



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: Belfast City Council  
Country/Region: Northern Ireland (UK)  
Name of nominated project developer: Belfast City Council Waste Management & TESCO  
Name of nominated action: Student Eco-Sweep  
Place: Belfast  
Town: Belfast  
Region: Northern Ireland  
Country: Northern Ireland  
Nominee category: Administration/Public Authority  
Dates of action: 24th November 2010  
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 open to general public
- Action open to a target group
- Action based on the production of communication tools
- Other, please specify:



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

Belfast City Council Waste Management Promotions and Educations Team organise events to raise awareness of waste prevention and recycling across Belfast. There are hundreds of thousands of students living in Belfast and they are a particularly difficult audience to engage with waste issues.

During EWWR 2010 the focus of our events was very much fixed on encouraging people to prevent and reduce their waste. Working in partnership with a local TESCO supermarket close to a student area, we ran a Student Eco-Sweep competition and asked students to apply to take part. 5 students took part and had 30 minutes to buy enough shopping for 1 student to live for 1 week.

The idea of the competition was to test students on their 'smart shopping' techniques e.g. buying products with little or no packaging, buying local produce, sticking to a budget, bringing their own shopping bags and making a shopping list and a 1 week meal plan before coming shopping. The students were encouraged to use up any leftovers during the week in their meal plan and cook proper portion sizes to reduce food waste. Research shows that by making meal plans and shopping lists we can all avoid wasting food.

This event helped enforce a campaign that we are running at the minute and which we designed to coincide with EWWR. The students were asked to explain what they would cook during the week with each ingredient and asked why they chose each product. They were marked according to a strict criteria of 'eco' habits including; Packaging waste, local produce, kerbside recycling knowledge and budget and the winner won a variety of gift vouchers from local shops and restaurants. TESCO gave all the students their shopping for free and they all went away with a greater understanding of waste and the choices that we can all make as consumers to benefit the environment.

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

The target audience for this event was university students, which live around the area of the TESCO store we used. We have run events and campaigns for students before but have had limited success. We have found the students in Belfast to be reluctant to engage in waste or environmental issues. The Eco-Sweep was something that was completely different and reinforced our current food waste campaign as well as EWWR. We believe that if students are educated in the importance of reducing waste they can make a real difference now and in the future. Due to the set up in a busy TESCO store, which was open to the public at the time, we were limited to the number of participants that TESCO would let us have. However all 5 students that took part were motivated to spread the message of waste reduction amongst family and friends and we are confident that if we were to run this event again we would have a lot of applicants.

TESCO were delighted with the outcome of the event and are very keen to hold more 'Eco Sweep' events in the future.

We received good publicity from this EWWR action which would engage the public and motivate them to perhaps change their shopping habits and make informed decisions about reducing their waste.

#### 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



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## 5) follow-up in long-term and lasting impact

### 1. Visibility and communicational aspects

As in all the waste related events that we organise we do not produce paper leaflets or posters. We publicised this event on our own website ([www.belfastcity.gov.uk/reduceyourwaste](http://www.belfastcity.gov.uk/reduceyourwaste)) and on the Queen's University Belfast (QUB) Student's Union website ([www.qubsu.org](http://www.qubsu.org)) as well as on both organisation's Facebook and Twitter pages. We also sent an email to students in University accommodation to promote the event. We also attended QUB Green Week events to promote the event to students. All correspondence by students was by email. By using websites, Facebook, Twitter and face to face marketing we were able to avoid waste and maximise communication.

### 2. Good practice, originality and exemplarity

we had never done an event like this, nor had we heard of anyone ever doing an 'Eco-Sweep' so in this way our event was original. It was a huge success, not least for the students but also for us as the organisers and TESCO as the hosts. Good practice was demonstrated by the waste-free communications throughout the event and the online nature of the marketing meant that we could practice what we preached, especially since the event took place in EWWR.

### 3. Quality of content and focus on waste prevention

From the outset this event was planned with waste prevention in mind and so it is entirely a waste prevention project. We felt that the content was innovative and original in that it hadn't been done before. The feedback from the students and from TESCO was extremely positive and we feel that the students gained a lot of knowledge from having taken part.

### 4. European reproducibility

This action would be easy to replicate across Europe and would rely on a close relationship with Universities and Colleges, Student Centres/Unions, and local supermarkets. It could take place at any time of the year to promote smart shopping or it could be kept as an EWWR action.

### 5. Follow-up in long term and lasting impact

The students that took part in the Eco-Sweep got a lot of knowledge and skills on the night to help them improve their shopping and purchasing techniques. This will inevitably help them avoid waste in the future and as a result, save money. This message reinforces our own food waste campaign too.

TESCO also benefitted on the evening and in the long term because they saw that consumers want to make an Eco choice and as a result shops such as TESCO need to supply customers with a good selection so we may see a change made on their part. TESCO are very keen to hold another 'Eco-Sweep' event in the future to help boost their ECO message.

## 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.



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