



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: WasteServ Malta Ltd
Country/Region: Malta
Name of nominated project developer: Elisa Andretti (supported by the University of Malta)
Name of nominated action: Malta Reuse Map
Nominee **category**: Other
Year: 2010

2. Please select the **theme(s)** highlighted in the action:

- Too Much Waste
- Better Consumption
- Better Production
- A Life for Products
- Less Waste thrown Away

3. Type of Action

- Action open to general public
- Action open to a target group
- Action based on the production of communication tools
- Other, please specify:

4. Please give a detailed and precise description of the nominated action:

Malta Reuse Map was launched during the European Week for Waste Reduction as a start to build its database. The aim of the database, with the help of owners, designers and builders, is to eventually lead to an actual reuse map. From the 20th November, it was possible to post a material listing or a material request related to dismissed building materials and furniture on <http://www.maltareusemap.com/>.

This project, which is funded by the Italian Embassy in cooperation with the University of Malta, is to create a sustainable market of reclaimed building materials in Malta, and to provide an instrument which could promote the creativity of people through the use of dismissed materials while raising awareness about the use of our limited resource and how this can also reduce waste. The database would eventually be uploaded on an online map of Malta where people would be able to exchange dismissed materials, such as stone blocks, furniture, doors, using the map as interface.

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. This will help comparing reuse of materials from demolition to importing materials from abroad, widening the range of choices. The map is not restricted to conventional building materials only.
- **Monitoring**: the map will give an instant picture of use of land in Malta. In the long term this could also lead to a more fruitful cooperation on the use of land between citizens, authorities and NGO's.
- **Advertising**: presently registered trademarks like LEED and Eco-label serve to provide environmental conscious advertising for the firm or the product which is using them. Similarly, tracking products or projects on the Reuse Map could be a good advert for the Maltese firm which has its own country at heart.
- **Educational Purposes**: the map can be consulted by everyone. This helps raising awareness of land use and the importance of reusing building materials.



5. Please describe the target audience and how the action motivated its public/target audience, as well as the number of participants:

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.

6. Please explain why you have decided to nominate this action for a EWWR Award, following the main criteria listed here below (you can add your criteria if needed):

- 1) visibility and communicational aspects
- 2) good practice, originality and exemplarity
- 3) quality of content and focus on waste prevention,
- 4) European reproducibility
- 5) follow-up in long-term and lasting impact

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 territory. This website is the first of its kind in the Maltese Islands. The ideas presented in this site can be adapted to all European countries obviously depending on the type of construction material used in that particular region.

7. Please provide us with photos, videos, weblinks or any other material that would help the jury to better understand the nominated EWWR action. Where possible, provide basic translation into English.

Website: <http://www.maltareusemap.com/>



With the support of
the European Commission

www.ewwr.eu



Press article:

THE SUNDAY TIMES | November 28, 2010



Malta Reuse Map launched

Malta Reuse Map was launched during European Waste Reduction Week which ends today.

The aim is to start building a database which will eventually lead to the actual map, with the help of owners, designers and builders.

Those wishing to post any material listing or a material request related to dismissed building materials and furniture may do so on www.maltareusemap.com/.

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. This will help comparing reuse of materials from demolition to importing materials from

abroad, widening range of choices. The map won't be restricted to conventional building materials.

Monitoring - the map will give an instant picture of use of land in Malta. This could also, in the long term, help citizens, authorities and NGOs cooperate.

Advertising - Leed, Eco-label and other registered marks could provide good advertising for the firm or the product which promotes them. Similarly, tracking products or projects on the Reuse Map could be a good advert for a Maltese firm which has its country at heart.

Educational purposes - the map can be consulted by everyone. This helps to raise awareness of land use.

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Professional courses

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6 MQF and EQF) and Master's of Science Programme (HR Management and Training; HR Performance Management; and