



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: National Steering Committee
Country/Region: Italy
Name of nominated project developer: Municipality of Gallipoli
Name of nominated action: Più-M@re
Place: Piazza Aldo Moro
Town: Gallipoli
Region: Puglia
Country: Italy
Nominee **category**: Administration/Public authority
Dates of action: 25-28th November
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 FAO and UNEP have recently published a report stating that lost or abandoned fishing gear compromise the marine ecosystem and pose a danger to boats.

The Piu-M@re action includes the following activities:

- a) recovery and reuse of fishing gear (nets, ropes, floats, etc. ..). Once they are recovered and repaired on site, they are sold to fishing operators (also poor) for reuse or to cooperatives and/or businesses (including social) operating, for example, in the field of art-design.
- b) Development of a continuous course-seminar held by the elderly ex-fishermen for repairing damaged nets and fishing equipment.
- c) Development of a website dedicated to the dissemination on-line through video footage, photos and content of information for the proper management of discarded fishing equipment (recovery and reuse).



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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 action is designed to reduce the marine ecosystem pollution caused by abandoned fishing gear through the dissemination of good practices of reuse and recovery. The mobilization is fostered by the opportunity for fishermen with little resources to acquire "second hand" fishing equipment. Number of people who participated: about 500.

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 Più-M@re action, which is to be held between November the 25th and 28th at Gallipoli includes various activities aimed at cleaning the marine environment and safeguarding its people. We will create a market for the recovery and reuse of fishing gear (nets, ropes, floats), with on-site repair instructions, their sale back to the fishermen (to the poorer members) for reuse, thus delaying the purchase of new equipment. In the picturesque setting, close to a bay with moored boats and the old town behind it, information points will be set up to provide information on appropriate environmental practices for the effective disposal of unusable fishing gear. At the same time a senior ex-fisherman will give a workshop-course on repairing damaged fishing equipment. Participants will first and foremost be students of the Gallipoli Nautical Institute.

Repairing, an almost forgotten practice, became the focal point of this intergenerational communication action, which aims to showing how the lifespan of objects can be stretched. The original objective is safeguarding the marine ecosystem through the spreading of good practices for recovery and reuse of fishing gear worn out between fishing operators.

The action is very original. we appreciated the will to link the waste prevention topic with other environmental questions. We like the kind of environmental communication that we call intergenerational: old fishermen become channels for environmental messages.

The action can be reproduced through the presence of the network of groups d 'Amalfi Action (GAC) and also close the Network of European sea recently established between the regions facing narrow channel of sea.

7. Please provide us with photos, videos, web links or any other material that would help the jury to better understand the nominated EWWR action. Where possible, provide basic translation into English.

Pictures on the Italian EWWR Facebook page:

<http://www.facebook.com/video/video.php?v=1670992544925#!/pages/Settimana-Europea-per-la-Riduzione-dei-Rifiuti-2010/107428382650345>

<http://enviinfo-english.blogspot.com/2010/11/school-of-fish-in-cleaner-sea.html>



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