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Vespa & Vispa Project (Projecte la Vespa i la Vispa)

1. Details of Action:

Coordinators: Catalan Waste Agency (Agència de Residus de Catalunya, ARC)
Action Developers: Catering Campos Estela (Vallès de Serveis a Escoles, SL)
Name of nominated action: Vespa & Vispa Project (Projecte la Vespa i la Vispa)
Place of implementation: Plaça Catalunya / Escola Elvira Cuyàs
Town: Rubí / Montcada i Reixac
Region: Catalonia
Country: Spain
Website: www.camposestela.com
Nominee category: Business/Industry
Dates of action: 21-27/11/2015

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 2016: Dematerialisation, Doing more with less!

- Yes
- No

4. Description of the nominated action:

Campos Estela has been providing catering services and educational lunch-hour activities in schools since 1968, striving to promote a healthy lifestyle among children and make their lunch hour an educational and enriching experience. We have designed our Corporate Social Responsibility Plan in conjunction with suppliers, customers, employees and social organisations with the goal of developing all the talent generated through our organisation. One of the results of this initiative is the *Pesa i Pensa* (Weigh and Think) project, one of the finalists of the European Week for Waste Reduction Awards 2015.

The Vespa & Vispa project, created during the current school year, aims to promote the use of bicycles as a sustainable means of transport, while also serving to show children the meaning of dematerialisation through a bicycle made out of recycled parts. At Campos Estela we have adopted a bicycle from the BeCiclos project, which rescues abandoned bicycles, overhauls them and gives them a second life, mainly by fitting donated surplus materials. One of the messages we wish to transmit through this activity is that by using a bicycle every day, even for travelling to school, we are doing our bit to contribute to sustainable mobility. Another message is that fostering responsible consumption depends on us, through recycling and the reuse of materials, tools or toys that form part of children's everyday lives.



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In order to get the activity under way, the children's attention is captured through a story about one of the bicycle wheels on its arrival at the workshop, recalling what life was like on the street when it was abandoned. The story serves as a means to establish a dialogue with the children and is adapted for each age group. The children who wish to can then take it in turns to ride on the Vespa bike and use the Vispa bikes (balance bikes for the youngest children; a reused bike updated with knitted elements for children in the 7 and 8-year-old age group). To end the activity, we also work on the emotions generated by riding a bike, using photographs that the children have brought in themselves. To this end, the parents will have received a note explaining the nature of the activity.

During the European Week for Waste Prevention the following actions were carried out:

- Stand for the presentation of the project at the REfira event organised by Rubí City Council. Vespa & Vispa took part in the REfira (REuse, REpair and REcycling Fair) on Saturday 21 November. Children were offered postcards on which they were invited to draw pictures of their bicycles and share the message on sustainable mobility and dematerialisation. Anyone who wanted to could have a ride on the Vespa bike and Vispa bikes.
- The Vespa & Vispa project was implemented over the course of a full week at the Elvira Cuyàs Primary School (Montcada i Reixac). A pilot test was carried out previously at the 25 de Setembre Primary School (Rubí). And after the EWWR, it was also carried out in two schools of Barcelona: Mare de Deu del Coll School and Reina Violant School.
- Families were given information through a healthy afternoon snack organised at the end of the school day and through the exhibition of photo-emotions produced by the children with their "Vespa&Vispa" postcards.
- Dissemination of the activity through the website and social network profiles of Campos Estela, along with those of the local media outlets of Montcada i Reixac and Rubí.

According to our forecasts, by the end of the 2015/16 school year, 3,170 boys and girls will have taken part in the Vespa & Vispa project, from 20 schools where Campos Estela provides its catering services and educational lunch-hour activities in the counties of Barcelonès, Anoia, Penedès, Baix Llobregat and Vallès Occidental.

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 EWWR 2014 Awards:

a) Visibility and communicational aspects

In order to publicise the project in Rubí and Montcada i Reixac, we sent a press release to local media outlets. The teaching staff, parents' associations and families of the schools were informed of the initiative via WhatsApp, as well as on the blog and noticeboard of each school. As the project was implemented in more schools over the course of the school year, we planned a press campaign in specialised media outlets aimed at the educational sector and children (printed press, TV, radio, environmental blogs) to publicise the initiative. During the EWWR 2015 the action was disseminated through the website and social network profiles of Campos Estela, impacting 2,385 Facebook users.

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

Given that children constitute our target audience, the story helps us to explain what the reuse of materials entails, and how to make the most of raw materials and bicycle parts that would otherwise become waste. The story is structured in such a way as to capture the children's interest and keep their attention, since it is not until the end when the one of the wheels of the Vespa is revealed as the true protagonist of the story.

c) Originality and exemplarity

The strength of the Vespa & Vispa project lies in the fact that when we are children, we learn things through play that stay with us for the rest of our lives. In a playtime setting we can acquire knowledge and develop a sense of empathy towards products that are manufactured more efficiently. The Vespa is a nice-looking bicycle with an attractive and modern design. Once we explain its history, many children are surprised to discover that it has been manufactured by BeCiclos, using parts from abandoned bikes. In some cases, it may be their first contact with a product representing the circular economy and dematerialisation. Gamification is a very good educational strategy. Playing with the Vespa and the companion Vispa bikes offers children a chance to have fun while developing notions of critical consumption.

d) European reproducibility

It is straightforward to reproduce the project in a school, university or work setting in any European country. The most important requirement is to have a bicycle made out of recycled parts to enjoy and ride. Another important element is a story aimed at children or adults that addresses, on the one hand, the issue of dematerialisation and, on the other hand, the problems of a linear economy, which generally involves single-use or short-lifespan products. The aim is that, having reflected on the issues, whenever we consider buying a new product we will ask ourselves, "Do I really need it? How has it been manufactured?" And when we want to get rid of a product, we will think, "Who could make use of it?"

e) Lasting impact

The Vespa & Vispa project is designed to achieve lasting results through the learning capacity of children and their facility for assimilating habits that will stay with them for the rest of their lives. The Vespa bike is a great example of the circular economy and makes it very easy for them to understand that what for some people might be "waste" (bikes abandoned on the streets of Holland) for others may be "treasures". We show them a new model aimed, on the one hand, at eliminating wastage and, on the other hand, at closing production cycles with efficiency and sustainability in mind. Furthermore, riding on the Vespa and Vispa bikes establishes an emotional bond that strengthens the learning about dematerialisation and recycling achieved through the story.

f) Motivation

The key to this action is to show children that not all things have to be new in order for us to value them. In the



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same way that the Vespa, made out of recycled parts, offers us the chance to go for a ride, enjoy ourselves and get around in a sustainable manner, there are also other elements in our daily lives (toys, books, etc.) which can be made out of recycled materials, which can be shared and which can have a second life. The goal is to foster sustainable consumption and make us think about all the items we buy and whether we are really going to get enough use out of them to justify the purchase.



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Action Bicycles in schools

Monthly menus for the families of the schools with a short explanation about the project

