



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Gemeindeverband für Umweltschutz in der Region Amstetten
Country/Region: Austria/Lower Austria
Name of nominated project developer: Gemeindeverband für Umweltschutz in der Region Amstetten
Name of nominated action: Advent im Einklang (Advent in harmony)
Place: 35 communities in lower Austria
Town: Amstetten
Region: Lower Austria
Country: Austria
Nominee category: Administration/Public authority
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:

The nominated action started in June 2010 and ended on the 25th November 2010. The action was designed to motivated children and youngsters (age 6 -16) to think about what happens every year in the Christmas season with focus on environmental and waste problems.

The main idea was to motivate people between six and sixteen years of age to create their own ads in form of video clips, posters, audio files, which all should have a critical, few on our behaviour along the X-mas season. Main topics could have been too much waste, less waste thrown away, think before buying, local consumption.

As a EWWR organizer we started to motivate the school-directors, school authorities and teachers shortly before school started in Austria on the beginning of September 2010. As it was a local action, we had a target group about 300 schools in our area of about 125.000 inhabitants. The teachers were informed by the directors of schools and the teachers also were informed about the challenge by a direct mail to their school address. In the third week of September we also informed the youngsters by a direct mail to the chiefs of class. During the hole action a hotline (telephone and mail) was installed in addition to the printed competition information (attached to this e-mail). The schools had time from September till the end of October and this was the very intensive part of the project. Many schools needed additional information and in some schools we had to give personal information direct in the classes. In October our project started to be interesting also for local media and so we had some good articles in the press about school classes who worked on their competition project. At last we had about 140 projects, which were selected by jury of media profiles, school authorities and waste experts in the categories of the age 6 - 10 years, 10 - 16 years Basic classes and 10 - 16 – Higher classes. We received all forms of ads, starting from radio spots till video clips. At the end of the contest, in the week before the X-mas-season started in Austria we had a great event direct in a shopping mall, where the winners were elected and got their prices for the class.



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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:

We had 138 school classes, which worked for 2 months on the topic waste reduction during X-mas season.

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

Visibility and communicational aspects:

The project had good communicational aspects as we decided to let the target group (children and youngsters) work on the topic waste reduction and let them produce the ads for the own target group which brought a high visibility of the produced ads in the target group.

Good practice, originality and exemplarity:

The project was easy to build only some print products and a homepage were launched. The originality and exemplarity was given as we started a project about X-mas in schools in September. So it was highly interesting for the children to work three months before the X-mas-season about what should be better then.

Quality of content and focus on waste prevention:

As we had about 140 projects, the quality was very different about 70 % of the project had their focus on waste prevention or waste reduction.

European reproducibility:

Is really highly given because the project is for a project developer easy to be set up, has a clear target group and lasts about three months and lot longer. It also worked with a low budget of approx. € 20.000 total cost.

Follow-up and long-term impact:

As we develop the contest, it was not clear in which form the youngsters would participate. As we heard from feedbacks of our communities and from the feedback of the teachers, the project started many discussions not only in schools also in their families about the behaviour along the X-mas-season. Now we see the long lasting impact, because many teachers contact us to come to their schools and make follow up projects in their classes and their schools on the topic of waste prevention and reduction.



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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.

TV:

http://www.m4tv.at/flash/M4TV_onDemand_detached.swf?flvFile=/upload/files/beitraege/2010/48/web_529007_GVU_Schulwettbewerb.flv

Photos: <http://www.flickr.com/photos/radioarabella/sets/72157625472392104/show/>

The projects the kids developed:

<http://195.58.166.60/noeav/default.asp?kat=136&portal=verband&vb=am&mkat=520&op=50>

You tube video: our viral marketing video -also made by children for the competition :

<http://www.youtube.com/watch?v=UZGgwmHEB0c>



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