



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Agência Portuguesa do Ambiente
Country/Region: Portugal
Name of nominated project developer: Câmara Municipal de Vagos
Name of nominated action: Let's do math (Vamos fazer contas...)
Place: Supermercado "Modelo" de Vagos
Town: Vagos
Region:
Country: Portugal
Nominee category: Administration/Public Authority
Dates of action: 22nd, 23rd, 25th, 26th 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:

This action will have as partners all the elementary public schools of the County and the Supermarket "MODELO" of Vagos. The 4th year students will first be alerted to waste prevention at the time of purchase in classroom context. They will then be divided into two groups (4-6 students each): the "distracted" and "attentive" and each group will have a shopping list (equal for all). In the supermarket, each group will have to withdraw the products from the shelves in the quantities on the list, being that the "distracted" will have to take those with more packages and the "attentive" group will chose those who have less packaging. The items they "bought" will pass through the cash registers, so that the final comparison includes the number and volume of the items bought and the amount of money spent. There will be also EWWR information and leaflets displayed in the supermarket.

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

The main target audience are the schoolchildren involved in the shopping action, however, other audiences were targeted indirectly, namely their families and all the people shopping in that supermarket, once there were EWWR posters placed there.



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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 advantage of this action is to bring into real life the information and knowledge given in the classroom and also to have an interaction with another kind of audience, calling their attention, and showing to the supermarket users how we can do our consumption options in a better way in terms of sustainability; they saw immediately the results of their own choices and they can think again about this in the classroom. Additionally, this action can be reproduced in other European contexts with success.

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.



