



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: COGERSA
Country/Region: ASTURIAS / SPAIN
Name of nominated project developer: Ayuntamiento de Carreño
Name of nominated action: Carreño in EWWR
Place: Various places
Town: Candas and others
Region: Asturias
Country: Spain
Nominee category: Administration/public authority
Dates of action: 20th,22th.23th.24th.25th.26th November
Year: 2010

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

- Too Much Waste
- Better Consumption
- Better Production
- A Life for Products
- Less Waste thrown Away

3. Type of Action

- Action opens to general public
- Action opens 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:

Shopping trolleys concentration

It was carried out in Centro Polivalente de La Baragaña de Candás during the morning of 20th. Between 12 and 14 hours, we hand out some presents to every person who came with their shopping trolley. These presents are to make the shopping sustainable: two different models of reusable bag, a notebook to make the shopping list (EWWR model), good practices guides /energy, water, waste and mobility) At the same time, we make an exposition of "SIN DESPERDICIOS" (no waste) products, which are made form recycled flags, by Emaús Fundación Social.

Así Jugamos Más:

During the whole EWWR and thank to our collaboration with educational establishment around the council and the NGO Riquirraque, we set in motion an used toys collection. Toys were colleted in 2 different ways: during the schooldays there were some bins in every school entrance hall and during the weekly market, the city council put a stand to promote the toys collection. Toys collected were donated to Riquirraque-Emaus. Then they will be donated to families with economiacal problems during the Christmas.

Recreo sin residuos:

In collaboration with CEIP San Felix of Candás, we studied how prevention measures have an influence in waste production. During the EWWR we compare waste production during the meal of 2 groups of schoolchildren, one of them using prevention measures (reusable lunchbox and napkins) and the other having the meal as usual. We evaluated the total amount of waste produced (and avoided), the tipology, repercusion in school's clenaliness, and so on..

We calculated that about 354 kg of waste can be avoided every year in the school if this prevention measures are adopted. The school is planning to adopt them.

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

General Public and schoolchildren

800 participants in total (34 in shopping trolley concentration, 676 in toys donation, 80 in school waste diagnosis)

426 kg of toys donated

People was motivated during the action by the action of the educator and by some presents to help in waste reduction , which were given during the trolley concentration.



6. Please explain why you have decided to nominate this action for a EWWR Award, following the main criteria listed here below (you can add your criteria if needed):

- 1) Visibility and communicational aspects
- 2) Good practice, originality and exemplarity
- 3) Quality of content and focus on waste prevention,
- 4) European reproducibility
- 5) Follow-up in long-term and lasting impact

The actions have been covered by the television and the local newspaper. They are easily adopyable, well focused in waste prevention, will bring some lasting impact and counted with the neighbourhood support.

It is very interesting how the city council is involving every social agent in different topics, such as waste prevention.

7. Please provide us with photos, videos, weblinks or any other material that would help the jury to better understand the nominated EWWR action. Where possible, provide basic translation into English.





