



# EWR good practices and case studies

(Jo em comprometo! ( I commit myself !))

## 1. Details of Action:

Coordinator: Agència de Residus de Catalunya, ARC (Catalan Agency of Waste)

Action Developer: Caprabo

Name of nominated action: Jo em comprometo! ( I commit myself !)

Town: 43 cities

Region: Catalonia

Country: Spain

Website: <https://www.caprabo.com>

Nominee category: Business/Industry

Dates of action: 19 to 27 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:

Caprabo participated for the fifth year running in the European Week for Waste Reduction in Catalonia and in the 14th Waste Prevention Day promoted by the Waste Agency of Catalonia. The chosen theme was the prevention of packaging waste and we explained how we reduce the impact of our own products through the application of eco-design in our packaging. Various information and awareness actions were carried out, such as:

For the general public:

-“Give a second life to clothes and shoes” in partnership with the Humana Foundation and the Roba Amiga Cooperative. In 43 stores, during the European Week for Waste Reduction, we encouraged our customer to reuse and recycle textile waste, in order to reduce the impact on landfill sites and to promote social projects such as local vegetable plots (for the enabling and social-labour insertion of people at risk of social exclusion, through training, awareness raising and fostering the protection of the environment).

- Recycling and reuse workshop:

- “Shhh! Clothes have ears” (Hi ha roba estesa) organised by the Humana Foundation: for all ages,



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aimed at learning how to recycle used clothing and fostering the recycling of textiles, reflecting on the impact that small actions have on the environment.

- “Recycle-art” (Recicl-art) organised by Ecoembes: aimed at children, encouraging them to make decorative cards using waste materials (plastic caps) and raising awareness of the importance of separating waste properly.
- “I commit myself” campaign: Joint action by social networks (Facebook – Twitter) – Caprabo Customer Club - Caprabo website. Interaction with customers to raise awareness and prevent food waste, directing them via a link to the “I commit myself” website of the EWWR.
- Exchange market: a market was held at one of the company’s work centres to exchange items that were no longer needed by their owners in order to give them a second life.
- -“Against food waste”: micro-donations programme (small amounts of food fit for consumption are donated from our stores to food banks and the Red Cross), initiated in 2009. In 2015 we were able to help the equivalent of 642 families/year and avoided the emission of 1,934 tonnes of CO2.

For members of the Caprabo Customer Club: Caprabo has a customer loyalty card used regularly by over 1.2 million customers. An email was sent to our most loyal customers (90,000 people, constituting 13% of our customers), in order to raise their awareness and offer advice on responsible consumption, to give a second life to clothes and shoes and to avoid food waste. They were invited to visit the responsible consumption section of our corporate website, where there was a news item explaining what Caprabo does and offering information about the social network initiative, redirecting them to the European tool “I commit myself”. Furthermore, they were told they could find out about the company and its activities at: <http://www.arc.cat/agendaewwr/>

## 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

Number of leaflets distributed, water consumption savings in litres, fertiliser savings in kg, savings in the use of pesticides in kg and number of clicks.

Outcome of the evaluation:

Giving a second life to clothes and shoes:

- Kg of collected clothes: 4,780 kg which is equivalent to a saving of 17,207.77 kg CO2, 28,680,000 l of water, 1,434 kg of fertilisers and 956 kg of pesticides

- Number of leaflets distributed: 15,100

Recycling and reuse workshops

- “Shhh! Clothes have ears”: 17 adults and 12 children = 29 people



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- “Recycle-art”: 44 children Caprabo Illa and 28 children Caprabo La Farga

Total impact of workshops= 101 people

The separation of waste was addressed in the workshop itself.

“I commit myself” campaign:

joint action by Facebook/Twitter - Caprabo Customer Club - Caprabo website

- Facebook: reach of 16,206 followers with 225 reactions

- Twitter: reach of 3,015 followers and 15% of clicks

- Customer club: 90,000 emails sent and 82,835 accepted by the customers

- Caprabo website: 555 clicks

Exchange market:

- 6% participation

- 71 items to exchange: 30 items exchanged between workers, 15 donated to an NGO (La Nau Civic Association), 26 books for the common leisure area.

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

### a) Visibility and communicational aspects

The actions carried out have made it possible to disseminate the prevention of waste among our customers, both external and internal: **informing 82,835 customers by email, the 19,221 followers** of our social networks (Facebook/Twitter), the customers of our stores (adults and children) and the company's internal customers. All the activities have been accompanied by **posters, online communication (Facebook-Twitter), email, Caprabo website; press release and internal communication**. Moreover, our partners also disseminate the activities through their own websites and social networks.

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

In actions involving the **collection of waste materials** (clothes/shoes/items), their quality has made it possible to reduce, reuse and recycle. For example, in the case of the exchange market **we have been able to reuse all the items**.

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

The originality and exemplary nature of the action lies in the fact that we have been able to reach most of our customers in order to inform them about waste prevention. To achieve this we have carried out **actions to raise awareness among our external and internal customers** through the medium of play and/or by interacting with them. For instance, the goal of the “I commit myself” campaign was for each person to undertake a personal commitment through a game that made the message easy to understand and share.

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

All the actions carried out can be **easily reproduced**: workshops, awareness-raising days and the efficient use of social networks to reach as many people as possible. What's more, this year Caprabo has decided to focus its campaign strategy on its **database of most loyal customers (90,000 people, i.e. 13% of Caprabo loyalty card holders)**, informing them of the activities going on at their local store and how to make a personal commitment to reducing waste generation. It involves **making the most of their usual**



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**trip to the supermarket** in order to collaborate with the campaign. Any company in the same sector (supermarkets, restaurants...) or other sectors (petrol stations, gyms...) which have customer loyalty cards can reproduce this strategy focused on its group of most loyal customers.

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

The actions have a lasting impact because we focus on **giving simple advice, fostering specific waste prevention strategies** in each workshop in order to gradually change the habits of our customers. Nevertheless, **it's also necessary to be constant**, which is why this is the 5th time we've taken part in the European Week for Waste Reduction, as well as in World Environment Day or the Earth Hour of the WWF.

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

Motivation is achieved on the basis of providing straightforward advice on waste prevention in an accessible manner, **using the medium of play to interact with people** (adults and children), raising their awareness while offering them a fun experience. Furthermore, in our communications **we wish to set an example**, which is why we explain what we're doing to improve the environment, specifically in the area of waste prevention.



Recycling workshop

Communication material



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