



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: IBGE - Bruxelles Environnement
Country/Region: Belgium / Brussels Capital Region
Name of nominated project developer: Municipality of Watermael-Boitsfort - Service du Développement Stratégique et Durable (Agenda 21)
Name of nominated action: Donation festival
Place: Watermael-Boitsfort
Town: Brussels
Country: Belgium
Nominee [category](#): Administration/Public authorities
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:

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

Agenda 21 of the municipality of Watermael-Boitsfort has entered the implementation phase of the action plan. There are 70 actions. One of them is the action "raising awareness on waste prevention". The aim is to raise the awareness of the general public on the waste difficulties as a result of our ways of consumption and of course to reduce the amount of waste generated in the municipality.

During the European Week for Waste Reduction, a "donation week" (giving (and getting) goods for reuse) raised awareness of a broad public during a cosy get-together on the lifetime of the things which surround us. From 20 until 26 November (the week before the Week), everyone could make a donation in the train station of Watermael during several days and opening hours. On Saturday November 27th, the donation day was organised: everyone could come and choose an object to take away for free. It was noticed that the donated objects were of a high standard quality.

It was also the opportunity to think about our ways of life and the concepts "reduction", "repair", "reuse". 10 tips on waste prevention were displayed and explained on a big fresco. People were asked to sign a "commitment" in which they declared to take into account those 10 tips during one year (until the next European Week for Waste Reduction). The municipality will evaluate the results during the EWWR edition of 2011.

People from the academy for Music and Arts were present to take care of some nice music and drawings. One of them told a story about the history of an object, reuse,... This was to show that presents can also be dematerialised.

Also other partners of Agenda 21 were present: the Service for local exchange, the compost coordinators, the district homes,...



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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:

Target audience: The donation week was open to everyone.

Motivation of the public: The public was motivated to take part via posters, an article in the media, flyers, the website of the municipality and by e-mail. The attendees got information on 10 tips to reduce waste. They were asked to sign a 'contract' in which they engage themselves to take into account those tips during 1 year (until the next EWWR). The donation action took place in a nice and cosy environment, with background music and lots of entertainment. Many families with children took part in this event.

Number of participants: Indirectly: the population of Watermael-Boitsfort was informed via the media before and after the event. A film about the action was put on YouTube. Directly: about 200 visitors took part in this free donation action.

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) visibility and communicational aspects

The project developer used a lot of promotional initiatives to communicate about the project: posters, articles, flyers, internet, e-mail,...

A reportage was made, and the film was placed on YouTube (<http://www.youtube.com/watch?v=42Nfh9e8VHM>).

2) good practice, originality and exemplarity

Second hand markets are already well known, but a real free donation festival is rather rare and thus very original. The actions of the people from the academy of Music and Arts showed in a demonstrative way that gifts can also be dematerialised: singing songs, making music, telling stories,...

3) quality of content and focus on waste prevention

The message of reuse was very clear and well explained. Even the fact that gifts don't always have to be objects, but they can also be dematerialised was emphasised.

A fresco was displayed and people could sign a contract. Those tools were to demonstrate and respect 10 tips, all concerning waste prevention and reduction.

4) European reproducibility

It takes some organisation to coordinate a donation festival. There are different aspects, like the collection of the goods, the quality of the goods, the venue, announcement of the event, logistics,... but all those aspects can be taken care of. The project developers even mentioned that, in case of positive evaluation in a year, they can share the experience with their twin municipality in France, Chantilly.

5) follow-up in long term and lasting impact

Visitors were asked to sign a contract in which they declared to take into account 10 tips on waste prevention, which were displayed at the venue. During a whole year, from November 2010 until November 2011, diverse actions will be carried out: publications in the communal journal to raise awareness, dissemination of information through stands on different occasions, raising awareness in the schools of the municipality,... The municipality will carry out an evaluation during EWWR 2011. Of course, all the actions take place in the framework of Local Agenda 21, which continues.



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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 EWWR action. Where possible, provide basic translation into English.



Poster on a shop



the train station of Watermael with posters



Poster on the train station



Speech of the burgomaster during the donation day



Donation day



Donation day



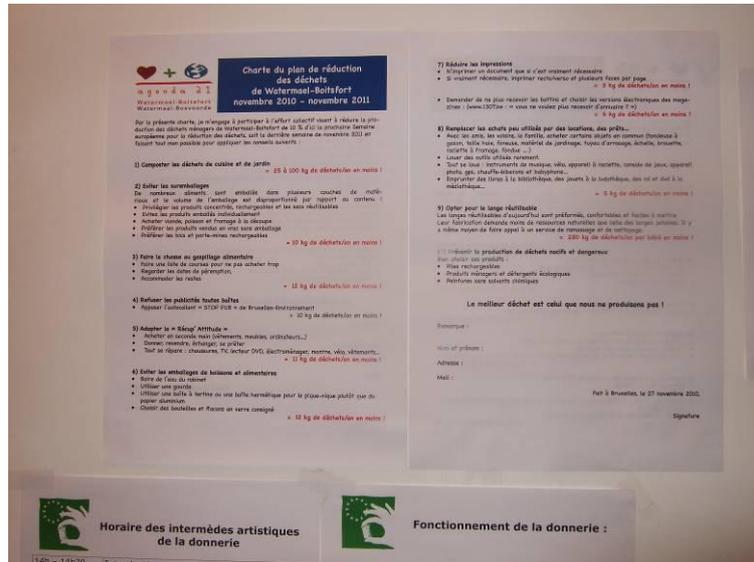
Artist – donation of culture



Artist –donation of culture



Poster with weight of waste in the municipality



Commitment with 10 tips on waste reduction



Someone who sign the commitment



Big fresco with 10 tips on waste reduction



Visibility after the week :

You tube : <http://www.youtube.com/watch?v=42Nfh9e8VHM>



Website of Watermael : <http://www.watermael-boitsfort.irisnet.be/site9/plone/developpement-durable-et-agenda-21/les-rendez-vous-21/succes-pour-la-donnerie>

