



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Coordinator: IBGE-BIM Brussels Environment  
Country/Region: The Brussels-capital Region  
Name of nominated action developer: Ixelles Municipality  
Name of nominated action: **RecupDay**  
Place: Ixelles  
Town: Brussels  
Region: The Brussels-capital Region  
Country: Belgium  
Website: [www.ixelles.be](http://www.ixelles.be)  
Nominee **category**: Administration  
Dates of action: 23 November 2013

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

- Reduce – Strict avoidance and reduction at source
- Reuse – Preparing for reuse and reuse
- Recycle – Waste sorting and Recycling
- Let's Clean Up Europe!

### 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:



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

When the Municipality of Ixelles launched the RECUPDAY event, the voluntary sector and citizens offered their services to take part in it and further expand it. The event as proposed is a spontaneous synergy between different players, skills and resources ... making it possible to offer a large-scale event, like a laboratory of ideas. Alongside the municipal services like Eco-adviser, Family, Urban renewal, Public cleanliness that propose together various activities, the participating associations are "Worms", "The know-how Fair", "The Responsible Consumers Network", "The Free Market", "The Repair Café",

The event consists of free access stalls, playful, practical and accessible to all. There are 5 informative stalls. Observation, manipulation, interaction and discussion play a central role. 7 other stalls consist of workshops based on the immediate move to action, the "making", so that participants leave the event with new skills and their own realisations.

The diversity of stakeholders in the event allowed a large variety of activities in relation to the three strategic approaches of the theme of waste reduction:

##### Waste prevention (Reduce):

- Information & awareness stall on "eco-shopping", focus on the "over-packaging", dates of consumption, real needs, the principles of eco-consumption ...
- Manufacturing ecological cleaning products Workshop from basic products (vinegar, baking soda, ...)
- Collective Cooking Workshop " No-Waste Food" (the organisation of shopping and menus, kitchen cupboard content, the cooking of fresh products from small farming cooking, the use of tops and peelings, the conservation methods ...)
- Seasonal fruit conservation Workshop (apple jam)
- Information of "The Responsible Consumers Network" stall (the active promotion of local, collective and self-managed initiatives of "alternative consumption" such as "The groups of collective purchases", "Barter" ("Give it or take it"), "The Systems of local service exchanges", ...)
- Information Compost stall, worm composting (demonstration)

##### Reuse:

- "Barter" ("Give it or take it") : 630 objects (clothes, household and interior design articles, books, childcare articles ... ) given by the public (the day before the event), made available free of charge to visitors of the RecupDay. 420 objects found a new owner during the RecupDay . The remaining 210 objects are entrusted to the Oxfam association for its second-hand shops.
- 4 manufacturing from retrieval objects workshops:
  - o Christmas decoration
  - o gift wrapping (from old posters, folders, magazines, ...)
  - o jewelry (from bottle caps, electric wire, ...)
  - o carrying bags for bike (from advertising banners)
- Information stall about the initiative "Repair-café" (volunteers proposing monthly the free repair of small electrical household appliances, objects, clothes, bikes, ...)

##### Recycling

- Information Stall "Selective sorting of waste" : reminder of instructions on sorting of packaging, paper waste, green waste, household chemical waste, bulky waste... Promotion of reuse network.





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

The event was intended to raise awareness amongst the broadest possible public: insiders, outsiders from a large demo-socio-economic diversity. All the communication tools of associations and Municipality have been used to meet this public (Newsletters, networks, municipal journal and diary, websites, flyers, posters, Facebook, press releases, giant screen on the market square). Two-hundred people took part in the RecupDay. Leaving the event, there was a survey to fill in (listed in the annex). It allows to confirm the different profiles (insiders, outsiders) and to estimate the impact of the RecupDay and also people's expectations.

Two complementary approaches about waste were developed: the first one, theoretical, explains the waste issue and its stakes. The second is practical. At the "The know-how Fair" workshops, participants learnt about concrete, simple actions in a recreational way with the aim of implementing them in the daily life with the family and others. Some workshops, like "carrying bags for bikes", were more experimental. They helped to realise the potential of a resource (a waste) through "trial and error", stimulating the empowerment of the consum'actor. The event provided an easier and more efficient approach of an issue which might be difficult.

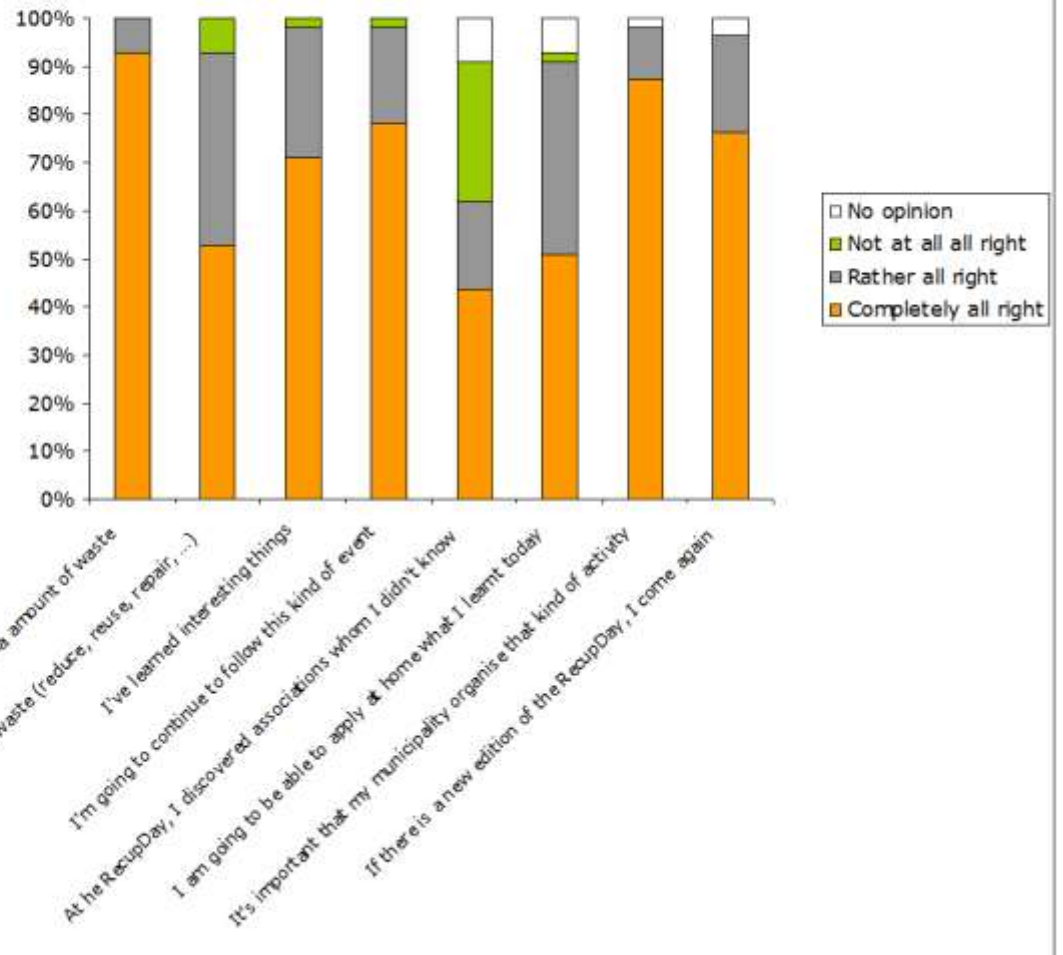


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## Opinion poll with the public after the "RecupDay"



















## I've been informed via...

