



EWWR good practices and case studies

(La Louvière: Zero waste objective)

1. Details of Action:

Coordinator: Wallonie - Belgium

Action Developer: Ville de la Louvière

Name of nominated action: La Louvière: zero waste objective

Town: La Louvière

Region: Hainaut - Wallonie

Country: Belgium

Website: www.lalouviere.be

Nominee [category](#): Administration/Public Authority

Dates of action: Saturday, 19 November 2016, Tuesday, 22 November 2016, Wednesday, 23 November 2016, Thursday, 24 November 2016, Friday, 25 November 2016, Saturday, 26 November 2016

2. Action's theme:

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

3. Action related to the Prevention Thematic Days 2016: Packaging waste – Use Less Packaging?

- Yes
- No

4. Description of the nominated action:

For several years, the City of La Louvière has committed to implement a responsible policy of waste reduction by investing in actions and awareness campaigns in terms of prevention, re-use and recycling. Thus, in the context of the EWWR 2016, as previous years, the Environment Department proposes to provide information, advice and tips enabling citizens to produce less waste when shopping without diminishing their "comfort". To do this the Environment Department organises the week R³: Reduce, Reuse, Recycle that includes 3 parts: 1. Primary Schools: The City of La Louvière organises "A Zero Waste Week at School!" from November 21st to 25th in the municipal schools. Firstly, from the 24th to the 28th October (reference week), students don't change their habits but the quantities of waste are checked and included in a table. Secondly, during the European Week of Waste Reduction, each student, of the classes enrolled for the project, is invited to come to school with the least possible waste. From a practical standpoint, the teacher checks each morning the schoolbag of each student to assess the amount of waste per student. These quantities are then included in a table and compared to the reference week. At the end, each class that has participated in this week will receive a gift: a reusable food wrap Meanwhile the animator in environment remains available to schools to organise activities about the themes of waste and eco-consumption 2. Citizens Component: On this occasion various



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activities will be offered to citizens.

- Zero waste cooking lesson: Organisation of a cooking class with a professional chef who offers a menu with the least possible waste: use of peelings, full use of a vegetable, seasonal cuisine, etc. on November 22nd. The aim is to raise awareness to food waste and possible alternatives for good food and generating little waste.
- Natural cleaning products: A workshop to learn to make natural and homemade cleaning products is organized on November 24th. This workshop allows learning about how to make cleaning products by yourself to not only reduce the amount of waste but also to raise awareness of indoor pollutions.
- Bicycle Exchange: The goal here is to give a second life to bikes that are no longer used but are still in good condition. Citizens will be invited during a week (from the 21st to the 25th) to deposit their bike and complete the necessary paperwork. The sale of the bikes is scheduled on Saturday 26th during the weekly market.
- Awareness Stands: Finally, the Environment Service will hold awareness stands in 2 large markets entrance. This awareness week is an opportunity to reach as many citizens as possible. On this occasion, the Environment Department will hold a stand of information, tips and tricks (malignant purchase) enabling citizens to produce less waste when shopping. Moreover, in order to encourage citizens in the process of eco-consumption the Environment Service offers people having some interest in waste prevention a "waste reduction kit" and some small gifts (water bottle, lunch box, fruit box, stirring rod, saving bulb, or reusable cooler bags, cookbook) in order to encourage the waste prevention approach. On the market, the same gifts are put into play during a short questionnaire about waste. If the citizen gets at least 2 of 3 right answers, he can chose a gift.

3. Communication: During the EWWR, the City of La Louvière has chosen to present his book "zero food waste or almost" in collaboration with Damien Poncelet. This book offers 26 recipes that put garbage on a diet but especially that allows to (re) discover the flavours of a simple but tasty food, opting for local, seasonal and organic food. In addition, the EWWR is an opportunity to highlight the experiences of our witness zero waste families and their tips to reduce waste in the Guide to reducing waste in 2016 (supplement in the municipal newsletter distributed to 36,000 households). It will present the results of the operation and the communication campaign refers to it as well as some family tips. Indeed, at the end of 2015, 10 families took the direction of "zero-waste". During the first month of the operation each family was asked to weigh their waste without changing their habits. The next two months, they continued to weigh their waste but had to implement certain actions of prevention waste with the support of the Environment Department. Simple gestures, accessible to everyone and especially effective to put the rubbish bin on the diet were applied by the families: buy and consume smart, composting organic waste, affix the sticker "stop-pub", opt for tap water, favouring refills and bulk, avoid food waste by good management of their grocery shopping and their fridges, promote reuse and recycling, etc. The results of the operation are positive and encouraging.

5. Type of evaluation conducted and outcome of the evaluation:

- Number of visitors/participants
- Feedback from visitors/participants (willingness to change their behaviour)
- Quantity of waste avoided/collected
- Amount of CO2 avoided
- Other indicators

Quantitative and qualitative evaluation



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Outcome of the evaluation:

Quantitative evaluation: For the school project: 826 students in 5 schools participated. As a result, we observed a total decrease of 27% in the amount of waste brought to school between the reference week in October and the EWWR, where awareness-raising was carried out to encourage waste reduction. The average of waste per student per day went from 1,93 to 1,39.

For the workshops: The courses were fully booked in one week after communication. (18 + 24 participants) It can be estimated that more or less 1 kg of organic waste per participant can be avoided through the first workshop. Thanks to the second workshop, more or less 3 kg of waste per participant can be avoided over a year.

For the bicycle exchange stand: About 50 people visited the stand and were interested. Considering that a bicycle weighs more or less 15kg, a total of 75kg of waste was avoided.

For the awareness stands in shops: around 445 people came by the stand.

Qualitative evaluation: for the school project: Enthusiasm of the schools invested in the project and willingness to extend the project year-round: implementation community composts in two schools.

For the workshops: Enthusiasm and responsiveness of participants. The workshop was held in friendliness and good humour. Participants demonstrated enormous enthusiasm and are looking for other courses of this kind. The workshop has turned into a place of exchange of tricks to have a healthy home. Unfortunately the number of participants was limited therefore a new edition should be reorganised. For the bicycle exchange stand: There was a lot of curiosity For the awareness stands in shops: People are more and more interested in waste reduction and want to inform themselves about environmental issues. It was a nice place to have discussions but a lot of people don't have time for it.

6. Reasons why the action has been selected for the EWWR 2016 Awards:

a) Visibility and communicational aspects

The press has been contacted and wrote article about the project. The citizens have also been contacted directly by their public authorities.

b) Quality of content and focus on waste reduction, products reuse or materials recycling

The project touches various aspects of waste reduction, and reusing old objects. It is interesting because it focuses on different places where waste is produced and analyses how to reduce it. It raises awareness for children and adults. Also the project has the goal to change habits and because of it to make the changes last so the waste reduction can continue for good.

c) Originality and exemplarity: What makes the action original or innovative?

This project is the reflection of the city's policy which is to raise awareness about waste prevention.

The city's role is to make citizens responsible through direct actions, make them realise what are the problems by questioning them and pushing them to reflect on their habits. Citizens are encouraged to take collective action, to get more involved, to become the main actor in their own change.

d) European reproducibility: How can other entities adapt the action to other contexts or European regions?

The project is directly linked to the city's policy. The project can be easily reproduced in any other city, big or small. The project doesn't cost much, but it needs investment in time to organize the activities and workshop and communication tool.

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e) Lasting impact: In what way is the action designed to have a lasting impact?

The action goal is to give the right tools to the citizen to make the changes progressively so their habits can change and remain. Changing habits doesn't occur from one day to the next, it needs time and dialogue. By being present on the stand to talk directly with the citizen and by listening to them and their way of life, the Environment Department can adapt their speech to each person and find the right way to convince them. Also by doing workshops, the citizen feels directly involved and remembers the way to reduce waste with the good memories of a fun time. The policy to prevent waste production evolves every year with the context and the reality we face.

f) Motivation: How will your action motivate its target audience/the general public?

The actions are simple and accessible to everyone. The target audience is the citizen. The organisation is basically meeting them and giving them tools (and gifts) to help with the waste reduction and prevention. All the activities are free. The activities are created to be playful and educational so hopefully it motivates the citizen to participate.

Bicycle exchange



Zero waste meal



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