



EWWR good practices and case studies

(Car Boot Sale - Green Edition)

1. Details of Action:

Coordinator: AICA

Action Developer: Comitato Macanno

Name of nominated action: Car Boot Sale – Green Edition

Town: Cattolica

Region: Emilia Romagna

Country: Italy

Website: <https://www.facebook.com/Comitato-Macanno-Cattolica-318453458170653/?ref=ts>

Nominee category: Citizen(s)

Dates of action: 20 and 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:

The Car Boot Sale is back in the eco-friendly edition for the fourth year, on the occasion of the EWWR. It is a market of reuse that is inspired by the English tradition of Car Boot Sale, in which citizens, not professional sellers, fill their car of objects stored in the basement or attic for resale, turning the trunk in a stand. The idea is to give a new life to your used items, and so do not throw them, and thus reduce waste and garbage. This year, as the theme is the reduction of packaging, it will create a space for those who sell products without packaging (detergent o soap for example).

Another news is the collaboration with a local artist, Lucia Peruch, who recovers ferrous scrap in landfills and turns them into installations and sculptures. Her creations can be seen at www.lupan.it. Two of her sculptures- the first a giant spider, the other a feminine figure - have been installed between the stalls for the duration of the market and not only. Their presence, in front of City Hall and in the center of city- lasted for the whole duration of the European Week for Waste Reduction, thus becoming a sort of sensitizing mascots.



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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

Outcome of the evaluation:

Number of stalls: around 40

Number of participants: about 100-200 people.

Surveys among participants.

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

a) Visibility and communicational aspects

Local press + social media. It's now the 4th edition. The Car Boot Sale has now become a brand in the surroundings. Participating in the EWWR definitely differentiates the "Car boot sale" action from other reuse markets by enriching it in terms of content and proposals. Each year the Car Boot Sale showcases new contents and new actors- in collaboration with local small companies, craftsmen, artists, public companies- to disseminate a message relating to the theme of waste reduction. The Car Boot Sale is then promoted through local media and social networks just like a market of reuse that is closely connected to EWWR, promoting its ecological mission as well as the EWWR in general.

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

Enhancing reuse is a very effective way of avoiding production of waste in the first place.

We believe that, in our cities, we are all too used to just throw objects away because they no longer serve us, or because they no longer work, without thinking to the ultimate fate of these objects and the effects of these wastes. In the best case scenario, they will end up increasing the volumes present in landfills or fumes produced by incinerators, in the worst case they will be abandoned near rivers or fields. Still, the objects that we hold now in the attic and garage, ready to be thrown away, can have a surprising value for someone else. That's what CarBootSale promotes, the existence of a possible economy within what is generally considered to be thrown.

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

The green aspect of the car boot is the innovative part of this initiative. As previously written, the attention to ecological purposes distinguishes this flea market from many other markets and this gives it a "brand". Certainly, at the local level, the fact that it is set up with the luggage turned into stalls, is unusual: it takes an initiative of another Country- the United Kingdom- and declines in Italian culture (for example, is not done in a field, like in England, but in the town hall square, the center of the town; instead of a cup of tea, participants prefer to share a cup of coffee). In addition, there are realities of the world of volunteering, animal shelters, etc that have now become usual participants and that take advantage of this moment to create synergies to promote the ecological part of their non-profit activities, thus enhancing attention to these issues and possible ways of acting among participants.



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To promote and organize the market is also a committee of a district of the town, which is non-profit and aims only to realize recreational activities, social and awareness for environmental sustainability

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

Yes, citizen from neighbouring towns have already contacted them to replicate their initiative and to have information about the EWWR. Moreover, the Car boot Sale can be declined in different way, depending on the place in which it is realized and citizens' habits. To achieve it there is no cost in itself, it is something that ordinary citizens can do without excessive commitments, except those to dedicate a day to the recovery and sale or exchange of used items.

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

It's been the 4th edition and Comitato Macanno plans on continuing this successful initiative.

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

By advertising the event in the local press and on social media. And also by word of mouth of those who have already participated.

The sellers



Selling in bulk