

Campaign on dematerialised presents



Dematerialisation stands for using less or no material to **deliver the same level of functionality to the user**. It includes **improving the use of materials** or **shifting from products to services**, and for example by shifting from material presents to dematerialised ones.

Principle: A dematerialised present = material waste prevented.

Without counting their packaging, gifts represent an important source of waste. Children get easily tired of their old toys, and it happens to make a poor gift selection that will end up at the very bottom of your beloved friends' garage. Before using the second-hand market to extend the life of gifts, and also before upcycling waste into gifts, you can also begin with the purchase of dematerialised presents! There is all kind of dematerialised presents: a subscription to the municipal bike service, tickets to the movie theatre, cooking lessons, a subscription to an internet platform (for books, music, newspaper, videogames, etc.) or to the local swimming pool, etc.

This action will consist in a campaign towards your friends, your family, your school or even a broader group, explaining how dematerialised gifts can be even better than material gifts, producing much less or even no waste.

Objectives

- ▶ Reducing the amount of waste produced by presents
- ▶ Promote the use of dematerialised products
- ▶ Encourage the use of services instead of products

What you need

- ▶ A **location** where to implement your campaign: school, workplace, community hall, etc.
- ▶ An **information stand** to explain the EWWR and the purpose of the action to visitors
- ▶ **Refreshments** (paying or free) are always welcome and can help to create a friendly atmosphere

Preparing the action

Before the EWWR (one month beforehand)

- ▶ Try to find all the **local providers of dematerialised gifts**: theatres, movie theatres, art galleries, concert halls, courses, bike, car sharing network, etc.
- ▶ **Decide what kind of campaign** you want to organise: exhibition, round-table discussion, conference, birthday party, social network campaign, etc.
- ▶ **Decide who to target** with your action: group of friends, family, colleagues, school, neighbourhood, village
- ▶ **Information and communication material**: advertise for your campaign by putting up promotional posters on strategic points or via other communication means and inform target group about the action by giving out information on how dematerialised presents are a good solution to reduce waste



- ▶ **Create the event through social media or an event creator website** ([splashthat](#), [myevent](#), [eventbrite](#) or others) so you can control the amount of participants according to the venue
- ▶ If you plan to **organise a buffet**, get in contact with a **charity organisation to donate potential leftover food**
- ▶ Try to **involve civil society** organisations to reach your target group
- ▶ **Invite people personally** to participate in your event
- ▶ **Register your action** with your official EWWR coordinator

2 weeks before the EWWR

- ▶ **Enhance advertisement of your event**, remind people about the event and invite them again to take part
- ▶ **Prepare the material** needed for the operation: posters/banners, tables/stands, camera/video recorder, etc.
- ▶ **Communicate**: invite journalists to an opening or closing ceremony and/or send out a press release to print and broadcast, display [posters to inform the public](#), advertise via social networks and partners' channels (city hall, school hall, etc.)

Implementing the action = day of the action!

- ▶ **Welcome the participants** with a registration table so you can know the amount of participants and ask them to give their e-mails
- ▶ **Manage the activity** and go to meet participants to explain the purpose of the EWWR and of waste prevention
- ▶ Use the event to **inform about the problematic of material waste** and to give out tips and tricks to participants on how to reduce their material consumption in everyday life, distribute the [information material](#)
- ▶ **Take pictures and videos**
- ▶ **Monitor the quantity of material waste avoided** by using [this pdf](#) (if possible)
- ▶ **Take notes and prepare a summary** of what has been said during the workshop so the participants can have a feedback

Evaluation and feedback

- ▶ **Insert the final number of material waste avoided** in worksheet 1 of [this excel](#) (this will give you a comprehensive overview of how much waste you avoided by implementing this EWWR action)
- ▶ Send the results, pictures, videos and other relevant **feedback to your EWWR Coordinator** and to the participants

More information

- ▶ Find the electronic version of this factsheet here: www.ewwr.eu/en/support/prevention-thematic-days-2015
- ▶ Information material
 - Dispose of the throwaway society! (available soon)
 - Dare to be aware (available soon)
- ▶ Example of an action (more examples on www.ewwr.eu):
 - [Cayman's Birthday](#) (SE)
- ▶ EWWR Coordinator's website/contact: www.ewwr.eu/list-organisers





- ▶ European Week for Waste Reduction: www.ewwr.eu contact@ewwr.eu
[Facebook](#) [Twitter](#)
- ▶ Interesting link
 - [Getting Rid of Gifts](#) (The Minimalists)
 - [Dematerialised Christmas presents](#) (In Catalan, Area Metropolitana de Barcelona)
 - [Ideas with affection](#) (In Catalan, Area Metropolitana de Barcelona)

