



EWWR good practices and case studies

1. Details of Action:

EWWR Coordinator: IBGE-BIM Brussels Environment
Country/Region: Belgium/Brussels
Name of nominated action developer: Elia
Name of nominated action: La vie sans gobelet plastique, c'est fantastique (Life without plastic cups is fantastic)
Place: Boulevard de l'Empereur 20
Town: 1000 Brussels
Region: Brussels
Country: Belgium
Website: www.elia.be
Nominee **category**: business
Dates of action: 16-24/11/2013 (the whole Week, and still continuing)

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:

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



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Elia is Belgium's electricity transmission system operator. The proposed action was aimed at the personnel and the external visitors. Elia has 11 sites all over Belgium. The action developer is active in Brussels and registered the actions of the Brussels' site. This is also the pilot site for the actions.

In the recent past (2013), Elia has put great effort in introducing selective sorting of waste in its offices. The waste streams which are now selectively collected are: paper and cardboard, plastic/metal/cardboard packaging (PMC), glass, batteries, toners and other waste. In order to do so, all individual waste bins are banned, there are only 'collective islands of waste bins'. This action was accompanied by an extensive communication campaign. The implementation of this measure was very successful. However, the disposable cups were often thrown away in the PMC bin, where they don't belong. Therefore, the idea of **banning the disposable cups** was born. This is the action which was carried out in the frame of the European Week for Waste Reduction 2013.

Every employee of the Brussels' site received 2 cups: 1 for cold drinks, and 1 for hot beverages. The meeting rooms have glasses and porcelain cups which are washed by the cleaning personnel. This way there is no need to provide the visitors with disposable cups anymore.

This initiative was supported by the CEO and other managers, and was very radical. The system of reusable cups was introduced overnight. Of course an extensive information campaign accompanied the action. Indeed, figures are stunning: banning the disposable cups at Elia equals the reduction of 3,3 tonnes waste to be incinerated every year.

During the Week, only the employees of the Brussels' site received their reusable cups. The employees of the other sites were asked to be conscience about their use of disposable cups during the Week. In the meantime, 4 of the 11 sites have switched to reusable cups, the others will follow early 2014.

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

The administrative site of Elia in Brussels counts 450 employees which were all reached directly. All of them received the reusable cups. All disposable cups were removed from the coffee machines and water fountains.

If we look at the whole of Elia in Belgium (11 sites), the figure is even more impressive:

-Internal Elia personnel: 1.200 participants (CEO, managers, employees, maintenance staff,...)

-External to Elia: 400 participants (consultants)

-Visitors: on average 75 people per day.

So more than **1.600 people** were reached by this action during the European Week for Waste Reduction 2013.

The participants didn't have a choice: a ban on the disposable cups was imposed. But every employee got 2 nice reusable cups, and the action was well explained via posters, intranet,... The action is part of the CSR activities of Elia. It joins the wish of Elia to be more sustainable, environment friendly and to contribute to the collective effort. To Elia it's only logic to show the good example to the employees and visitors.



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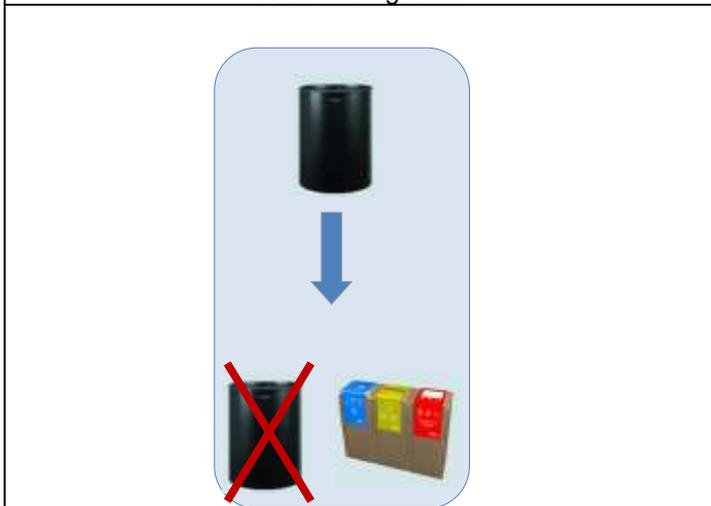




New sorting rules



Reuse



No longer individual waste bins



Islands of sorting waste bins

Utilisons notre **gobelet**
ou **tasse réutilisables!**

Gebruik dus onze
herbruikbare beker
en **kop!**



Tasses et verres pour **visiteurs**
dans les salles de réunions et kitchenettes

Tassen en glazen voor **bezoekers**
in vergaderzalen en kitchenettes

3,3 tonnes
de gobelets en plastique chez Elia
non recyclés et incinérés
chaque année ...

3,3 ton
plastic bekers van Elia
niet gerecycleerd,
maar verbrand elk jaar ...

> Plus d'info sur e-link > Policies & reporting > Environment > Recyclage
Meer info op

recycl@elia.be



Elia's waste reduction logo



2 types of reusable cups were offered:
1 for cold drinks and 1 for hot beverages



Poster on the coffee machine and visibility of the EWWR



Nous participons à la Semaine Européenne de la Réduction des Déchets 2013 dans notre bâtiment de l'Emperor, du 16 au 24 novembre !

Le projet Elia à l'Emperor pour la suppression des gobelets en plastique a été retenu par Bruxelles Environnement dans le cadre de la Semaine Européenne de la Réduction des Déchets (SERD), qui se déroulera du 16 au 24 novembre. L'IBGE, l'Institut Bruxellois pour la Gestion de l'Environnement, viendra donc sur le site évaluer ce projet le 18 novembre. Un jury désignera alors parmi les 175 projets retenus partout à Bruxelles les projets qui seront soumis au niveau européen.

Si cet événement de l'IBGE se restreint à une semaine et à l'Emperor, notre projet de suppression des gobelets, quant à lui, s'étale sur du long terme et touche dans une première phase les sites de Bressoux, Monnoyer et Emperor. Vous travaillez sur un autre site Elia ? Faisons ensemble un geste pour l'environnement en diminuant l'usage des gobelets jetables sur tous les sites d'Elia et ce, non seulement durant cette semaine de Réduction des Déchets !

Envie de découvrir les autres projets retenus pour cet événement écologique ? [Rendez-vous sur la page spéciale de l'IBGE.](#)