropa-net.it/index.php?option=com_content&view=article&id=34:ienet-partecipa-alla-qsettimana-europea-per-la-riduzione-dei-rifiuti-q-col-progetto-piumare&catid=15:progetti-2010&Itemid=5)

<http://www.lecceprima.it/articolo.asp?articolo=24144>

<http://www.iltaccoditalia.info/sito/index-a.asp?id=13267>

<http://www.leccenews24.it/comuni/comuni/2690-piumre-gallipoli-ricicla-i-rifiuti-della-pesca.html>

<http://www.polveredistellecce.it/index.php/ambiente/8424-settimana-europea-per-la-riduzione-dei-rifiuti>

<http://www.galatina2000.it/Dalla-Provincia/gallipoli-grande-successo-per-il-progetto-piumre.html>

## Enrenou de Roba

<b>Name of Project developer</b>	Cooperativa Roba Amiga
<b>EWWR Organiser</b>	Waste Agency of Catalonia
<b>Town</b>	Girona
<b>Region</b>	Catalonia
<b>Country</b>	Spain
<b>Year</b>	2009
<b>Audience</b>	Action open to target group
<b>Type of action/ waste fraction</b>	Reuse and preparing for reuse

### Objective:

Creation of outfits by renowned and new designers and design students in their last year, respecting environmental criteria of ecodesign with second-hand clothes originating from selective waste collection.

### Description:

The "Enrenou de Roba" (literally the Clothes Uproar or Clothes Designathon) consisted of organising a 10-hour marathon in which 34 participants including professional and new designers and design students with proven experience in creativity and dressmaking, created 28 styles using the following material: 4 tons of second-hand clothing originating from local selective waste collection, 5 industrial sewing machines and basic sewing material: pins, needles, dressmaker's pattern paper, 2 ironing boards, etc.

During the event, to help the participants, 8 professionals collaborated, including environmental experts to transmit ecodesign concepts in the textile and fashion sector; patternmaking, sewing and fashion experts and machinery specialists. It took place at the same time and in the same building as the European Conference on Waste Reduction, the opening event of the European Week for Waste Reduction, EWWR.

The activity ended up with the creation of the "Enrenou de Roba" Award, to recognize the best outfits and to encourage participation. The Award is structured in two categories: the Student category open to students studying the

last year at design schools in Catalonia and the Professional category, open to professional designers of renown and to newcomers.

The Award for the Student category was that the school will be able to decorate an area provided by Girona City Council during the «Girona Temps de Flors» Flower Show. The award for the Professional category was the ceding of part of the shop window of Roba Amiga Cooperative in Girona to display and sell their styles for a whole year. The winning candidatures were the following:

Category 1. Students Flora Renftle, from IES la Garrotxa Secondary School. Reason: Style combined with harmonious creativity of colours, fabrics and shape.

Category 2. Professionals Nerea Lurgain. Reason: well-designed initiative integrating creativity, the level of production or feasibility to be produced and exceptional good taste.

### Action's originality:

Enrenou de Roba is innovative in three ways:

1. For the first time an initiative of this kind is being done in our country that emphasises the real value of the fabric of second-hand clothes.
2. Strategy that gives a vision of resource, of raw material to second-hand clothes. Not just as recyclable clothing, but above all as reusable.
3. Doing it as a marathon gives the sensation that reusing is something that is simple, easy and accessible to everyone.

Enrenou de Roba is original in 6 senses:

1. Carrying out an activity in which the main hub

is creativity with waste is original.

2. Doing so as a marathon gives it a new, dynamic and different character.
3. The outfits that are obtained in the end are completely different, creative, modern and so on and bear no relationship to the original clothes from which they were taken.
4. The final presentation, with certain glamour, fashion, creativity, etc. breaks away from pre-conceived feelings and ideas people have about waste, adding a certain touch of originality.
5. Participation of various collectives, from renowned professionals in the fashion world competing against students finishing their studies and assessed by environmental experts to disseminate concepts of ecodesign in the fabric and fashion sector.
6. This performance can be replicated and contextualised in different regional areas and for other kinds of waste.

### **How to make such action?**

The dissemination of the event by the participating organisations was based on three strategies:

1. Dissemination before the event to encourage participation: Research into potential participants. The conditions for participating were published in different types of mass media: electronic mailing to the 213 participants in the 2009 Environmental Design for Recycling Award, to 40 members of the "Buy Recycled" Network of the Waste Agency of Catalonia that promotes the market of second-hand products or products conceived using recycled material, to 700 entries of companies and professionals in the Waste Agency of Catalonia and Girona City Council databases. Presentation of the event at 5 design schools in Catalonia to promote participation and disseminate the objectives of the European Week for Waste Reduction among students and staff.
2. Dissemination before the event destined to the general public: mobilisation of the general public. Distribution of posters about the "Enrenou de Roba" on all 208 selective waste containers for second-hand clothes of the Roba

Amiga Cooperative distributed in the Girona regions, along with posters about the European Week for Waste Reduction. Distribution of information about the event in key points of the city of Girona: 6 civic centres, all municipal offices, in ATMs with information about the city and 7 citizen information offices to reach the 94,000 inhabitants; in the shops of the Roba Amiga Cooperative all around Catalonia and its selective clothes collection centres. Dissemination through the website of the Waste Agency of Catalonia as an event included on the agenda of the European Week for Waste Reduction in Catalonia and publication in two independent newspapers to encourage participation and knowledge about the event. On Girona City Council's website, information was published about the event during the weeks before and after it, summarised in the enclosed dossier of communication material.

3. Dissemination during or after the event: conclusions

Distribution of the leaflet for the event in 4 languages (Catalan, Spanish, English and French) in the documentation handed out to the 300 participants at the European Conference on Waste Reduction on 24th of November 2009, as both events took place simultaneously in the Girona Conference Centre. The idea of opening the "Enrenou de Roba" to the evaluation of authorities and specialists responsible for environmental programmes has as its objective to allow them to be observers and critics, at the same time and to disseminate key messages from the European Conference on Waste Reduction with exemplary actions, such as how to longer life for products.

Two press conferences were organised to promote the actions of the European Week for Waste Reduction, one organised by the Waste Agency of Catalonia on 24th of November 2009 in the Girona Conference Centre and the other organised by Girona City Council on 23rd of November 2009, with the presence of local, regional and Catalan mass media. The result was the publication of articles about the event in the major mass media in the country: television, radio, written and digital press in accordance with the summary enclosed in Annex 2. Dissemina-

tion in the news section of the Waste Agency of Catalonia website and Girona City Council website to foster the dissemination of the results of one-off events of the European Week for Waste Reduction in Catalonia with short and long videos of the “Enrenou de Roba” (Annex 3). The videos of the event were also disseminated by other digital means such as YouTube or the websites of the participating schools, which notably increased their diffusion.

Obviously, this activity is completely adaptable and can be replicated in other regional contexts. The only essential element is that there is selective waste collection. It need not be done with clothes. Depending on the collecting characteristics of each region, the «Enrenou» can be adapted to the corresponding materials.

Replicable in many concepts: hold further editions of the «Enrenou de Roba» or «enrenous» of other materials... In January, for the Projecte Bressol, presentations of the «Enrenou» event will be offered as well as the repercussions it has had on the design and fashion sector. By publishing the videos of the «Enrenou de Roba» on the Waste Agency of Catalonia and Girona City Council websites and other mass media with an average of 3,000 visits a day, we can see the good acceptance that actions of this nature have.

#### **Results of the action:**

41 people, including designers, participants in the marathon, experts and members of the jury participated in the “Enrenou de Roba” event. 21 of them were design students from 5 schools (IES-SEP la Garrotxa Secondary School, IED, Moda Felicidad Duce, Escola Àrtidi and Projecte Bressol) and 13 liberal professionals.

The result was the creation of 28 outfits as, in keeping with the conditions of the competition, outfits could be created by teams of designers or independently.

The event was followed all day by the 300 participants at the European Conference on Waste Reduction as both activities were organised in the same venue, with a triple objective: to permit the free movement of people to the “Enrenou de Roba” so they could observe the process, to make them participants of the end results of

the event and to disseminate the key messages of the European Week for Waste Reduction by promoting exemplary actions o longer life for products.

The impact quantified in the reduction of waste was 1 ton of second-hand clothing used during the event (creation of outfits, handing out clothes to schools and designers for new creations, etc.).

The potential qualitative impact on the transmission of the concept of waste reduction is 752,000 people counting the 94,000 inhabitants of Girona, readers of written and digital press, 500,000 visitors to the Flower Show, 58,000 pieces of clothing sold in the Roba Amiga shops, 100,000 visitors a month to the Waste Agency of Catalonia and Girona City Council websites. Apart from the impact that it represented by being a news item on the Catalan TV channels, TV3 and Canal 3/24, with more than 14.5% of the market share.

The results of the survey on the participants show us that the level of knowledge of the waste prevention concept has become rooted in the group participating in the activity, allowing it to be seen that there are new tools for recycling and fostering the reuse of fabrics.

In Catalonia, some 10 kilos of textile waste per inhabitant and year is generated, of which, at present, only about 10% is recovered. Initiatives such as this one promote the recovery of textile products with new opportunities for their reuse.

#### **More information:**

Articles

<http://www.arc-cat.net/ca/publicacions/pdf/ccr/setmanaprevencio09/enrenou.pdf>

<http://www.europapress.es/catalunya/noticia-40-disenadoresreciclan-cuatro-toneladas-ropa-crear-nuevos-estilos-girona-20091124182143.html>

[http://www.arc.cat/ca/noticies/noticies\\_detall.asp?oid=1249](http://www.arc.cat/ca/noticies/noticies_detall.asp?oid=1249)

[http://iedbarcelona.es/es/noticias/alumnas-del-ied-barcelona-participan-en-aenrenoude-la-robaa\\_129.htm](http://iedbarcelona.es/es/noticias/alumnas-del-ied-barcelona-participan-en-aenrenoude-la-robaa_129.htm)

## Less waste on our markets

<b>Name of Project developer</b>	Ecoscience Provence association
<b>EWWR Organiser</b>	ADEME
<b>Town</b>	Brignoles
<b>Region</b>	Provence Alpes Côte d'Azur
<b>Country</b>	France
<b>Year</b>	2011
<b>Audience</b>	Action open to general public
<b>Type of action/ waste fraction</b>	Reuse and preparing for reuse

### Objective:

To raise awareness of salespersons & consumers about the qualitative & quantitative ways to reduce waste on a 'traditional' market.

### Description:

The action was planned with 3 steps:

#### 1 – Launch of the operation: 07/10/11

The operation "Le marché engagé" (The sustainable market) take place 2 week-ends a month in Brignoles. Consumers are invited to better purchase, by reducing the amount of packaging. No bags are given & recipients are consigned.

During these "sustainable markets", before the EWWR, debates were launched between the association & the stakeholders of the market on the ways they could to reduce waste.

#### 2 – Weighing waste produced: 19/11/11

For providing the stakeholders of the debates with numbers on the amount of waste produced, it has been decided to weigh the waste produced during this market day. The service provider in charge of collecting the waste at the end of the event has been asked to weigh the amount collected while a first discussion took place with the market salespersons and consumers on measures that could be implemented.

#### 3 – Display results and inform publics: 26/11/11

Numbers gathered on the waste produced were communicated to the salespersons & pu-

blics in the frame of a raising awareness action led by the Ecoscience Provence association on Brignoles market a week after.

Target groups of this action were the consumers, the salespersons, and also the service provider in charge of waste collection.

- salespersons were individually consulted about the possible action for reducing it and invited to take action
- consumers were informed on stands and questioned about their practices on the market as well as the good habits to take for reducing its impact on the amount of waste produced

### Action's originality:

Markets are big waste producers but only few actions are implemented for reducing its waste production: it is a rather unexplored theme in France so far. Focusing on a different cradle of waste than the 'classical' ones is a plus for this action.

By weighing & displaying the numbers of waste gathered, the impacts are much clearer to the



### **How to make such action?**

Brignoles market hosts up to 215 stands and 5 000 customers per week. 2 tons of waste is produced per day of market. Having a stand on the market itself provides the association with the opportunity to meet all the stakeholders at once and, by that, multiply the effect of its action.

Local newspapers relayed the info based on the numbers of waste avoided and the solutions that salespersons were ready to implement, improving the impacts of communication.

### **Results of the action:**

Between the 19th & the 26th, 300 persons have been informed about the action.

- 100 persons (salespersons & customers) took part in the weighing phase
- 200 persons were informed about the results and the way to reduce their production on 26/11

The action has been relayed on the association's website and in its newsletter. Some articles have also being published in local newspapers.

According to the service provider in charge of collecting the waste, a 10% cut in terms of waste production has been observed between the 19/11 & the 26/11 markets.

### **More information:**

[www.commerce-engage.com](http://www.commerce-engage.com)



## Re-use board game

<b>Name of Project developer</b>	KOMOSIE – Umbrella organisation for Environmental Entrepreneurs in the social economy
<b>EWR Organiser</b>	Public Waste Agency of Flanders
<b>Region</b>	Brussels-Capital Region
<b>Country</b>	Flanders
<b>Year</b>	2011
<b>Audience</b>	Action open to general public
<b>Type of action/ waste fraction</b>	Reuse and preparing for reuse

### Objective:

To raise awareness of kids while entertaining them with a game about reuse and waste prevention.

### Description:

This board game can be played in the classroom and educates pupils on environmental topics as waste reduction and re-use. The game makes the pupils clear in a playful and simple way that next to waste prevention, re-use is the best option to save the nature. The winner of the game is the one who has delivered the world from the most waste. With ease or by playing, young people are made aware of waste issues and of the possibilities to do something by themselves.

The “Re-use” board game has been launched during the European Week of the Waste Reduction. At that time primary schools could order the “Re-use” board game (including an educational folder) for free in one of the 107 re-use shops «Kringwinkels».

The game board responds to the teachers’ and children’s needs: they are very willing to address environmental issues but are looking for a way to bring it in a vivid, participative way. The game has been tested in several schools and teachers proved to be very enthusiastic.

The game is accompanied with a booklet that stimulates teachers to organise reuse-activities with the group. As an example they are invited to visit one of the “Kringwinkel” reuse-centres. Finally, the games are re-usable and

can be played in the school for several years. The game invites students to act consciously with waste and resource, and gives several examples of actions and games to do in class or school.

The EWR was an ideal opportunity to launch and promote the “Re-use” board game. The game fitted perfectly in the concept of EWR. The “Re-use” board game has been promoted by the web site of the organisation “Environmental education at schools” (MOS) and the web site of different “Re-use” centres and the Umbrella organisation KOMOSIE.

Also during the EWR the OVAM distributed a poster to the 107 re-use shops (Kringwinkels) to support the promotion of the board game and to participate at the EWR.

### Action’s originality:

The game is simple but entertaining and instructive. While playing, the kids get familiar with the idea of reuse and recycling. The “Re-use” game board is a sustainable game tool that can be used several years.

### How to make such action?

The umbrella organisation of the Re-use centres in Flanders (KOMOSIE) has developed a “Re-use” board game. This game board has been worked out together with the Public Waste Agency of Flanders (OVAM) and the Flemish organisation specialised in Environmental education at schools (MOS). The OVAM financed partly the production of this game board (3.000 copies).

Before production the “Re-use” game board has been tested in several schools. The “Re-use” game board can be easily translated and adapted to more local situation and legislation. The general guideline is universal.

To make this action a success, the Flemish organisation specialised in Environmental education at schools (MOS) promoted the “Re-use” game board in their magazine. They have a wide network in schools and assisted KOMOSIE with the communication for the game. In this way all the schools in Flanders were informed about the “Re-use” game board and how to obtain the game.

**Results of the action:**

All the schools in Flanders have been reached by this action. Young students were made aware through the “Re-use” game board of the waste issue and the possibility to help to reduce the generation of waste by the extension of the life span of a lot of consumer goods by the re-use of those goods.

By addressing youth we aim to make them

aware at an early age of a problem that they can influence. With a letter for the parents, we include the family, making the theme open for «dinner time conversation».

**More information:**

[www.kringwinkel.be](http://www.kringwinkel.be)



## Waste Watchers

<b>Name of Project developer</b>	AERESS + RREUSE
<b>EWWR Organiser</b>	EWWR Secretariat
<b>Town</b>	Barcelona, Gijón, La Palma, Logroño, Madrid, Mallorca, Pamplona, San Sebastián, Valencia
<b>Region</b>	Catalonia, Asturias, Canary Islands, La Rioja, Madrid, Islas Baleares, Guipuzcoa, Valencia
<b>Country</b>	Spain
<b>Year</b>	2010
<b>Audience</b>	Action open to general public
<b>Type of action/ waste fraction</b>	Reuse and preparing for reuse

### Objective:

The principle of the Waste Watchers campaign: an object repaired and reused is waste avoided! Waste Watchers shows as many Europeans as possible how, through simple daily actions, we can help in the fight for waste reduction, lengthening the lifespan of products and reducing the excess of waste problem.

### Description:

During the EWWR, shop assistants and volunteers working in all participating reuse centres weight every product sold or donated, including bulky waste, furniture, appliances, clothing and small items, like toys, bazaar objects, and so on, collected by social enterprises. The weight of these products were recorded, aggregated and reported daily to both, customers and the general public. The aim was to track how many tons of waste were diverted from dumps during that week and how many tones were collected from all participating centres in Europe.

Shop assistants emphasize the importance, on the one hand, of giving what we no longer use to social enterprises instead of throwing it away and, on the other hand, to by second-hand products. Those kinds of eco-deeds help us do our best for the environment and the development of social economy.

This event aims to the general public. The amount of waste avoided at European level serves to illustrate and disseminate eco-actions or eco-deeds for waste reduction. The poster and weighing serve to open dialogue with citizens in the shop. When it's established, the shop assistant can promote eco-friendly gestures. Example: simple gestures like give/reuse can reduce the volume of waste we produce daily.

Waste Watchers take place locally, even if it's a coordinated action around Europe, under the umbrella of a European organisation, RREUSE. Waste Watchers already involves reuse centres of 6 partners in 5 European countries. It is meant to gradually encompass all European countries and to become a lasting event.

The target audience is the general public and more specifically re-use shops customers. Each visitor or client of the reuse centre or shops will be able to weight the items they donate or buy and watch the amount of CO2 they contribute to avoid. They will also see the whole amount of CO2 avoided around Europe in all the reuse centres and shops participating in Waste Watchers.

In Spain we counted more than 9,348 visitors among the reuse centres of the 10 organizations participating. At the European level Waste Wat-

chers had more than 30 mentions in regional newspapers and media and more than 20,000 citizens have been involved in the operation.

### Action's originality:

Waste Watchers campaign is the only initiative taking place at the same time all around Europe; it involves reuse centres of 6 partners among 5 European countries. It is a specifically designed tool for reuse and repair actors and the action takes place in reuse shops across Europe. It is a simple action that encourages general public to participate in waste prevention while they can immediately visualize the amount of waste avoided with their action. They can be sensitized, as well, about how simple actions they can make everyday, contribute towards waste reduction efforts, including giving a longer life to items, the problem of too much waste, the avoidance of depositing tonnes of material in landfill as well as the unnecessary production of new items.

### How to make such action?

Each reuse centre shop gets a poster and a leaflet explaining step by step "how to take part of Waste Watchers project". This leaflet contains an explanation about all daily actions to take, and a press relation toolkit and a discussion list to help the shop assistants to argue on the different eco-deeds we can make every day to prevent waste by reusing. The poster was printed and placed in the shops to get customer's attention.

Close to that poster were placed a chalk board and a pair of weights or scales. The customers were invited to weigh the reused furniture they bought and report it into the chalk board. Every day the data was added at a European level and written down on the reuse centres chalk boards.

The materials needed are the posters, the chalk board to report the weight of the things people bought, and a pair of weights or scales. As human resources, there are needed:

- One coordinator at the European level.
- One coordinator at the State level.

- The social enterprises involved with their shops assistants.

So, the costs incurred are, on the one hand, those related to the posters distribution and, on the other hand, those related to the time staff have dedicated to the project (coordination and shops assistants), i.e. the salaries:

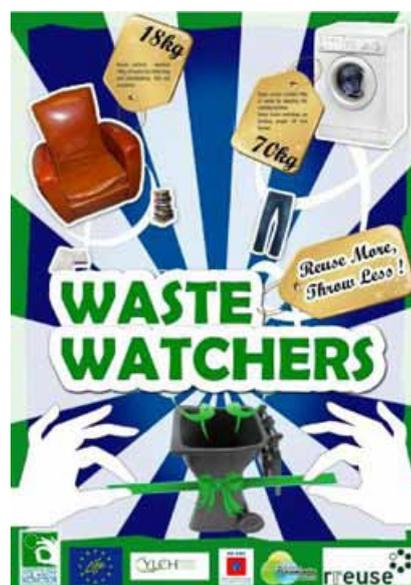
- Coordination: minimum one month to prepare the action in coordination with social entities, one week almost full time (EWWR), and another month once the action is finished to monitoring and communication issues (data tracking / delivery of the results, press releases, radio interviews, networks 2.0 ...).
- Shops staff: calculations and report of the numbers as well as pictures and information of the campaign.

### Results of the action:

In Spain the results for the Waste Watchers actions (2010) where: 10 organizations and different localisations participating, 45,757.12 kg of waste avoided during the actions in the reuse centres participating, more than 9,348 visitors and 19 press mentions. Furthermore, the whole project was presented at the Spanish National Environmental congress that took place during the same week in Madrid. In Europe more than 80 tonnes of waste were avoided during the EWWR.

### More information:

[www.wastewatchers.eu](http://www.wastewatchers.eu)



## Dirty Rags - From old uniforms to funky object

<b>Name of Project developer</b>	University & entreprise agreement for innovation projects : Urbaser & Elsava superior design school
<b>EWWR Organiser</b>	Waste Agency of Catalonia
<b>Town</b>	Barcelona
<b>Region</b>	Catalonia
<b>Country</b>	Spain
<b>Year</b>	2010
<b>Audience</b>	Action open to general public and a target group
<b>Type of action/ waste fraction</b>	Reuse and preparing for reuse

### Objective:

The wear and tear of the uniforms of the cleaning companies contracted by Barcelona City Council, with the respective waste this produces, led the Council to consider solutions for the tons of textile material accumulated by the different contractors.

URBASER took on the challenge and decided to contract Elisava, a leading centre in Ecodesign, to find an answer to this question.

### Description:

The «Dirty Rags - From old uniforms to funky object» display is a show made between the URBASER company, engaged in collecting waste and urban cleaning, and the Superior Design School ELISAVA, with the support of Barcelona City Council and as part of the 2nd European Week for Waste Reduction 2010.

The Display put on for the European Week for Waste Reduction 2010 reflects the creative process of young designers with the support of business, driven through a 4-month workshop to

give a sustainable, functional and creative reply to a series of unused work uniforms.

The result was a workshop developed between the two entities (4 months from June to November 2010) and a final exhibition for the EWWR (20 to 28th November), in which the unused material, 1,285 garments between trousers, anoraks, raincoats, etc., in a wide range of useful solutions, from the most tangible to the most conceptual and ephemeral, structured in 4 groups:

- Objects: conceived to cover the workers' needs
- Micro architectures: assemblies for cultural activities
- Playschool: objects and fancy dress for the youngest
- Campaigns: citizen awareness-raising

The necessary amount of clothes for making each proposal was considered in the design. Work was done to try to use all of the accumulated uniforms to avoid waste. This was achieved by dealing with the clothes differently in each case: from proposals requiring no intervention, proposals with minimal intervention such as loose stitching, or proposals with trimmings from surplus garments. A production cycle was therefore created that can be extended each time the uniforms are renewed.

### Action's originality:

The proposed activity is original and innovative because there is no secret in a cleaning and

### MAKING OFF ANÁLISIS



waste collection company thinking of recycling. However, it is unusual for them to think of reusing used staff clothing by asking a design school for help. It is also useful for students to reflect on ecodesign and for Urbaser for the resulting ideas.

**How to make such action?**

The activity started with the company Urbaser asking Elisava to give a second life to Barcelona City Council’s work uniforms. Elisava received 9 containers of second-hand clothing: (10 m3) to reinvent, reuse, redesign and reclaim, the result was a clear explosion of creativity. The team taking part in the workshop was formed by 14 young students on different years (from all courses), 2 teachers and 5 coordinators of both institutions. The 4-month workshop was a good experience for developing a real project to both foster students’ learning and their experience in the working world, and it also gave the company the chance to obtain specific replies to their need in a dynamic, innovative, creative context involving university.

The activity raises awareness on surplus waste by informing the Urbaser company staff. When the workshop began, all workers were asked to return their obsolete working clothes for reuse. Open days were then organised in the company, in which the workshop exhibition was repeated. The idea of producing better is the thematic axis for students of the school and sector professionals. Creating new innovative products under criteria of ecodesign meant adding no new material, reusing the uniforms 100%, zeroing

material wastage, while bearing in mind CO2 emissions, the costs and workload for each object created. In terms of social responsibility, the products are made with a district social insertion company. The main contribution was to the thematic axis of extending the life of the products because a second life was given to clothes by turning them into new objects.

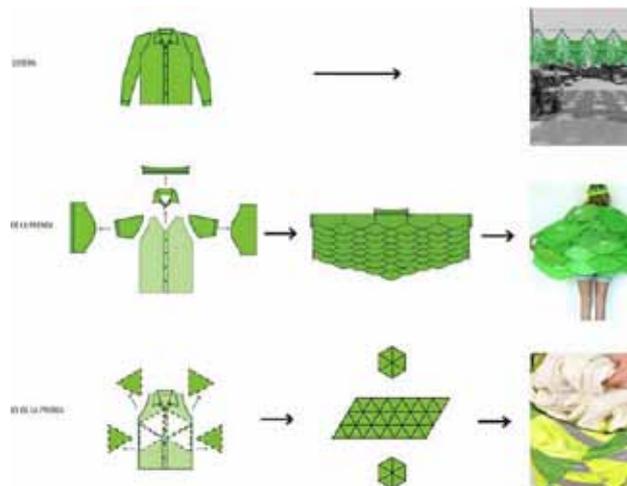
**Results of the action:**

Indicators used for assessing the Week activities:

- Number of people awareness: 75,000 people (workers, students, collaborators...)
- Number of participants in the exhibition: 5,000 people
- Number of participants in the workshop: 14 students, 2 teachers, a team of 5 people from URBASER and ELISAVA involved in coordinating and reporting the activity, and 5 people from RAVALTEXT (social insertion company) to produce the objects.
- Waste reduction: 1,285 items of clothing amounting up to 500 kg used in the workshop conceptualisation.
- Estimated waste reduction: This textile waste is constantly produced because the company URBASER works in many Catalan municipalities and it is therefore possible to achieve a reduction of up to 3,500 kg/year.
- Type of waste: work uniforms

**More information:**

<http://vimeo.com/18822475>



## Malta Reuse Map

<b>Name of Project developer</b>	Elisa Andretti
<b>EWR Organiser</b>	WasteServ Malta Ltd
<b>Country</b>	Malta
<b>Year</b>	2010
<b>Audience</b>	Action open to general public
<b>Type of action/ waste fraction</b>	Reuse and preparing for reuse

### Objective:

Malta Reuse Map was launched during the European Week for Waste Reduction; since then it has been tested on the island of Malta. The aim of the project is to create an online exchange platform for dismissed materials in Europe, by direct action of homeowners, designers and builders.

### Description:

The project has been initially funded by the Italian Embassy and supported by the University of Malta; it is now a registered trademark with the name of the reuse map® and its author has been working on it as an independent researcher.

Key aims of the project are:

- Promoting creativity of people, by creating a dismissed materials palette for the building industry;
- Raising awareness about the use of land, by displaying on Google maps building and demolition activities;
- Prevention of waste: 32% of the overall production of waste in Europe comes from construction and demolition operations;
- Supporting sustainable import-export of reclaimed construction materials.

Everyone can upload on thereusemap.com materials offers and requests: the wanted/offered items will be displayed on the map by icons, showing quantity and location for the desired lapse of time. People involved in refurbishing operations can exchange on the reuse map® materials and furniture; similarly design and construction companies can make available

their demolition waste or seek for reclaimed materials, including trees, paving stone, windows and doors etc.

The map is conceived as a constantly updated, user-friendly instrument for:

- Design: materials available for reuse will become part of the design process from the very beginning, thus saving time for sourcing materials and making the incorporation of old items in new projects much easier.
- Monitoring: the map will give an instant picture of use of land in Europe. In the long term this could also lead to a more fruitful co-operation about managing of resources between citizens, authorities and NGOs.
- Advertising: the reuse map® makes visible the effort of companies in reducing waste and promoting a sustainable market for construction materials. By using the map it will be easier to track and promote policies and responsible behaviours of Waste management companies, Builders and Designers associations.
- Educational Purposes: the map can be consulted by everyone. This helps raising awareness about use of our resources and waste prevention. The game-like interface aims at fostering active participation by citizens, promoting a shift from “consumers” to “gamers”.

### Action's originality:

The promotion of the concept of reuse in the construction and demolition waste still needs to be encouraged amongst Maltese developers and designers because they mostly use traditional methods and materials when they are constructing or renovating a building. The website aims to provide a simple, user friendly

instrument which serves not only to exchange dismissed materials in order for them to be reused, but also as an educational instrument which can be utilised by everyone to monitor construction in the Maltese and European territory. This website is the first of its kind in the Maltese Islands, and its unique formulation in the European context responds to specific requirements of waste prevention in the construction sector.

### How to make such action?

The project focused on the general public and more specifically on professionals working in the architectural industry. The website was launched during the EWWR to the general public by a press release and a link was placed on WasteServ's website. It has been tested in Malta for over a year, as a completely free of charge service for its users; the author is now working full-time on expanding it to Europe. It is possible to keep "windows" open onto local communities using the platform -managed for instance by local councils or waste management companies- always referring to the European context on the main website, thereusemap.com. This way it would be easier to

manage input on the map, and short-distance exchange of materials would be encouraged; at the same time local communities could enhance their visibility abroad, promoting a responsible import-export. Indeed, depending on the design operations, construction materials can't be found close to site, or demolition waste can't be easily stored or reused in the same area; by providing an European network, the reuse map® aims at widening opportunities for waste prevention within sustainable distances.

Organizations are warmly welcome to contact the reuse map®, to build local reuse networks in the construction field and for implementation of projects and strategies related to waste prevention.

### Results of the action:

The reuse map® began and it is currently run on a non-profit basis. Malta was the perfect environment to conceive and test such an action, because of its small territory and intense exploitation of resources. The EWWR event has put the action into a bigger context, emphasizing its potential and encouraging the author in committing full time to it. The reuse map® is soon going to become a start-up aiming at operating on an European basis.

### More information:

[www.thereusemap.com](http://www.thereusemap.com)



## Materials re-use Workshop

<b>Name of Project developer</b>	Centro Hospitalar S. João
<b>EWWR Organiser</b>	Lipor
<b>Town</b>	Porto
<b>Region</b>	Porto
<b>Country</b>	Portugal
<b>Year</b>	2011
<b>Audience</b>	Action open to target group
<b>Type of action/ waste fraction</b>	Reuse and Preparing for Reuse

### Objective:

The institution receives and treats thousands of people annually, which inevitably produces a huge amount of waste! The aim is to create awareness about it.

### Description:

This action was composed by different initiatives:

1. Holding Workshops on Paediatrics and Psychiatry Services, with therapists' help, to reuse material sorted to recycle.

We reported the workshops with photos, and helped in what we can, so we could show later in the exhibition all the work needed to reach the final result.

It was very interesting, because people wanted to now details in order to reproduced at home to there family.

2. Building of a box for composting in the gardens of the Psychiatric service, through reused material, in particular wood and pallets.

We have in the gardens of Psychiatric a glass-house were we help the growing of plants to plant in the Hospital gardens. This job is made with the help of the gardeners and the patients, with a therapeutic objective.

We intended also to build a vegetable garden, with the same purpose.

The compost obtain by the box is going to be used for this activities.

3. Presentation of the activities and measures already implemented on a stand, to all professionals, as well as the materials manufactured in the workshops.

The presentation was open to all professionals of the Hospital, as well as the clients that passed by.

The place chosen for the location of the exhibition was a central one and of free access, where the amount of people that passed by was substantial.

The participation with the materials was open only for the professionals of Psychiatry and Paediatric.

We start one month earlier gathering the proper waste requested by the two departments to do the works that intended to.

We made also a video, which was showed during the exhibition, where we compiled the photos of the workshops, the construction of the box, and of data of hospital waste triage.

4. Promotion of guided visits to the Central Waste of C.H.S.J. to all professionals in order to show the amount of waste produced.

These visits intend to show to the professionals that all the effort to reduce waste and recycling in the local of production is respected and maintained till the end.

We promote these visits all year.



### **Action's originality:**

The originality of our action is the type of institution. It usually has no involvement/mobilization in activities unrelated to the topic of health. However, we know that waste production and behaviour/attitudes taken towards them has direct and indirect implications in global health, and St. John Hospital is also aware of this issue.

### **How to make such action?**

The target audience was Health-care professionals, employees and clients of the hospital wing of Psychiatry and Pediatrics.

The various actions undertaken were focused on reduction and the correct waste management produced by an institution of this kind. So, they can be replicated to any other institution with a strong policy of materials reuse and with the concern to make the correct forwarding of waste produced, promoting the work of the institution, both internally and externally, involving professionals and other users.

### **Results of the action:**

About 1000 people participated to this action. The participation in the European week for waste reduction served to alert and inform everyone involved to the issue of reduction, and it worked, too, as a tool to disseminate all the work already carried out in the institutions for the environment with less waste. Through the visit to Hospital Waste Center proved to all involved that their efforts are not in vain, and the material is properly valued, after their separation at source by employees. This action

was excellent. This is proved by the number of visitors in the exhibition, by opinions left on the books available, by the commitment of the services that participated with an excellent creativity and by what material results which are the exposed pieces.



## Musical performance with reused instruments

<b>Name of Project developer</b>	Rio Tinto Parish Social Centre (Centro Social de Rio Tinto)
<b>EWWR Organiser</b>	Lipor
<b>Town</b>	Gondomar
<b>Region</b>	Porto
<b>Country</b>	Portugal
<b>Year</b>	2010
<b>Audience</b>	Action open to target group
<b>Type of action/ waste fraction</b>	Reuse and Preparing for Reuse

### Objective:

The main goal of the action is to raise awareness the participants and visitors to waste prevention importance. The goal is to make an action that remains in people mind and this certainly will, as well as the message (regarding waste prevention/importance of waste reuse) inherent to this action.

### Description:

The action consists in a musical performance, the musical instruments used in the performance are made through waste (eg. yogurt cups, water bottles, matches boxes ...) reuse . Was also made an exhibition of the produced musical instruments.

This action is performed by the elderly persons of Rio Tinto Parish Social Centre with the support of the Centre employees and some senior's families.

### Action's originality:

The work in waste prevention area with elderly persons is an innovation and the action has a great creative component. The action is exemplar because besides contributing to environmental awareness of participants and visitants also promotes social interaction and mutual assistance among all.

### How to make such action?

The action is directed to elderly persons, an age group with less awareness to the issue of reu-

sing waste (waste prevention), promoting simultaneously environmental awareness, social interaction and mutual assistance among all. It consists in practical work in which elderly persons create musical instruments through waste reuse. This first step is followed by the musical performance with the previously produced instruments. This action helps to show how waste can be reused and that reusing waste is something that anyone can easily do at home. This action involved above 100 participants (elderly persons who attend Social Centre, employees and some senior's relatives)

Cost of the action: the development of this action did not involve big costs because we reused materials of the institution that had as destination the garbage...

Materials: All the materials were gathered in the centre and some of our families also brought from home materials to be reused.

Time it took to organise it: almost 3 (three) months because we work with eldest and it took some time to practice and to show them how to use the instruments that they had created.

### Results of the action:

The Rio Tinto Parish Social Centre, Institution of Social Solidarity, based in Rio Tinto, Gondomar, within the European Week for Waste Reduction, set out a musical performance using musical instruments, made through waste reuse, and an exhibition of the produced instruments.

The initiative involved the elderly group of persons, which, with great interest and joy, coo-

perated in the proposed challenge. The Institution's employees were also involved and collaborated in preparation of the developed action. The number of participants was surely above hundred people, since we were also attended by relatives.

The action (musical performance) took place on the afternoon of November 24th 2010 and was attended by all users, employees and some relatives, who were also involved in the project. The exhibition of instruments used in the musical performance, also had a great number of visitors, who came to the institution in the week concerned.

The results of this initiative are very positive, the entire population of the Social Center (senior citizens, employees and even families) was aware to the need to reuse, reducing the current excessive waste production. Results of the action:

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## Social Media and the Waste Hierarchy

<b>Name of Project developer</b>	Medveten Konsumtion
<b>EWWR Organiser</b>	Avfall Sverige
<b>Town</b>	Stockholm
<b>Country</b>	Sweden
<b>Year</b>	2011
<b>Audience</b>	Action open to general public
<b>Type of action/ waste fraction</b>	Reuse and Preparing for Reuse

### Objective:

The ambition of Medveten Konsumtion's participation in the European Week for Waste Reduction (Europa Minskar Avfallet) was to explore how social media could be used to promote awareness of the Waste Hierarchy.

### Description:

Medveten Konsumtion (Conscious consumption) works to raise awareness about the effects of consumption and stimulate discussions on the topic. Emphasis is put on consumer power and that by putting some more thought into what we buy, quality of life can be just as great when consuming a little bit less.

During the EWWR, Medveten Konsumtion wanted to explore how social media could create a network of different actors in society such as businesses, NGOs, municipalities and consumers who together could contribute more efforts to the Waste Hierarchy's top two layers: by reusing and preventing waste from arising.

#### a) Twitter (@minskaavfallet)

In cooperation with Avfall Sverige that set up the Twitter-account with the tag @minskaavfallet (@reducewaste) Medveten konsumtion actively celebrated participating projects in the «European Week for Waste Reduction» and quickly spread advice on how to reduce and prevent waste. The tag also generated possibilities to discuss methods of reuse and to share experiences on the topic.

#### b) Facebook (Campaign: One million giveaways)

Facebook was transformed into a «Reuse spot» when one million Swedish households were challenged to find one item each they no longer needed and then advertise for new lucky owners on Skänkes.se, which is an interactive Facebook-application created by Medveten Konsumtion. It allows users to give away belongings that they no longer need to their friends on Facebook. The ambition with the platform is to encourage both consumers and businesses to re-evaluate what constitutes waste. A lot of what we throw away today could be reused instead.

### Action's originality:

Social Media and the Waste Hierarchy is a unique attempt to use social media to both inform and engage businesses, NGOs, municipalities and consumers in the EU-initiative to decrease waste; the waste hierarchy. The main focus for this project was also to encourage conversation between the different target groups that could inspire new ideas on how social actors can reduce waste together.

### How to make such action?

#### Time

The total duration of the project was 4 months, based on a project leading of 20 % (one day per week) :

- 2 1/2 months of planning and preparation:

- 1 month to implement the project, including media outreach and marketing activities before the campaign week to ensure results, especially on Twitter.

- 2 weeks was devoted to evaluate and report the results.

Estimated time for further development of our (the organisation's) Facebook application: 15 hours. (Updated layout and content such as texts).

#### Material

Material included web texts, a press release, a banner that was produced for partners to use on the own web sites, and/or on their social media channels.

#### Resources needed

Financial: The estimated cost for this project is 1700 (Euro) (cost for project leading)

Other efforts for this project have been voluntary.

Other Resources: Computer

#### Methodology & process

1. Planning that involved research about the waste hierarchy, including present knowledge about the model in Sweden. The planning stage included identifying potential partners and creating a easy structure of how to work with social media in this project. A project plan was produced also that included updates for our Facebook application Skänkes.se that was used for the project.

2. Preparation: Contacting potential partners for the social media partnership. Production of different texts such as press releases, information for social media channels and for the campaign page. A Twitter-account was opened for our organisation.

3. Implementation: Launch of Social Media and the waste Hierarchy, Twitter activities were initiated and the campaign on Facebook was rolled out. Partners also started their activities on social media platforms (Twitter, blogs and Facebook) and to engage in the project. Key media influencers were contacted.

#### 4. Evaluation and reporting

The project was evaluated and the results were gathered and reported to partners, as to our EWWR organiser.

Facebook Target group: consumers, male and female aged 20-35, who take some interest in the environment and who rent/co-rent or own a household.

On Facebook, a campaign page (Event page) was created in order to motivate the target group to use the reuse tool Skänkes.se.

The campaign page gave room for different ways of interaction with the project:

A) Use Skänkes.se to give away something they no longer needed

B) Participate in discussions about recycling or consumption on the "discussion wall".

C) Simply promote the challenge by

a. Inviting friends to the challenge

b. "Liking" Skänkes.se

c. Sharing comments or ads on Skänkes.se with friends.

Twitter Target groups: SMBs, large enterprises, municipalities and NGOs.

Twitter was used to link different societal actors together with our consumer-focused activity on Facebook.

Twitter opened up a transparent discussion about waste management and stimulated interaction between the different target groups. It also strengthened the feeling that many actors were working together to reduce waste.

#### Results of the action:

Medveten Konsumtion has through the service and the Facebook-application skänkes.se encouraged consumers to take advantage of resources. Medveten Konsumtion also made a contribution to the campaign's visibility by actively twittering during the campaign week.

This action is a real success:

- Interview about Skänkes.se and waste management on Swedish national radio P1

<http://sverigesradio.se/topsy/ljudfil/3595473.mp3>

- "likes" went from 250 to 712 during the period 15th of August-14th of December.

#### More information:

<http://www.minskaavfallet.se/>

## DISCLAIMER

This guide has been drafted on the basis of the information and expertise provided by Project developers involved in the European Week for Waste Reduction between 2009 and 2010. We would like to congratulate and thank them for their good work.

The content of this guide is based on the information provided by EWWR Project developers and does not represent the opinion of the European Commission. The European Commission is not responsible for any use that might be made of information contained herein.

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Other sources of information about awareness raising actions about waste prevention, in particular methodologies on the implementation of specific activities (Zero waste buffet; Smart buying = less waste; Environmentally-friendly schoolbag; Minimum/maximum waste shopping trolley; Composting; Reducing waste with craftsmen and shopkeepers) can be found on this page: [www.ewwr.eu/ideas-activities](http://www.ewwr.eu/ideas-activities)

More information about the European Week for Waste Reduction: [www.ewwr.eu](http://www.ewwr.eu)

# PROJECT PARTNERS

## 5 European Partners manage the European Week for Waste Reduction, namely:



**ADEME**, the French Environment and Energy Management Agency (France), is a public agency under the joint supervision of the French Ministries for Ecology, Energy, Sustainable Development and Spatial Planning, and for Higher Education and Research. ADEME participates in the implementation of public policies in the fields of the environment, energy, sustainable development, waste management, air quality and noise control. ADEME is the coordinator of the LIFE+ Project European Week for Waste Reduction.

[www.ademe.fr](http://www.ademe.fr)



**ACR+**, the Association of Cities and Regions for Recycling and sustainable Resource management is a European network of local and regional authorities which promotes the sustainable consumption of resources and the management of municipal waste through prevention at source, reuse and recycling.

[www.acrplus.org](http://www.acrplus.org)



**ARC**, the Catalan Waste Agency (Spain), is the public entity in charge of the integrated management of municipal, industrial, health-care and agricultural waste in Catalonia.

[www20.gencat.cat/portal/site/arc](http://www20.gencat.cat/portal/site/arc)



**IBGE**, Bruxelles Environnement (Belgium) is the public administration for the environment and energy in the Brussels-Capital Region. IBGE is in charge of elaborating and implementing the Brussels-Capital waste prevention and waste management programme.

[www.ibgebim.be](http://www.ibgebim.be)



**LIPOR**, the Intermunicipal Waste Management Service of Greater Porto (Portugal) is the organisation in charge of the integrated management of municipal solid waste generated by 8 municipalities from the Porto Region (Espinho, Gondomar, Maia, Matosinhos, Porto, Póvoa de Varzim, Valongo and Vila do Conde).

[www.lipor.pt](http://www.lipor.pt)