



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: Centro de Recursos Ambientales de Navarra - CRANA  
Country/Region: Navarra - Spain  
Name of nominated project developer: Municipality of Ansoain - Reciclantes collective  
Name of nominated action: Co - exhibition: "Recicloscopio 1.0", by Reciclantes collective and school of Ansoain.  
Guided visits to the exhibition.  
Place: Exhibition Center of Ansoain  
Town: Ansoain  
Region: Navarra  
Country: Spain  
Nominee category: Administration/public authority  
Dates of action: 26th-28<sup>th</sup> 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 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:

The Municipality offer to the general public an exhibition called "Recicloscopio 1.0". It has been developed by an artist group called "Reciclantes" . For the exhibition the poster of the Week has been customized and now belong to the exhibition. some activities related to waste prevention.

Otherwise, there were another complementary exhibition made by the scholars as a school project. The group of artist and the children made a meeting to talk about waste prevention. After, during the exhibition period, all the students showed their works and the "Recicloscopio 1.0".

For the opening the municipality made an "ecologic lunch", using green products and reusable glasses.

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

It was an activity for the general public. It was published in the city by poster, and in the website of the municipality and CRANA.

**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

This activity was considered because the originality and exemplarity, and also because quality of content and focus in waste prevention of the exhibition.

**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.**





## 27 de noviembre al 19 diciembre

### Ayuntamiento de Ansoain

**Generar menos residuos**

**Algunas buenas ideas para prevenir**

**Consumir mejor**

The "new" exhibition of the EWWR. These panels are part of the exhibition from now.

27 de noviembre  
Ayuntamiento de Ansoain



Difusión:  
Publicaciones en prensa