



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: JLY Finnish Solid Waste Association (in cooperation with Tampere Regional Solid Waste Management Ltd)
Country/Region: Finland
Name of nominated project developer: Pirkanmaan Jätehuolto Oy/Tampere Regional Solid Waste Management Ltd and Ekokumppanit Oy/Ecofellows Ltd
Name of nominated action: YouTube video competition on waste reduction "Hukkapätkä", "Waste Shortie" (Laughing)
Place: Internet; YouTube and www.ekokumppanit.fi/hukka
Country: Finland
Website: <http://www.ekokumppanit.fi/hukka/> and <http://www.youtube.com/watch?v=37-P3zSFIYA>
Nominee **category**: Administration/public authority
Dates of action: Launching 22nd of 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 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:

YouTube video competition on waste reduction "Hukkapätkä", "Waste Shortie": Launching the video competition on 22.11. This is open for all, but target audience is schoolchildren/students/teenagers. The idea is to have a beginning for the film on the website and participants should make an ending to the film. So they produce the end for short film about waste (prevention, recycling, too much waste etc.), put in to YouTube and register it to the competition. In the first part of the film (that was already made and in Internet) a school boy is in the supermarket and buys lot of stuff. The Project Developer preselect the films and won't accept films concentrated on other topics. The best films will be awarded later. By the competition the Project Developer wants to rise and promote the awareness of "YouTube generation" about the waste issues.

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

The video on YouTube has been watched 164 times (17.1.2011). The main posters have been distributed on this and last week (2-3/2011). The EWWR-posters were distributed when launching 22.-28.11.2010. The project is still going on. The competition is open for all, but the teenagers are supposed to be the main target group. They make their own videos anyway, so they could make these kind of "educational" videos too. The idea of the film is more important than the technical quality. Cell phone shot video is ok too. The best videos are awarded and the winners will be highly honoured and they get tickets to cinema.



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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. "Hukkapätkä" poster (size A3) was produced in 125 copies. During the week, EWWR-posters were also distributed for example to Film Centres around Finland. The competition was also mentioned in the customer "leaflet" "Roskalehti" in the article (distribution all households in company's area, 230 000). This is an opportunity to "YouTube generation" to communicate on their way and language, visual media. The target is to make people think and combine kind of art, culture and environmental thinking. It's more effective to encourage people to invent something than just give ways to behave. (Assuming that they have kind of basic tools to understand the idea.)
2. As far as we know, the idea is original. This is an innovative way to make people think waste and environmental issues. Give youth an opportunity to use the way which they are familiar with. Could be used as an example. No reason why couldn't be a good practice too.
3. The content fits in the frame of waste reduction and the EWWR too.
4. Could be produced in other countries and in Internet even without the country or nation barriers.
5. Hard to evaluate lasting impact and arrange follow-up.

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.

The official site of the competition (where you can read the instructions and register the film):
<http://www.ekokumppanit.fi/hukka/>

The videos of the competition can be viewed at:
<http://www.ekokumppanit.fi/hukka/index.php?page=kisavideot>

Video available
<http://www.youtube.com/watch?v=37-P3zSFIYA>



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