



EWWR good practices and case studies

(PontVelem Program)

1. Details of Action:

Coordinator: National Waste Management Directorate
Action Developer: PontVelem Program
Name of nominated action: PontVelem Program in EWWR
Town: country wide- not restricted to a city
Region: Pest county
Country: Hungary
Website: www.pontvelem.hu
Nominee category: Other
Dates of action: 21 to 25 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 PontVelem (PointWithMe) Smart Program is a nationwide initiative designed for primary school students and teachers, involving children's parents, as well. It gives a boost to separate waste collection in a joyful way, it teaches children the financial consciousness and to sustainable development whilst it emphasises the importance of charity. During the action students could collect points for different activities what could be used to buy some tangible and intangible things, it could be used for charity. Point collection could happen with separate waste collection, filling-in online tests and tasks and taking part actively in the BankWithMe financial education subprogram

Collectwithme : The more efficient the separate waste collection is the more the points students can get. The main focus is for batteries, accumulators, mobile phones and other small gadgets. It is emphasised that all of them should be treated carefully and collected separately. Children could continuously play with entertaining, funny online games and teaching materials could be read as well of course using target specific language. For some bonus point the PlayWithMe session could be used where many quizzes and online games could be found + some competitions are organised, as well.

BankWithMe: After separate waste collection the collected points could be used up in the PointBank.



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Children could learn the bank and financial language, they could feel on themselves the importance of separate waste collection. The points could be collected on the own PointAccount. They could transfer points, they could do online shopping using up some of their points. They could buy some needed objects, sport tools and intangible presents also emphasising the sustainability.

HelpWithMe part of the program urges the children to take part in charity. Some of the points could be donated to the Maltese Charity Service or students could also support the foundation of their own schools.

Within the framework of the Week an 8 week long battery collection competition was organised started from the 21st of November until the 15th of January. Thanks to one of the sponsors - RE'LEM the winners receive well deserved points and a smart phone. The aim is to collect as many dry batteries as possible. Participation is bind to registration of course to the website.

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:

All together 1100 primary schools are registered into the program with 38000 students. All together from the start of the program almost 400 000 kg batteries were collected which is a fantastic result. During the last competition 11 000 kg were collected. Until 13th December 490 students registered collecting 7733 kg of dry batteries.

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

a) Visibility and communicational aspects

- newsletters were sent out to the registered schools and students (38368 children)
- Facebook ads and video ads. (19 000 views)
- Website news, articles, quiz

Online platforms were used mainly to draw the attention to the paper free, no waste way of communication.

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

This action highly focuses on materials recycling, however with the help of the teaching materials sustainability also appears – so waste reduction also forms a part of the program. Since money is earned with hard work we should pay attention how we spend it.



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

This is a uniquely complex program which offers answers to many areas - real burning issues like waste generation and financial issues in a playful setting. The sustainability of financial awareness and support for the needy is an issue that our children cannot be taught enough early. Thanks to the Smart Point Program for kids they collect waste properly and not only the aforementioned specific waste streams: due to the learned attitude all the other streams are collected separately by the households of the students, the participating schools also offer separate waste collection possibilities.

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

With a proper online surface and technical background this program could be realised in all European regions and countries. It could create a special network of conscious primary school, in addition to that, maybe international competition could be organised with an international network.

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

Since it is an all year round initiative started 3 years ago, the continuity is given. In addition to that, since these children meet these important issues at a very young age, they practice them daily so most probably they already educated their families to follow this good pattern + they will continue it in the future.

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

The motivation comes from different sources: being the best feeling urge students to collect more and more efficiently – that is why competitions should be organised they could use up the collected points to buy some needed objects charity could be also practiced – which develops the feeling of being useful.



Launch of the 8 week battery collection

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Participants in the battery collection