



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Coordinator: Public Environmental Management Company of the Basque Government, IHOBE SA (OCRU)  
Country/Region: Spain/Basque Country  
Name of nominated action developer: SEUR  
Name of nominated action: External communication campaign (waste prevention)  
Place: Vitoria, San Sebastián, Bilbao and Eibar  
Town: Vitoria, San Sebastián, Bilbao and Eibar  
Region: Basque Country  
Country: Spain  
Website: [www.seur.com](http://www.seur.com)  
Nominee **category**: Business/industry  
Dates of action: From 16<sup>th</sup> to 24<sup>th</sup> November 2013

### 2. Please select the theme(s) highlighted in the action:

- Reduce – Strict avoidance and reduction at source
- Reuse – Preparing for reuse and reuse
- Recycle – Waste sorting and Recycling
- Let's Clean Up Europe!

### 3. Type of Action

- Action open to general public
- Action open to a target group
- Action based on the production of communication tools
- Other, please specify:

### 4. Please give a detailed and precise description of the nominated action

From 2011, we have implemented several initiatives with the aim of reinforcing our Sustainable Development commitment, amongst our employees, customers, suppliers and society in general. The common goal of this objective is to reduce consumption levels and waste generation in combination to social challenges.

The campaign was conducted through social networks, giving advice on how to reduce waste and recycle. The implemented campaign "*Give it a second life*" focused on two particular environmental and social initiatives launched by SEUR: 1). *Bike for life*. And 2). *Caps for a new life*.

**"Bikes for Life" Campaign** is a joint initiative of the Association of Disabled of Pinto, Alberto Contador Foundation, Ananta Foundation and SEUR Foundation consisting on promoting a bicycle repair service in a workshop that employs disabled people, and a free distribution of the repair bicycles to disadvantaged groups. The bikes are picked up free of charge by the Foundation Alberto Contador, and also transferred without cost by SEUR Foundation.



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The main OBJECTIVES of “Bikes for Life” initiatives are :

- a) To built a reception and repair shop Bicycle and offering training in occupational center scheme for people with intellectual disabilities.
- b) To promote the donation of repaired bicycles repaired in the workshop groups at risk of social exclusion, in Spain and abroad through duly justified development cooperation programs.
- c) To enhance the mobilization of resources from individuals to institutions to make “Bikes for Life” program an example of sustainable solidarity that can work both as permanent spot in order to develop a culture of cooperation and mutual aid initiative.
- d) To contribute the diffusion in the society a culture of the relevance of cycling as a clean and green transport as well as a leisure option.
- e) To contribute to spread in the society a culture of cooperation between institutions as the four signatories cooperate within a unique initiative framework supporting sport good practices and social cooperation.

“Plastic Caps for a new life” Campaign SEUR Foundation committee chooses the beneficiary of the action. SEUR network is in charge of collecting and transporting all the caps donated by groups and individuals, putting at their disposal for the collection of the caps all the facilities, and points of sales of SEUR network in Spain and Portugal. On the other hand, the recycling plant daily controls the quantities of caps received, prepares the monthly reports on cap management chain and contributes to the beneficiary of the action directly for every ton of recycled caps received once the objective is reached.

The main OBJECTIVES of “Caps for a new life” initiatives are:

- a) To help children without economic resources to access medical treatments or material resources which are nor regulated by our health system with the aim of improving their quality of life through the recycling of plastic caps.
- b) To contribute to particular awareness on the relevance of recycling bottle plastic caps for recycling, as a source to provide a second life to the caps by reducing consumption of raw material, waste generated and therefore CO<sub>2</sub> emissions.
- c) To contribute to spread in the society a culture of cooperation and good practice by means of collecting the caps within a common social initiative and funding source for particular challenges (e.g. provide funding for a new wheel chair or medical treatment for particular child).
- d) To intensify humanitarian logistics and corporate volunteering amongst SEUR employees, maintaining the spirit of participation, improving the pride of employees and their involvement in the company’s objectives.

##### **5. Please describe the target audience and how the action motivated its public/target audience, as well as the number of participants**

The initiatives presented by SEUR are part if the national strategy to enhance the Sustainable Development of the company. During the dates of actions indicated in the dissemination of the initiatives were intensified in the public media and social networks. The target audience of these particular initiatives cover 1,2 million people in all of our company’s suppliers and society in general. The results of the implementation of the initiatives could be summarized as follows:

- a) More than 90 Bikes collected.
- b) More than 1.1361405.000 plastic caps recycled 2.272,81 Tons of plastic recycled
- c) 3.409,22 Tons CO<sub>2</sub> avoided
- d) 542.731,91€ for the beneficiaries
- e) 56 children have been helped
- f) More than 500 pieces of news in mass media



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