



EWR good practices and case studies

Diversifying 2015 - Differenziamoci 2015

1. Details of Action:

Coordinators: National Steering Committee for Italy

Action Developers: Nerina Palazzolo

Name of nominated action: Diversifying 2015 – Differenziamoci 2015

Town: Paternò

Region: Sicily

Country: Italy

Website: <https://www.facebook.com/groups/226012297584191/>

Nominee category: Citizens

Dates of action: Saturday, 21 November 2015, Monday, 23 November 2015, Tuesday, 24 November 2015, Wednesday, 25 November 2015, Thursday, 26 November 2015, Friday, 27 November 2015, Saturday, 28 November 2015, Sunday, 29 November 2015

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 2015: Dematerialisation: Doing more with less?

- Yes
- No

4. Description of the nominated action:

Together with the Administration of Paternò –which hosted a press conference for the presentation of the action- and the support of the local waste collection and transportation firm (Dusty spa), Nerina Palazzolo, together with the informal group of citizens of which she is President, “Mamme in Comune” (“Moms in Common”, in Italian “Comune” also means Municipality!) organized:

- Guided tours of the Communal Recycling Depot (CRD) for schools: students and teachers have seen how to sort, treat and recycle waste, in order to understand why separate their garbage and how to do it correctly. The tours also focused on waste prevention, providing young visitors some examples from ordinary life, aimed at making aware of the amount of waste generated by the choices they (or their families) make daily. Furthermore, for every 4 kg of separated and cleaned waste the students brought to the CRD, they received a coupon worth 1€ to be spent at local shops who had a special agreement for ecological/packaging-free products.
- A creative recycling laboratory, also in Christmas theme, where the pupils (at the end of the visit) were able to invent and produce new objects using some materials and objects that had been previously selected



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and cleaned by the organizers. After the lab, participants were offered a snack made with leftovers recalling the EWWR PTDs 2014 on food waste. Simple ingredients that were 'rescued' from the bin like dry pieces of bread fried or with sugar, cooked in water...

- Launch of the contest "ScArti in mostra" ("WasteArt exhibition) which provides the creation of objects using recycled materials. The competition is due to end by April 30th, 2016. The award ceremony and setting up of the final exhibition for all the objects made within the contest are going to be organized in May, to coincide with the "Let's Clean Up Europe!" campaign. Participation is reserved to the schools; winners will receive a prize for their school, given by the Municipality and Dusty spa.

27-28 Nov. Two days dedicated to the Reuse&Recycle theme, with an Eco-festa that included: a flea market for books and toys open to all citizens; an open-air exhibition and market for craft products (including those made with recycled materials e.g. some students created hand-made Christmas decorations, made at school and within the creative recycling laboratories) and a corner dedicated to the project "Se vieni a prenderlo te lo regalo" ("If you come and get it, it's free"), dedicated to the exchange of used goods, without using any money; Art lab, creation of papier-mâché marionettes; Nature Corner: with the help of the WWF Catania, explaining how littering has a negative impact on some animal species survival. During those days, it was also possible to donate objects for the kindergarten of the Ss. Salvatore Hospital, the public libraries and refuges for people in need. The Eco-festa was free of charge and organized together with local Associations and volunteers.

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

Qualitative feedback (participants' opinion) on

- flea market: In an era of rampant consumerism, is an important signal to consider how any object or even a simple book, maybe that bothers us if find around the house, can be useful to someone else, or even give a smile to those less fortunate.

- creation and exchange of Christmas decorations: Reducing waste, saving money on the purchase of decoration, the simplicity and the joy of making something of its own.

Around 500 people among students, aged 6-13, and their teachers (about 20 persons), with an echo to all the families, in addition: volunteers and citizens for an estimated total audience of about 1,500 citizens.

-The contest has, at the moment, some tens of participants; the registration is still open. The high involvement of students in the contest is also a sign of how the EWWR message was taken into consideration.

- pupils and their teachers were very happy about what they learned, and the most recurrent sentence among the pupils was "We have to replicate it at home", referring both to the separate waste collection and the reuse of objects and materials.

-Further lessons on waste prevention (eg. How to do waste-free shopping) have been scheduled for the upcoming months.

The Administration is monitoring the inflow to the Communal Recycling Depot, reporting a slight increase in the weeks following the EWWR activities.

Swap party: 300 Kg exchanged = waste avoided! (15 books for youngsters, 30 toy cars, 30 dolls)



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and various other toys)

400 toilet paper internal cardboard transformed into Christmas decoration exchanged at the swap market =4.4 Kg

6. Reasons why the action has been selected for the EWWR 2014 Awards:

a) Visibility and communicational aspects

All the events were launched by a press conference organized by the informal Group together with the Municipality. The schools were officially invited to take part in the visits, the laboratories, the contest and the Eco-festa with a letter, in which the Municipality already presented also the European Clean Up Day 2016 and its campaign conclusion of the contest. Press releases and articles on local media, in association with billposting, promoted day-by-day EWWR events, focusing mainly on the Eco-festa days. Many shops were involved in the network related to the coupons given by the firm Dusty. Also, EWWR TCT posters were used during the flea market (the posters flea_market_younger)

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

The focus was on all aspects of the 3Rs, with practical, fun example of reuse and recycling; both those two have the power to remind how to reduce waste in everyday life and at the same time to involve youngsters in a powerful experience.

c) Originality and exemplarity:

The active participation of the young generations made them aware that waste are not destroyed but come into a new life. One of the main factors of success was in fact to be able to involve schools to participate, another factor is using simple language and immediate with concrete examples to engage and sensitize children and youngsters; this is also why we organized visits to the eco-island/centre, set up small workshops of creative recycling and we let them manage the flea market and Art lab (under the supervision of the adults).

d) European reproducibility: All those simply actions can be made everywhere in Europe by activating a cooperation with the schools, the Municipality, local shops and other Associations. Sometimes it is more difficult to involve adults

e) Lasting impact:

This action has been imagined to have a lasting and sustainable impact because its main target is represented by the new generation, making youths aware and respectful of their environment and using them as a communication channel to reach a global audience on the territory.

f) Motivation:

The target audience has been motivated by organizing “tailored” events, that made the EWWR to be visible on the territory and helped to spread its messages. In detail, schools and Associations were invited directly, while for the rest of the citizens we used instruments such as press conference/releases, posters in the city, etc. and used the word-of-mouth communications, primarily from the pupils to their families. Pupils were naturally involved! They were the protagonists of activities made just for them.



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Visit at the CRD



Creative Laboratory



Recycled crafworks made by the school students