



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: Ministry of the Environment of Denmark - Miljøministeriet  
Country/Region: Denmark, Odense  
Name of nominated project developer: Værestedet Mælkevejen, Odense Kommune  
Name of nominated action: Kramboden  
Place: Højstrupvej 59  
Town: 5200 Odense V.  
Region: Fyn  
Country: Denmark  
Nominee **category**: Administration/Public Authority  
Dates of Action: 22 - 26.11.2010  
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:

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

Organise collections of used things with the aim of reuse.

People who have things that can be reused, deliver it to "Kramboden", who is giving it further on to people in need. They are receiving a big hug in return.

The people in need are found by the social workers, the priest or by the nurse in the area. They will help them finding the things in the "kramboden" for free.

"Kramboden" (the reuse shop) has existed for a couple of years, but in the European week for Waste Reduction, it has been intensively focusing on spreading out the knowledge of the shop of reuse ("Kramboden") to a larger number of people, through the intranet in the public sector (Odense Kommune) and through the homepage and bulleting board on different places in the town..



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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:**

The target audience is people in need. There have been approximately 250 visitors in the week of European Waste Reduction and there have been handed over approximately 1.500 kg of things during the week.

The action has motivated its public/target audience by the intranet, homepage and by the priest, social workers etc.

**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 shop of reuse is visible on the intranet and at the homepage. The shop gets used things from people who don't want to use them any more. The shop then gives the things to people in need, who cannot afford the things they need.

The things to be reused are given to the shop for free and the owner is getting a big hug in return.

The people who get some things from the shop of reuse are very happy for the things. Often they don't know how to thank the social workers for the things.

The shop has existed for some years, but in this European week for waste reduction, they have also borrowed some more rooms for the shop (200 m<sup>2</sup> more to make a showroom) and the shop has become more visible at the intranet and with some bulleting several places in the town.

The shop of reuse could not exist without the volunteers. They are making startboxes which contains the most basic things like kitchen stuff, towels, linens, dishtowels and so on. They also help the people in need finding some clothes or shoes and so on.

The shop of reuse cooperate with social institutions like social places for women in need and nurses who visit people and treat people at home and some of the priests in town.

**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.**



