



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: WASTE AGENCY OF CATALONIA
Country/Region: CATALONIA (SPAIN)
Name of nominated project developer: COOPERATIVA ROBA AMIGA
Name of nominated action: ENRENOU DE ROBA
Place: PALAU DE CONGRESSOS
Town: GIRONA
Region: CATALONIA
Country: SPAIN
Year: 2009

2. Select the correct participant category:

- Administration/public authority
- Association/NGO
- Business/Industry
- Educational establishment
- Other (e.g. hospital, retirement home, cultural centre, etc.)

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

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

4. Type of Action

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

5. Please indicate the date(s) of the action:

- 21st November
- 22nd November
- 23rd November
- 24th November
- 25th November
- 26th November
- 27th November
- 28th November
- 29th November



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

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.

The action highlights the importance of extending the life of products, placing special emphasis on the value of second-hand clothing as a high-quality raw material. At the same time, it shows, in a very graphic way, how reduction is something feasible, attractive and profitable (technically and economically). It creates awareness about the need to prevent textile waste in the heart of our society.

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.

Programme for 24th of November 2009

09:00 – 09:30 Welcome and presentation of the activity and the participants.

09:30 - 17:00 Beginning of the "Enrenou de Roba" with assessment from environmental and fashion specialists

17:00 - 18:00 Preparation of the guided trip // Meeting of the jury of the Award

18:00 - 19:00 Public presentation of the styles (guided trip): Award-giving Ceremony and closure of the event

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 jury of the "Enrenou de Roba" Award was made up of representatives of organisations linked to the world of fashion and the environment, as indicated in the enclosed Jury Document. The evaluation criteria for the outfits, which the "Enrenou de Roba" jury took into account, were the following: Environmentally-sound / Creativeness / Innovation / Feasibility / Finished state.

At the same time as the Jury meeting, the outfits were installed with a short description in the Entrance Hall of the Girona Conference Centre, in order to celebrate the final event of the award-giving ceremony, with the presence of the 41 participants in the marathon and of the 300 participants at the European Conference on Waste Reduction, who were able to enjoy the "Enrenou de Roba" all day long, as both events took place in the Girona Conference Centre.

During the prize-giving ceremony, the "Enrenou de Roba" event and the awards were presented; then the 28 outfits were named and a diploma was handed out to each of the people attending by the following authorities: Mr. Josep Maria Elvira (president of the Roba Amiga Cooperative); Mr. Enric Pardo (Councillor for the Environment for Girona City Council) and Ms. Genoveva Català (director of the Catalan Waste Agency) and finally the prizes for the Student and the Professional category were awarded.

The winning candidatures were the following:

Category 1. Students Flora Renflet, 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.

7. Please describe the originality of the action:



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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 preconceived 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.

8. Please describe the target audience and how the action motivated its public/target audience:



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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.
Dissemination 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.

Thanks to the nature of the prizes awarded to the “Enrenou de Roba”, it is envisaged that there will be a far-reaching repercussion among the general public. The Award in the Student category gives the winning school the chance to create a space provided by Girona City Council in the 2010 “Girona Temps de Flors” Flower Show. This event is an international show with a high volume of visitors from all over the territory—in 2009, it was visited by more than 500,000 people—in which professionals and designers participate to decorate every nook and cranny of the city with flowers and material of all kinds. The Professional category award offers the winner an area in the shop windows of the second-hand clothes shops of the Roba Amiga Cooperative which, this year, registers 58,000 garments sold a year.



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9. Please indicate the number of people who participated in 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 to longer life for products.

10. What lasting impact does the action propose to have in terms of commitment to waste reduction?

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.

11. Explain how this action may be replicated in other countries/regions throughout Europe:



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1. Continuity of the event:

From our organisation, the objective is to give the event continuity, linking it in two priority lines of work which are the reduction of waste and the promotion of ecodesign.

In this sense, and as part of the European Week for Waste Reduction, the idea is to promote the organisation of different "enrenous" with material originating from the selective collection of waste such as furniture, urban facilities, packaging and electric and electronic appliances, among others.

With this continuity of the activity, the aim is to reinforce several matters related to the promotion of the prevention and reuse of waste, such as:

- To create awareness about the various actions that are included in waste prevention
- To promote new strategies for reusing waste that has been selectively collected
- To promote concepts of ecodesign in all the business sectors
- To stimulate the creation of new business and services opportunities concerned with selectively collected materials and above all the reduction of waste.

2. Character adaptable to other regional contexts:

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.



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