



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Ministry of the Environment
Country/Region: Estonia
Name of nominated project developer: Municipality of Narva
Name of nominated action: "Blouse is my package" market
Place: Narva House of Culture
Town: Narva
Region: East Viru County
Country: Estonia
Nominee **category**: Administration/Public Authority
Dates of action: 27- 28th November 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 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:

Action involved

- a) market for citizens. People could sell, exchange, buy used things
- b) collection of unnecessary things for donation.

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 was the general public. The action was organised for the second time (first time during EWWR 2009). The increased number of participants (3 times more than last year) shows the high popularity and need for such action. Market and collection issues were both popular, which shows that people care more about the next steps of their stuff after they don't need them anymore. Number of participants in flea market was approximately 15 000 people. For donation was collected ca 700 kg of things by 350 people.

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 increasing interest shows that the flea market has positive and lasting impact of rising awareness. People don't throw their used thing unwisely into garbage. Second hand has become more popular. During the market and collection, there was also information about waste prevention and how this action helps to reduce waste. The action had incredibly big number of participants and was organized by the municipality.

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.



