



EWR good practices and case studies

(Together for a Better Society)

1. Details of Action:

Coordinator: Chamber of Local Public Economy
Action Developer: Chamber of Local Public Economy
Name of nominated action: Together for a Better Society
Town: across city centres in Slovenia
Country: Slovenia
Website: <http://eng.gzs.si/slo/>
Nominee category: Other
Dates of action: 19 to 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:

Together for a Better Society is a joint initiative of municipal waste companies in Slovenia for promoting sustainability, responsible consumerism and the preservation of natural resources. The Initiative was formed by the Chamber of Local Public Economy and today counts more than 40 waste management companies in Slovenia.

The main goals of the Initiative are:

- To promote waste prevention, reuse and responsible consumption;
- To reduce the amount of food waste and change our attitude toward food so that we would waste less food and value it more;
- To promote drinking of tap water and spread the awareness on how we can contribute to its quality;
- To promote critical and ethical consumption and a sustainable use of resources.

The crucial aim of the initiative is, not only raising the awareness of the general public but also to form a strong alliance of stakeholders (waste management companies, municipalities, educational institutions,



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NGO's) that exchange good practices and attain to achieve legislative and systemic change in the waste and resources management.

Actions in the past years

Until today more than 40 companies that deal with waste management, drinking water supply, packaging and WEEE joint the initiative.

A series of 6 nationwide actions were organized that took place in cities all over Slovenia raising the awareness and educating the general public on waste prevention, reuse and responsible consumption as well as promoting responsible behaviour. Actions were organized on important international days such as European Week of Waste Reduction, World Water Day, World Environment Day, etc. A comprehensive series of educational materials was prepared aimed at promoting sustainable behaviour among the general public. A manual for the end consumers was prepared, published and distributed by waste companies to their consumers. Also a series of activities were organized to promote sustainable and responsible behaviour on the working place of waste companies. Materials included a comprehensive manual as well as workshops that were organized for waste companies. Besides this, also a web page and a set of materials (posters, banners, infographics, one pagers, etc.) was prepared to raise awareness among the general public, students, pupils and other relevant stakeholders. Intensive work with media was conducted all along - inviting media to the organized events, pitching stories that promoted waste prevention, reuse and responsible behaviour, organizing media events, interviews, etc. Until today more than 250 pieces of articles were published in national and local media, Tv and radio stations, etc.

EWWR 2016

Together for a Better Society Initiative will participate this year on the European Week of Waste Reduction with a demonstration on how much packaging waste each of us produces per year. Packaging waste will be displayed in waste bins that will be displayed in city centres, markets and on other popular locations where people are frequently passing by.

The aim of the demonstration is:

- to raise awareness of our high usage of packaging with a very straightforward illustration of the amount of packaging waste we produce each year;
- promote reduction of packaging use and promote responsible, sustainable consumption.

The demonstration took place in 12 cities and villages across Slovenia. Besides the demonstration waste management companies also uses also distributed citizens waste diaries so they will be able to monitor how much packaging they are producing and how can they avoid it as well as gave them advices on how to reduce their packaging use in their everyday life. A set of materials (press releases, infographics) was also shared also on their website, social media and used in the communication with media.

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

Media coverage



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Outcome of the evaluation:

The demonstration took place in 12 municipalities across Slovenia with more than 500.000 inhabitants (which is a quarter of all Slovenian population).

Altogether more than 40 pieces of coverage in all major national media outlets, TV news, radio programmes, news websites and websites of municipal waste companies, NGOs, etc.

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

a) Visibility and communicational aspects

Since the demonstrations took part in 12 municipalities on locations with a high frequency of people passing-by (main squares, marketplaces, malls, in front of municipalities, etc.) the action reached a great number of inhabitants. What is more the informational materials and tips were published also in all main national media with a wide reach, on websites and social media of the municipal waste companies and NGOs which helped us to gain additional exposure.

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

The nationwide demonstration and usage of innovative tools (such as infographics) allowed the organizers to spread their key messages and advices in a creative and powerful way.

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

Together for a Better Society Initiative is innovative in the way it promotes circular economy and sustainable development - namely through a bottom up approach. Since Slovenia is still behind from the other EU nations that are successfully adopting the principles of the circular economy it is through initiatives like this that positive changes are happening. Besides, the initiative is innovative also in the way it raises the awareness of waste reduction, reuse and responsible consumption. As for example through the organisation of demonstrations that presents data in a physical and practical manner people so that people are aware of what those figures mean and are more willing to change their behaviour.

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

They can form a similar initiative uniting waste management companies within their country and inviting an independent entity such as the Chamber of Public Utilities to act as a coordinator. Besides this, they can also adopt a singular action such as the demonstration of packaging waste each inhabitant produces per year. The idea is simple and easy to adopt.

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

By changing the way people think and feel about their behaviour, overconsumption and excessive use of packaging. This is achieved in 3 ways: 1. By getting their attention - with unusual and catchy actions and promotional materials. 2. By giving them a reality check - shock them with facts and figures about their behaviour. 3. By showing them how to act differently - with comprehensive and inspiring materials.

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

By presenting them a good behaviour in a way that does not command or ban certain behaviours but rather includes, engages and inspires people to act differently.



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Visual of the action



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