



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Provincial Council of Bizkaia
Country/Region: Spain/Bizkaia
Name of nominated project developer: Provincial Council of Bizkaia
Name of nominated action: A journey towards environmental prevention /Ingurumen Prebentziorako Bidaia
Place: Kooperera Merkatua sito en C/Fernandez del Campo 16-18
Town: Bilbao
Region: Euskadi / Bizkaia
Country: Spain
Nominee category: Administration/Public Authority
Dates of action: 22nd – 27th 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 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:

In the setting of European Waste Prevention Week the Environmental Affairs Department of the Provincial Council of Bizkaia organised a guided tour to show the public the process by which used toys and textiles are recovered, thus proving to society that these items can be given a second opportunity. In 2009 no less than 9 million garments and 195 tonnes of toys underwent this process in Bizkaia. The workshop was held in the multipurpose function room at Kooperera Merkatua, the Basque Country's first environmentally friendly, solidarity-based market.

This guided tour lasted 20 minutes, and comprised four stages:

Stage 1.- An explanation of the Bizkaia Waste Prevention Plan 2010-2016.

To meet the prevention requirements of the Framework Directive on Waste the Environmental Affairs Department of the Provincial Council of Bizkaia prepared this plan setting out targets and strategy lines for meeting them.

Stage 2.- An explanation of European Waste Prevention Week and its four basic areas, each of which was shown on an panel which was explained to participants by the guides.

Stage 3.- Workshop with toys and clothing:

Visitors follow the path taken by an article of their choice. They decide whether they want to see the process for a toy or for a garment. Each pack of toys/garments (made up using compostable bags made with potato starch) contains one item that is recoverable and one that is not reusable but can be sent for recycling. This helps them to understand how the process works in each case. The process begins with the simulated delivery of waste items to a collection point or a clothing recycling container. An explanation is then given of how this waste is taken to the relevant treatment plant. Then the sorting process for the selected toy or garment is explained, with the help of visitors themselves. Finally, they are shown the various destinations to which items may be sent at the end of the process.

To simulate the whole process, a mobile stage was set up with cages and metal cubes fitted with panels to represent the different locations, storage areas and destinations: a collection point, a textile transport truck, a treatment plant, etc.

Stage 4.- Visitors were presented with a pen drive containing a copy of the Bizkaia Waste Prevention Plan 2010-2016. This was done for two reasons:

- To publicise and disseminate the plan.
- To encourage the use of alternative data carriers to cut down on unnecessary use of paper and CDs/ DVDs

* Some data on the treatment of textile waste and toys in Bizkaia

Collection, recovery and recycling of toys in Bizkaia

The Provincial Council of Bizkaia and Rezikleta (a not-for-profit cooperative) implemented an innovative project to provide a means for collecting used toys. The system came into service in January 2008 with selective collection at collection points in Bizkaia, and has proved popular with the public. At each collection point a properly conditioned area is set aside for people to hand in toys that they no longer use. Once a week these are collected and taken to Rezikleta's treatment plant in the town of Zamudio (Bizkaia) where, after sorting and processing, a large proportion are recovered and put back into use. In 2009 50,000 toys (weighing a total of 195 tonnes) were recovered.

* Textile process

Clothing is collected from over 300 kerbside containers in Bizkaia and taken to a textile handling and treatment plant in Zamudio. In 2009 this plant handled 3,100,000 kg of clothing (9 million items including footwear and accessories). Garments undergo various recovery, treatment, cleaning and semi-industrial processes, and around 40% of them are recovered from the use and sent to Ekorropa stores or international co-operation projects. The rest are recycled



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

231 complete guided tours were given, in which visitors themselves took centre stage. These 231 visitors subsequently completed participation surveys. A further 238 people who did not have time to take the full four instead toured the facilities on their own, reading the explanatory panels and directing any queries to the guides. In general people declared themselves to be quite satisfied with the explanations provided by the guides. The overview of the Bizkaia Waste Prevention Plan and the explanation of the five basic areas of the Week both served as good introductions to the tour that visitors took subsequently. People reacted positively to the presence of actual physical installations, as this made it easier for them to visualise the process during their visit. The guides adapted the register of their explanations to suit the ages of the different visitors, their perceived level of expertise and the extent of the interest that they showed. The youngest visitors expressed great interest and found the mobile installations highly entertaining. The provision of information to visitors on a pen drive as a clear example of waste prevention was also rated positively.

In all, 469 people took part in this scheme.

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

1) + 2) The visit took place at Kooperera Aretoa, which is in Kooperera Merkaturia, the Basque Country's first sustainable, environmentally friendly market, in a room built with recovered, environmentally friendly materials. This, plus the fact that the room is inside the sustainable market, means that visitors not only take a guided tour but can also see that other forms of consumerism and construction are possible. The originality of the scheme also lies in the fact that the setting is mobile and interactive, and that visitors themselves take centre stage. People are accustomed to being given information on schemes of this type as hard copy, so the fact that here they were given a pen drive is another way of educating them in regard to prevention.

3) Quality of content and focus on waste prevention

Although the guided tour focused on the "second chance" given to clothing and toys, the opportunity was also taken to publicise and explain the importance of European Waste Prevention Week and the Bizkaia Waste Prevention Plan 2010-2016.

4) European reproducibility

The guided visit part of this action could be reproduced elsewhere in Europe, wherever collection and treatment points for toys and clothing are set up.

5) follow up in long term and lasting impact

The information given to participants may lead them to realise that both clothing and toys can continue to have useful lives. Simply learning that the European Week and the Waste Prevention Plan exist may lead them to change their habits and lifestyle.



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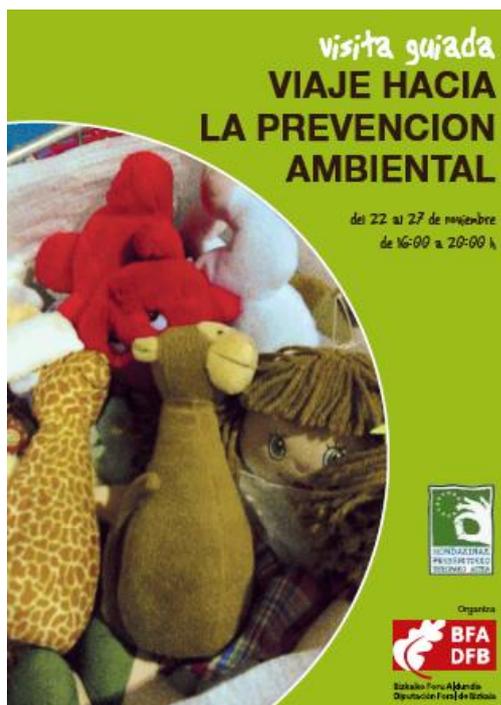
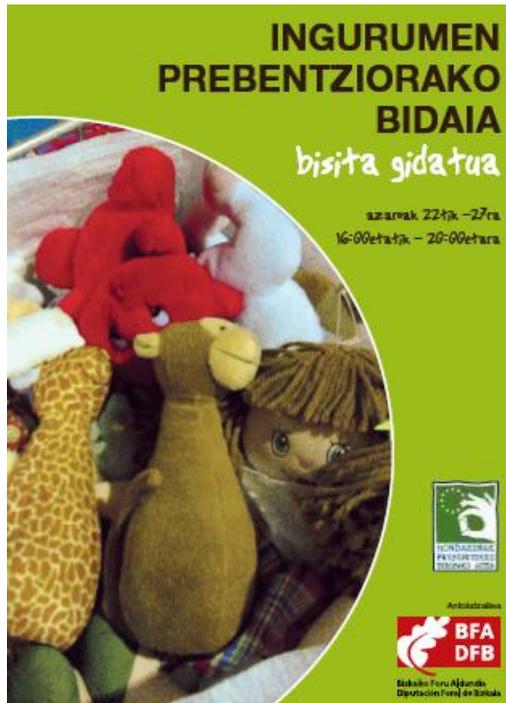




7. Please provide us with photos, videos, weblinks or any other material that would help the jury to better understand the nominated EWR action. Where possible, provide basic translation into English.

An article on the action:

http://www.bizkaia.net/home2/bizkaimedia/Contenido_Noticia.asp?TNo_Codigo=0&Not_Codigo=8528



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garbiguneetako
jostailuen jasoera

recogida de juguetes
en los garbigunes

jostailuak tratatzeko
fasea

fase de tratamiento
en Planta de Juguetes

Larresiko hondakinei kuruzko sentsibili- zazioa sortzea



Sensibilizar sobre el exceso de residuos

Europar (EU-27), azken 30 urle-
tan ia bikoiztu egin da sortutako
udal hondakinen kopurua, eta,
gaur egun, batez beste 522 kg
sortzen dira biztanleko eta urteko,
hau da, 10 kg asteko.
Zerbait egin behar dugul!

En Europa (UE-27), la producción
de residuos municipales casi
se ha duplicado en 30 años y
actualmente se ha alcanzado una
media de 522 kg por habitante y
año, es decir, 10 kg por semana.
¡Hay que actuar!

Ingenuneko ingurumenaren hondakia da

Luzeragaitasunaren eraginez aljorrak gaitzen dira, eta horiek ezin dira
hazteko eta berriak eraberiak ingurumenaren.

Hondakia ezin da ezin aljorrak gaitzen dira

Europar herrialde guztietan 100 kg inguruko ingurumen
dun azken, hain zuzen ere, ingurumenak ezin du bere
azken ingurumenak ezin du berriak eraberiak.

Ingurumenaren ingurumenaren hondakia da

Udal hondakien eraginaren ondorioz ingurumenaren
gaitzen, ingurumenaren eraginaren ondorioz ingurumenaren
gaitzen, ingurumenaren eraginaren ondorioz ingurumenaren.

Kosten ekonomikoak gero eta handiagoak dira

Hondakien ingurumenaren eraginaren ondorioz ingurumenaren
gaitzen, ingurumenaren eraginaren ondorioz ingurumenaren
gaitzen, ingurumenaren eraginaren ondorioz ingurumenaren.

Berriak egin dezakegu zerbait!

Errenta berrak eta zirkulara eraberiak (bata, gero eta berriak
egin dezakegu ingurumenaren eraginaren ondorioz, eta, horrela,
ingurumenaren eraginaren ondorioz).

Un impacto ambiental importante

Despliega de materias primas y de energía, impacto de la
recogida y el tratamiento, una cantidad importante de residuos
tiene un impacto considerable sobre el medio ambiente.

Un desperdicio enorme de recursos

Cada ciudadano europeo genera cada semana 1,000
kg de recursos que se utilizan para fabricar los
productos consumidos.

Una contribución decisiva al cambio climático

La no adecuada gestión de los residuos municipales
contribuye a la generación de gases de efecto invernadero, durante la
recogida, el transporte, el vertido e, incluso, durante el reciclaje.

Un coste económico cada vez más alto

El coste del tratamiento de los residuos, que se
aumenta por los ciudadanos debido a la imposibilidad,
no para de crecer debido al aumento de residuos,
a la complejidad que supone gestionarlos y a una
reglamentación cada vez más rigurosa. Por otro lado,
las acciones de prevención en origen pueden generar
puntos de trabajo de prevención.

¡Todos podemos actuar!

Las pequeñas acciones y costumbres adoptadas hacen que toda
la sociedad pueda participar en la prevención de los residuos
y así, ayudar a conservar el medio ambiente.



HONDAKIAK PREBENTZEKO EUROPAR ASTEA

Hondakien Prebentzearen Europar Asta (LPP) programaren
septimiar 10eko, informazioa eta komunikazioa abiarazi, hain zuzen
Prebentzearen Europar Astaren ingurumenaren.

SEMANA EUROPEA DE LA PREVENCIÓN DE RESIDUOS

La Semana Europea de la Prevención de Residuos se inicia en el
marzo del programa LPP y la acción informativa y comunicativa.
Este programa recibe el apoyo de la Comisión Europea.

