



EWR good practices and case studies

Mes déchets valent de l'Or (My waste is worth gold)

1. Details of Action:

Coordinators: Brussels Environment

Action Developers: Village Partenaire srl

Name of nominated action: Mes déchets valent de l'Or (My waste is worth gold)

Town: Brussels

Region: Brussels Capital Region

Country: Belgium

Website: <http://villagepartenaire.com/>

Nominee [category](#): Business

Dates of action: during the Week

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:

We are a business centre. We host 35 companies (about 100 people). During the EWR we launched a major ideas competition among the centre's entrepreneurs in order to involve them in waste management. This competition forms a step in a project which we are leading in the frame of the Brussels Waste Network and which aims to reduce waste in all Brussels business centres. The competition is organised in several phases:

Phase 1: diagnosis: prior to the EWR, we visited each company in order to identify and quantify all of the waste that it produced.

Phase 2: during the EWR: ideas competition "Our waste is worth gold": The aim was to bring a certain number of ideas to light which could be implemented by the entrepreneurs on a daily basis. 15 companies took part and we received 45 ideas. These ideas concerned the reduction and/or recycling of various waste, such as organic waste, PMD, boxes, ink, electrical and electronic equipment, polystyrene, pallets, etc. Here are few examples that were selected:

1) Organise a Repair Café in order to repair computer equipment (printer, computer, etc.). It is too expensive to repair via the traditional route. A Repair Café would cost less, would be convivial and would help to prolong the life of equipment, therefore less need to discard it quite so regularly.



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- 2) Organic waste: Vermicompost is too small to absorb the amount of organic waste produced by the centre. We have a terrace and we would like to install a composting solution there (+ distribute a recipient to be defined to participating companies in which they can store their organic waste). It is not innovative, but it is well thought out.
- 3) Keeping hens. Hens eat crickets and we eat the hens.
- 4) Give bottles or other PMD to schools for creative projects.
- 5) Develop a common platform for offering waste which may be useful to others. Those who want can also ask for it.
- 6) Set up a collaborative platform for offering waste which is no longer used (boxes, polystyrene, furniture, electronic waste) - which may be of interest to some - and to also request some (waste or equipment (tools).
- 7) Coffee grounds: coffee grounds should never be discarded! Provision of special bins for coffee grounds to be installed in each office interested in doing so (a small container that can be sealed should be enough); launch a coffee grounds collection project so that people understand the reasons for not throwing them away.
- 8) In each office, offer - as part of the furniture provided - a wastebin with compartments (all waste, PMD, paper) in order to facilitate waste sorting.
- 10) Encourage companies (especially in Horeca) to organise a circular collection subsidiary for organic waste (ground grounds for mushrooms, orange peel for detergents, others for compost).
- 11) Make foam pouffes with cardboard and PMD (bottles).

Phase 3: selection of best ideas: from 30 November to 10 December, companies voted for the best ideas. Three prizes were awarded and presented on 10 December 2015:

- the prize for efficiency (idea that will produce the greatest reduction in the amount of waste). Idea number 2 which aims to collect organic waste won a €100 gift voucher for ecological office supplies.
- the prize for creativity. Idea number 7 which aims to collect companies' coffee grounds won a €100 gift voucher for the purchase of a lamp made from recycled material
- the prize for circularity (the idea which will lead to the recycling/reuse of waste from other companies). Idea number 3 for the installation of a chicken coop won a €100 gift voucher for the centre's restaurant.

Phase 4: implementation of ideas generated during the competition: from January 2016

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



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

a) Visibility and communicational aspects

Several e-mails describing the action were sent. Several posters were displayed for the competition and the prize ceremony. A person visited each company several times during the action's different phases.

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

The information method used was based on "empowerment". The fact of visiting each company and asking them about their waste production and ideas that would help to reduce or recycle waste helped to produce a more detailed analysis of their relationship to waste. The fact that the ideas to be implemented come from them help to make them feel more concerned and therefore, to participate more in actions designed to reduce waste. The competition's methodology will be passed on to other business centres in the Brussels network (seven other business centres).

c) Originality and exemplarity

These actions will mainly aim to reduce and recycle organic waste (the centre produces more than a tonne every year, including coffee grounds) which is currently discarded in the main waste.

d) European reproducibility

This action (diagnosis, ideas competition, implementation of projects) may be copied by other similar structures (for example other business centres).

e) Lasting impact

(see also b) Following these actions, several projects designed to reduce and recycle waste will be set up. The team Village Partenaire will ensure the long-term nature of these projects.

f) Motivation

(see also b) The information method used was based on "empowerment". The fact of visiting each company and asking them about their waste production and ideas that would help to reduce or recycle waste helped to produce a more detailed analysis of their relationship to waste. The fact that the ideas to be implemented come from them help to make them feel more concerned and therefore, to participate more in actions designed to reduce waste.



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The awards ceremony.

Poster “ Nos déchets valent de l'Or”

Grand concours d'idées
Nos déchets valent de l'Or

Ensemble réduisons-les Au Village Partenaire

A gagner :

- Une lampe design sur base de matériaux recyclés - valeur 100 euros pour Le prix de la créativité
- Des fournitures de bureaux écologiques - valeur 100 euros pour Le prix de l'efficacité
- Des repas chez Hibiscus - valeur 100 euros pour Le prix de la circularité

Du 23 au 27/11/2015
 Renseignements à l'accueil du Village Partenaire :

Production annuelle de déchets au Village Partenaire :

- Tout venant 17000 kg dont 500 kg café 500 kg déchets organique
- Papier-cartons 16500 Kg
- PMC 650 Kg

* cartouches d'encre, piles, frigolite, déchets électroniques, bois, verre (en partie collecté au centre de tri)

Logos: Brussels Waste Network, Village Partenaire, Semaine Européenne de la Réduction des Déchets, EWWR logo.