



EWR good practices and case studies

Promotion of the 4th R: Responsibility

1. Details of Action:

Coordinators: COGERSA

Action Developers: Hospital San Agustín

Name of nominated action: Fomento de la 4^a R de Responsabilidad (Promotion of the 4th R: Responsibility)

Town: Avilés

Region: Asturias

Country: Spain

Website: <http://www.hsa.es/>

Nominee category: Others

Dates of action: 24-28/11/2014

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 2014: Stop Food Waste?

- Yes
- No

4. Description of the nominated action:

From the 24th to the 28th of November, in the Health Area III, was held "The Week of Waste Prevention". Different activities have been realized, involving both the workers of the hospital and the children of a school, aiming to make waste prevention a habit for everyone.

The events promoted "The 3 Rs", increased with another "R" for "Responsibility":

1. Responsibility to our employees, giving them safety in their working places and managing well the waste generated.
2. Responsibility to the region in which the Health Area III is located, collaborating and sharing good practices.
3. Responsibility to the environment.
4. Responsibility for the cost reduction in waste management, encouraging recycling.

PROGRAMME DEVELOPMENT:

EXHIBITION: 1

The exhibition was placed on the container that the NGO "Humana" has placed to gather reusable textile and footwear in the Health Area III



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EXHIBITION: 2

A contest about objects made from recycled materials and elaborated by the workers of the Health Area III.

November 24: Inauguration

The action began with the assistance of Faustino Blanco Gonzalez, Asturias's Counselor of Health, and Begoña Martínez Argüelles, manager of the Health Area III.

November 25:

There was a puppet workshop, in which 80 children of Quirinal public school between 8 and 10 years old took part, in order for participants to learn how to make puppets with recycled materials (socks, buttons, wool...) in an enjoyable, fun and creative way. Also, those children become aware of the importance of recycling and how each of us can contribute to the global society to make this planet a more sustainable place.

Following the puppet workshop, they took a healthy breakfast and deposited their own waste in different containers.

At the end, every child told how he/she made his/her puppet, what name the puppet was given, and had to make a story about recycling with it.

November 26:

The Prevention Service and the Environmental Management organized guided tours of the exhibitions. Fifty employers took part.

November 27:

Children's show brought the children to the magic of stories through acting work, poetry, puppetry and music.

The scenery, the puppets and the props were built with recycled materials with the help of 200 children between 6 and 8 years.

November 28:

In the assembly hall of the San Agustin Hospital, there were two roundtables where different topics based on the importance of environmental management were exposed.

Prior to the European Week of Waste Reduction, during July and September, in this area has been made a solidarity collection of plugs in the hospital and health centres, which were delivered on the close of this week to the Sanfilippo B Foundation (an affected children organization) and to a municipality in the district to assist in the purchase of a wheelchair for a child with significant disabilities.

5. Type of evaluation conducted and outcome of the evaluation:

- Number of visitors/participants: 450
- Feedback from visitors/participants (willingness to change their behaviour)
- Quantity of waste avoided/collected
- Amount of CO2 avoided
- Other indicators (please specify):



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

a) Visibility and communicational aspects:

Actions done by our company were widely covered by the regional media during the week. Furthermore, the hospital realised a poster in which the waste management done in the Third Area between 2006 and 2013 period, was shown.

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

This action includes a broad spectrum of different activities, dedicated to a wide public. The main topics that are addressed covered issues as waste reduction, products reuse or materials recycling.

c) Originality and exemplarity:

What we must stress the most in the case of this particular action is the fact that a new concept has been introduced by the hospital: "The Fourth R for Responsibility".

d) European reproducibility:

This is an innovative project in the hospital environment that possesses all the crucial ingredients in the communication area in order to obtain a massive and long-lasting impact.

e) Lasting impact:

The long-lasting impact is achieved through the Fourth R for Responsibility.

- Responsibility with our workers, providing them with safety in their working places and by the suitable dealing of the waste generated.
- Responsibility with the county in which the Area III is located, through collaborations and the dissemination of good practice.
- Responsibility in the decreasing of waste management costs in the form of measures to encourage recycling.

d) Motivation:

The welcome of our action was higher than expected. Overall, 450 participating people, including health-care workers and students, were involved in the different activities.

Video: <http://youtu.be/1oQgyys2kAo>



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Conference about food waste reduction

Show for children - 1



Lunch break

Show for children - 2

