



EWR good practices and case studies

(Package Scouts - Förpackningsspanarna)

1. Details of Action:

Coordinator: Avfall Sverige
Action Developer: Kretslopp och vatten, Göteborgs stad
Name of nominated action: Förpackningsspanarna/Package Scouts
Town: Gothenburg
Region: Västra Götaland
Country: Sweden
Website: www.envarldutansopor.nu/content/forpackningsspanarna
Nominee [category](#): Administration/Public Authority
Dates of action: Friday 25 November

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:

Our action is to reduce packaging waste with help from students in 5th to 6th grade (11-12 years old) - The Package Scouts. We offer teachers a material including a film, readymade presentations and a tutorial. Lecture no 1. The students watch the film The Package Scouts (90 sec) to get inspired for the project. The next step for them is to make their own glasses made of used packing materials – Packing Scout glasses. When they are ready with their glasses they are divided into four groups – paper, glass, plastic and metal. The assignment for each group is to do a research about the material assigned to them and present their result at the next lecture. Lecture no 2. Each group has a presentation of what they have learned about their specific material. What is its raw material, energy consumption when refining, etc. When all presentations are done it's time to enter the world outside. It's time for them to put on their special glasses!!! Lecture no 3. The class makes a fieldtrip to a store or a shopping mall. With their new glasses they can spot and identify good or bad packaging. If they find a product with an oversized packaging or with a lot of unnecessary layers of materials, they can chose to contact the producer and encourage them to make them more environmentally friendly. Lecture no 4. They summarize all their new insights into a report and send it to us if they wish to enter our competition. Twice a year we select three of the reports to get a reward of some kind.



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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

Evaluation not completed.

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

a) Visibility and communicational aspects

The activity is in itself a splendid set of tools for communicating the importance of reducing packing to pupils. However, the activity also comprises a well thought out and appealing strategy for making the teachers who will use the tools aware of their existence and usefulness.

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

The activity is comprised of high quality instructions and learning material that is ready for teachers to use. It is pedagogical and provides a well thought out plan that is easy to put into practice. It has the clear focus of making pupils aware of excess packaging and learning how it could be made more environmentally friendly.

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

The action presents a novel and fun way of making the problem of excess packaging visible and understandable to children. By combining exploration and fun it invites the children to think and discover on their own in a pedagogical way, rather than feeding them information.

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

The project can essentially be applied as-is, with the relatively minor effort of translating the material.

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

By inspiring school children all over Sweden (and potentially Europe) to think about and act on what constitutes environmentally sound packaging, the project prepares the upcoming generation to take the problem of waste seriously. Hopefully they will be fundamentally aware of poor packaging in their everyday life, making more informed choices and perhaps think of new ways to combat excess waste.

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

By inviting the children to participate and discuss, they activate and inspire them to not only learn about but critically think about the problem of excess packaging. As active contributors they are likely to retain the knowledge and achieve a level of personal engagement. Less immediately, they will spread this knowledge to their parents and siblings. Of course they will also grow up and form a part of a new generation that is hopefully more aware of and engaged in the problem of excess packaging.



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