



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Waste Agency of Catalonia
Country/Region: Spain/Catalonia
Name of nominated project developer: Environmental Authority of The Barcelona Metropolitan Area (EMA-AMB)
Name of nominated action: Better Than New, 100% Old Campaign
Place: Municipalities of Barcelona
Town: Barcelona, Sant Cugat, Tiana
Region: Catalonia
Country: Spain
Nominee category: Administration/Public Authority
Dates of action: 21ST, 23RD, 24TH, 25TH, 26TH & 27TH of 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:

The EMA-AMB is responsible for treating the waste of the 33 municipalities of the Barcelona Metropolitan Area, with a surface area of 587.9 Km² and a population of over 3.1 million inhabitants. The Entity has a specific Waste Reduction service that carries out its own reduction and prevention policy by coordinating the municipalities and in accordance with the principles of the European Waste Directive.

Reduction means giving the people alternatives. The entity's "Better than new, 100% Old Campaign" makes proposals for change aimed at the most sensitive citizens. The campaign encourages repair and reuse with a view to extending the useful life of the products along different routes: repairer network in districts, second hand and exchange markets, specific repair workshops, etc.

Actions that form part of the European Week for Waste Reduction 2010 (EWWR):

1. Fostering reuse with the Better than new! Campaign. First, the repair workshops, second hand shops and exchange and second hand markets and webs are advertised with printed leaflets of each municipality of the area, the website www.millorquenou.cat, the blog www.millorquenou.blogspot.com and a page on Facebook. Logistics support is given for organising exchange or second hand markets. Activities during the EWWR 2010:
 - a. Let's see the repairers of Gràcia and Sant Antoni A guided tour to visit the repairers of the Sant Andreu and Gracia districts, who that allows knowing how their work helps to reduce waste production. On a tour of their facilities, to see the devices and tools they use and they explain their daily work. The guide tour includes examples of electronic repairs and clockmakers, furniture restorers and upholsterers, etc. (23rd November in Gracia and 25th November in Sant Antoni District)
 - b. Intercentre Exchange Market as a flea market between centres of Barcelona city on 26th November.
2. And there are also repairs under the concept of "Do it yourself" with the Repaired better than new project with the necessary tools and techniques to advise anyone who wants to repair their objects and doesn't know how. The specific blog www.reparatmillorquenou.blogspot.com. Activities during the EWWR:
 - a. Basic furniture restoration workshop showing the basic techniques for restoring a piece of furniture (warping treatment, stripping, varnishing,...) on 27th November.
 - b. Textile toy workshop: teaches us how to make children's toys with cuttings and items of clothing no longer used on 25th November.
3. Responsible consumption workshops for the young and informative talks in the 'We share a future' programme. For the young, a special snakes and ladders type game where there are questions intended to raise awareness on how to improve our consumption (activities during the EWWR 2010: Responsible consumption workshop in Tiana on 21st November).
4. Support for composting by giving out composters (1,990) around the whole of the metropolitan area, and now by preparing the Metropolitan Self-composting Steering Plan. (Related activity during the EWWR 2010: 2nd Meeting of Metropolitan Composters in Sant Cugat del Vallès on 20th November)
5. Fostering tap water consumption as part of the intern Environmental Management System. As a means of raising awareness, a blind survey was made of different types of water (bottled and tap) to make people reflect on the value of water and the amount of waste caused by the consumption of bottled water. (Activity during the EWWR: Water tasting on 24th November, first a blind survey of 4 waters, then ordering the waters in terms of preference, third indicating what you would be prepared to pay for the water you most liked, according to a scale of prices per litre: 0.002 to 0.5 euros, and finally the participants were asked to try to guess the origin of the waters).

Indicators used for assessing the Week activities:

1. Number of repair workshops in the 2 districts: 130 of which 30% have adhered to the campaign
 2. Type of repairs and the waste they can potentially reduce: restorers of furniture and material objects (metals, porcelain...), household domestic electrical appliance repairers (fridge, washing machine...), household leisure (TV. DVD) and Small devices (Mixer...), computer devices, musical instruments, clocks, clothes and bicycles.
 3. Waste saved in all devices and objects that can be repaired. For example 2 kg of unused clothes are saved in each textile toy workshop.
- The number of service users requiring personalised advice or who attend the self-repair courses: 50 people each Week.



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

All of the campaign activities were very well received among the people and the media, possibly too thanks to the conjunction of external factors such as the general economic crisis. Consolidating the self-repair service of electronic and mechanical elements, wood, textile... and organising learning workshops are a good way to reduce waste production and extend the useful life of the products.

All of the activities are intended for the general public and professionals, and have been disseminated by different means: web, blog, facebook, posters and guide. The number of users of the related activities during the EWWR was 480 people.



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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/ The campaign is running and has been well-received by the media. News items have appeared in more 30 different media: El Periódico, Espai Terra, Entre Línies, Barcelona BTV and others during all the year.

1.1. Dissemination through the entity media:

- Publication on the corporate web <http://www.amb.cat/web/emma/residus/prevenio/reutilitzacio> (866 monthly visits on November 2010) and www.millorquenou.cat (1382 monthly visits)
- Publication on the project blogs: reparatmillorquenou.blogspot.com (1274 monthly visits) and <http://millorquenou.blogspot.com/> (610 visits during November 2010) and Facebook "Perfil Millor que nou!"
- Video of the activity to be published on facebook, corporate webs: <http://vimeo.com/23585369>

1.2. Dissemination through the mass media: 7 news during the EWWR (see below question 7)

2/ The most original activity is: To open doors for the general public to see the repair shops of the district, because this shows the work of these trades in situ (understanding the reduced waste, the work load, resource savings, seeing the cost of the activity...). At the same time it is a good means to promote these professionals, the object repairers' work, giving this ever ageing sector more dignity and paying homage to the people who work there. The self-repair workshops encourage waste reduction through reuse of the materials, but at the same time they stress personal creativity, the creation of new professional profiles, and the reanimation of the trade itself and of the district. Unused clothes are useful for making different objects using your skills. In the case of the water workshop, the combination of elements related to saving resources (pack reduction), economic factors (water cost) and perceived quality of the product (tap water versus bottled water).

3/ The campaign and the activities during the week try to raise citizens' awareness of excessive waste and how this can be avoided through repair and reuse to extend products' useful lives.

The tour of the district repairers and repair shops, the exchange markets, etc. are intended to show how the life of furniture, clothes and other products can be extended.

Activities such as water tasting show the difference in price between bottled water and mains water, raise awareness on pack waste production from bottled water consumption and show that the taste and smell of mains water does not differ greatly from the quality of certain bottled waters.

4/ The campaign can be adapted to any European region, both for the quantity of repairers' professionals and reuse centres and for the amount of potential reuse waste (furniture, textiles...). It is easy to organise any kind of activity of the campaign (tours, workshops, markets...) in order to manage to reduce waste.

5/ The long-term impact of the activities. Thanks to the dissemination of the addresses or the repair and restoration workshops, citizens are expected to choose these kinds of professionals to extend the life of their objects. The workshops are intended to extend the life of objects in order to avoid producing waste and buying new ones. In this year's campaign, a furniture restoration workshop and also a toy workshop using unused clothes will be programmed once a week for one year.



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.

Annex 1. Summary of own communication material



Dissemination on the entity Website <http://www.amb.cat/web/emma/residus/prevencio/reutilitzacio>



Dissemination on the entity web www.millorquenou.cat



Dissemination on the project blog <http://millorquenou.blogspot.com/> ; reparatmillorquenou.blogspot.com and on the Facebook Perfil Millor que nou!



Flyer of the guided tour action to see the repairers of the Sant Andreu and Gracia districts, Exchange intermarket, Taste of waters and composting meeting.



Annex 2: Summary of published material

INSTITUTIONAL WEBSITES

Environment and Housing Press Room

Ministry of Environment and Housing. Government of Catalonia

Monday 15 November 2010

Header: Daily gestures are key to reducing waste

Monthly visits: 150.000

Agenda of Activities of Catalonia Waste Agency Activity Agenda

Ministry of Environment and Housing. Government of Catalonia

Friday 19 November 2010

Header: European Week for Waste Reduction Activity Agenda

Monthly visits: 100.000

EMA-AMB

Thursday 18 November 2010

Header: European Week for Waste Reduction at EMA

<http://www.amb.cat/web/emma>

Research in Sustainable Education Network

Friday 26 Novembre 2010

Header: Research on Waste Prevention Seminar

<http://edusost.cat/content/blogsection/6/53/lang.ca/>

Blog Millor que nou, 100% vell

Monday 8 November 2010

Header: Guided tour to see the repairers of the Sant Andreu and Gracia districts

<http://millorquenou.blogspot.com/>

Blog Reparar millor que nou

November 2010

Header: Textile course: Textile toys

Blog Xarxa Compostaires Metropolitans

Monday 20 November 2010

Header: Meeting Composting Workers of Barcelona's Metropolitan Area

<http://compostmetropolita.blogspot.com/>



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Annex 3: Summary of photographs and videos

VIDEO ON THE INTERNET <http://vimeo.com/23585369>



ENCLOSED PHOTOGRAPHIC ARCHIVE OF ACTIVITIES

