



EWWR good practices and case studies

(Caçadors de Trastets / Junk Hunters)

1. Details of Action:

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

Action Developer: Javier Ruiz Rojas

Name of nominated action: Caçadors de Trastets (Junk Hunters)

Town: Rubí

Region: Catalonia

Country: Spain

Website: https://www.facebook.com/Ca%C3%A7adors-de-Trastets-1471705223158357/?ref=page_internal

Nominee category: Citizen(s)

Dates of action: 20 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 Junk Hunters (Caçadors de Trastets) initiative turns the cleaning up of junk into a fun, educational activity that raises awareness of the need to establish a new relationship with the environment. By inviting children to participate in our clean-up operations and with the hope that our project can form part of the school calendar of activities in the near future, we aim to ensure that future generations treat the environment with the respect it deserves. Our activities are aimed at achieving two key objectives: to improve the state of our woodlands and natural surroundings; and to raise citizen awareness in order to safeguard the environment from future harm, preventing accidents, fires, contamination of aquifers and rivers, and the loss of flora and fauna, as well as mitigating the visual impact.

The clean-up session was preceded by a waste exhibition, the explanation of the negative impact to the environment of this waste, and how can we reduce it with small actions at home: reutilization, recycling or reducing all the unnecessary packaging. We want the clean-up activity to be attractive and to encourage children to take part through games and educational/awareness activities:

- "Before and after", a card game in which the children match photos of the clean-up area taken before and after the operation (with and without junk).



With the support of
the European Commission

www.ewwr.eu





EWR good practices and case studies

(Caçadors de Trastets / Junk Hunters)

- Drawing of a picture of the woods after the activity, in which the children show how they would like to find the area and what they don't want to see there.
- Making of plasticine models of the junk that they don't want to find in the woods, 3D draws, and awareness' slogans.
- "Have your say", an activity in which we ask children to give their opinion on the activity they've carried out and ask what they think about people who go fly-tipping or why they think people do it, etc. These questions, answers and reflections are designed to have a lasting impact.
- We encourage them to repeat the activity outside the programme of organised clean-up operations: individual actions, we suggest that they take a sequence of photos: an item of junk on the ground, the child collecting it and the cleared ground without the junk. We believe that this is a good way of placing the children centre stage of this human and unselfish gesture towards the environment. As such, they can see how they have gone about the activity and the final results. We also encourage them to share the results and actions carried out on social media.
- We and our sponsors do our best to ensure that the children take a gift home with them at the end of the day, such as a snack, a Junk Hunters t-shirt, plasticine, coloured pencils, etc.

We also want the clean-up operations to be attractive to adults, which is why we occasionally engage the services of local historians, biologists and naturalists, who make the walk a more enjoyable experience by providing very interesting information on history, buildings, agriculture, livestock farming, and flora and fauna. In the near future we also plan to invite local bands to provide some entertainment at the end of the day.

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

Types of waste

Outcome of the evaluation:

The Day is not just about collecting junk but rather it aims to strengthen values related to nature and the environment with the help of images, actions, awareness-raising games and all sorts of information for children, contributing to establishing a relationship of respect with our surroundings. We were fortunate with the weather and, after completing the first section of the route and collecting around 150 kilos of junk, we began the second section and filmed our peculiar Mannequin Challenge, entitled "A Really Fun Time". At the end of the journey we collected a total of 215 kg. The Day ended at the Rosa dels Vents recreational area with sustainable games, drawing, modelling and the sorting of the collected junk. In total, 80 people took part in the activity. The average number of people in the actions was 50 people, except for the junk hunt, which we carried out in collaboration with "The Night Walk", in which 200 children took part.

The Black Spots are places that are detected but not cleaned at the moment. The city council is notified, and later a clean-up crew is sent to the spot. Approximately 30% of participants of the 16th edition had already taken part in one of the 15 Clean Up days organised on previous occasions.



With the support of
the European Commission

www.ewwr.eu





EWWR good practices and case studies

(Caçadors de Trastets / Junk Hunters)

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

a) Visibility and communicational aspects

Social networks such as Facebook were used to share events, photos, results, videos (more than 8600 plays), the Mannequin Challenge, etc. The local press also published articles on our activity.

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

The European Week for Waste Reduction is only the culmination of a series of actions that the Junk Hunters carry out throughout the year. On the occasion of the Packaging Waste Prevention Day (19/11/2016), we exhibited a display of junk thrown away in the area surrounding a local secondary school by pupils during their morning break in the first week of the school year. The approach of the initiative is largely based on visual impact. The idea would be for civic agents to be able to operate at the entrances of secondary schools, especially during break time, which is when the most of the antisocial behaviour of certain pupils takes place.

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

On the days leading up to our clean-up operation posters were distributed announcing the action by the Junk Hunters in the area. Following the operation we also put up signs stating "We've cleaned up, please make sure you don't make a mess" with a photograph of the clean-up group. We also indicated black spots where we had to leave junk behind due to its quantity, weight, volume or hazardous nature, marking them so that the local council clean-up crew could dispose of it. The Day also consisted of an exhibition providing information on prevention, recycling, reuse and the impact of junk on the environment, including photographs of previous actions. Since the Day is aimed especially at children, all sorts of activities were organised, including sustainable and awareness raising games, modelling, drawing, painting, photography, hot chocolate feasts, etc., ensuring a fun and festive atmosphere.

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

The combination of clean-up days with fun and festive components, individual actions, dissemination and the adaptation of projects for schools means that the action could be carried out anywhere in Europe. So convinced are we that this personal initiative can be of public use that in the second semester of 2017 it will become a proper registered entity. We believe that the new organisational status of the initiative and the creation of a special logotype for the clean-up days (a cartoon boy hunting a can) will serve as a platform for the roll-out of the initiative in other places.

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

After four years, 16 clean-up days with more than 1,300 participants, eight exhibitions and a project in local schools (Ran de terra - On the Ground), Junk Hunters has become strengthened as a leading initiative in the city whose effects are clear to see in some parts of the local area. In addition to the clean-up days we've organised, the initiative has also had the effect of making citizens notice rubbish that they would have ignored previously. Many individual actions are now carried out of which photographs are posted on social networks.

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

The cartoon boy hunting a can (logotype of the initiative), the organisational approach of Junk Hunters, the photographs of actions carried out by the children in order to raise citizen awareness and the adaptation of the initiative for school projects could all serve to encourage other organisations or groups to make it a tool with which to contribute to improving our environment, instilling values of respect and willingness in younger generations. The combination of clean-up days with fun and festive elements, individual actions, the



With the support of
the European Commission

www.ewwr.eu





EWR good practices and case studies

(Caçadors de Trastets / Junk Hunters)

collaboration of local historians, biologists, naturalists, artists and music groups, and the dissemination and adaptation of projects for schools means that the initiative could be rolled out across Europe.

The mannequin challenge



The participants



With the support of
the European Commission

www.ewwr.eu

