



EWWR good practices and case studies

Let's make recycling easy!

1. Details of Action:

Coordinators: EWWR Secretariat

Action Developers: Lithuanian Green Party

Name of nominated action: Let's make recycling easy!

Town: Vilnius, Giedraiciai, Druskininkai, Lazdijai, Veisiejai

Region: Vilnius

Country: Lithuania

Website: <http://www.lzp.lt/>

Nominee category: Other

Dates of action: 21/11/2015, 22/11/2015, 28/11/2015, 29/11/2015

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:

In order to empower and engage Lithuanian residents into household waste sorting, the informational/educational campaign "Let's make recycling easy!" targeting residents of block flats, was organized. Near the area where waste containers are placed, team of volunteers set up temporary/mobile "consultation centre" and met residents who wanted to dispose their household waste. By using interactive communication methods, volunteers informed, taught and helped residents to properly sort their household waste. Volunteers also answered questions regarding daily sorting and recycling regulation in general - is dirty tara is recyclable; should tetrapak be placed in paper or plastic container, etc. Information booklets on sorting requirements were distributed and, for those who demonstrated positive waste management habits, motivational prizes were provided.

Campaigns were held as a tour through several Lithuanian city. 7 events were organized in Vilnius, and 9 additional events were organized in other towns and villages - Kaunas, region of Moletai, Druskininkai, region in Lazdijai. At least 1000 people were directly involved, about 800.000 were reached by media channels and 25 volunteers participated.



With the support of

www.ewwr.eu





EWWR good practices and case studies

Let's make recycling easy!

Preparation of the action:

HUMAN RESOURCES: the team of volunteers (mainly members of Lithuanian Greens) gathered in order to implement the action. In order to ensure that volunteers were ready to answer residents' questions about household waste sorting rules and recycling in general, training for volunteers was provided. Trainings were held in two parts. The first one was dedicated to deepen knowledge about the recycling system and its legal regulation in Lithuania. Volunteers were consulted by the associate professor, former president of Utility Workers Union, Mr. A. Bakas. The second part envisaged a talk with Mrs. A. Viliute, the public relations consultant, in order to improve volunteers' communication skills.

PROMO OF ACTION: A media campaign was organized a priori in order to spread information about EWWR and the event. Advertisements, messages in local press and social networks as well as specialised websites were prepared.

HANDOUT MATERIAL: In addition to live-consultations and discussions, distribution of long standing informational material was planned in order to provide people with useful sorting tips. Two types of colourful informational brochure were designed. To make them more sustainable and user-friendly, brochures were produced as refrigerator magnets. To fund the production of leaflets, sponsors were found (e.g. the public institution "Pakuociu tvarkymo organizacija"). The company also provided reusable shopping bags, to support the idea of reuse and dematerialization and distributed them as motivational gifts for participants.

All hand-out material was decorated with the motto - "Rūšiuoju - vadinasi galvoju!" ("Sorting - hence thinking"), a modification of Rene Descartes phrase "Cogito - ergo sum", meaning that those who do sort, do think, and thinking means being.

ARRANGEMENT: The action had 3 different arrangements.

Volunteers had arranged for mobile consultation desk - pavilion with informational roll ups and other properties. However, the weather not always was favourable for out-side events, so often volunteers decided to "go in street" and develop conversation directly. Another type of action implementation was carried out during November 28th. In this occasion volunteers were invited to implement the action in the context of the international expo of ecological home and food "Ecologica". Volunteers not only continued consultations and distributed materials but also organized sorting tournament/contest. This helped participants to practically learn how to sort correctly.

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



With the support of

www.ewwr.eu





EWR good practices and case studies

Let's make recycling easy!

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

a) Visibility and communicational aspects

After the events the publications in local press (5 different articles in 5 different papers) and in most popular news websites were released. Audience in total is approximately 800 000 people.

The additional value of the project is that regions were involved. Actions were developed not only in the capital, but also in very small towns were visited and proved great entertainment for residents. People were very engaged and had an opportunity to discuss, share their opinion, ask and clarify anything regarding daily waste management.

b) Originality and exemplarity:

Research shows that the information reaches the people faster and affects more if is given a personalized and direct manner. Volunteers will communication with the residents, will help and advice in a particular ad hoc situation. This way of promoting correct sorting behaviour is expected to have a great impact and informational value on importance of sorting.

c) European reproducibility:

The action could be easily adapted in other regions and contexts. If the region already has some good sorting habits, you can focus in deepening residents' knowledge regarding the impact ad importance of recycling, recycling processes and focus discussions towards waste minimization, etc. Model of campaign does not require a lot of resources (of course, if you have a lot of volunteers, you will reach more people).

d) Lasting impact:

Magnetic informational booklets about sorting and recycling requirements have been distributed to participants.

Attention to the importance of recycling and sorting will be drawn in the media and public debates.

e) Motivation:

Motivational prizes will be given.



With the support of

www.ewwr.eu





EWR good practices and case studies

Let's make recycling easy!



Distribution of materials at the expo of ecological home and food "Ecologica"



With the support of

www.ewwr.eu





EWR good practices and case studies

Let's make recycling easy!

Sorting Tournament/Contest at "Ecologica"



With the support of

www.ewwr.eu

