



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Environmental Protection Agency
Country/Region: Republic of Ireland
Name of nominated project developer: Limerick/Clare/Kerry Regional Waste Management Office
Name of nominated action: BatucaMob at Cliffs of Moher, Co Clare, Ireland
Place: Cliffs of Moher
Region: Co Clare
Country: Republic of Ireland
Nominee **category**: Administration/ Public Authority
Dates of action: 20th 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:

A BatucaMob was set up using traditional Irish musicians as background melody and then a range of people, including young students, began a beat with empty waste containers. The landscape at the Cliffs of Moher is world famous and proved a stunning backdrop to the event in the early morning. The whole event was filmed and posted on YouTube www.youtube.com and search for Batucamob (Cliffs of Moher). The EWWR logo features extensively on the costumes of the participants and the video itself.

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

The event was widely covered by local media and the video has potential to be viewed on You Tube by hundreds (over 360 views to date).



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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

The event had a world class location with classic west of Ireland scenery. The event revolved around Irish traditional music and involved people from every generation in a joyous event. The EWWR logo was featured extensively hopefully leading viewers to curiosity and eventual participation. The initiative to have the event professionally filmed and broadcast on You Tube is exceptional. See www.youtube.com and search for batucamob cliffs of moher.

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.



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