



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: Avfall Sverige  
Country/Region: Sweden  
Name of nominated project developer: Kretsloppskontoret Göteborg  
Name of nominated action: Short film presented at the cinemas and exchange tables for childrens toys at libraries. A new website, [envarldutansopor.nu](http://envarldutansopor.nu)  
Place: Gothenburg: 2 cinemas and 4 different libraries  
Town: Gothenburg  
Region: Västra Götaland  
Country: Sweden  
Nominee category: Administration/public authority  
Dates of action: 20-28 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:

Before the week, during the week as well as after the week (until December) a short commercial film (30 seconds) produced by Kretsloppskontoret was shown at two cinemas in Gothenburg. The film is a shortened version of the film "En värld utan spoor" (a world without waste). This film is shown before every movie during November and December. The 26th November Kretsloppskontoret promoted their new website [www.envarldutansopor.nu](http://www.envarldutansopor.nu) by arranging a booth outside the entrance of the cinema. The website has been created by Kretsloppskontoret in order to make sure that people understand the message of the film. At the site, it is possible to view the long version of the film "En värld utan sopor" as well as the film "Outside the box", also produced by Kretsloppskontoret.

Kretsloppskontoret arranged "exchange tables" for toys at four different places in the municipality: Centrum, Hisingen, Västra Frölunda and Angered. At these places children can exchange toys. Toys that are left over after the week will be given to the Swedish Church in Bergsjön. By arranging these activities, Kretsloppskontoret wanted to show children and parents that second-hand toys can be as much fun as new ones.

Futhermore Kretsloppskontoret arranged a rock concert with Emrik Larsson at House of Win-Winfree. The concert was arranged for the general public and was free of charge. Ecological beer, wine and food was served. During the event, Kretsloppskontoret showed the film "Outside the box", a film which shows the correlation between consumer patterns and waste generation. Kretsloppskontoret wants people to have fun at this event, but they also want people to start thinking about their consumer patterns. .



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

In the registration form, this was not obligatory information. We do not have this information.

**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. The film "En värld utan sopor" was shown at cinemas, with a good visibility as a result. The organizers put up tables for exchanging toys and such at several different places in the city to make sure that more people would see these tables and use them. Through its activities, Kretsloppskontoret had the opportunity to reach approx 1 million people through its activities, in Gothenburg. Through its activities on the internet, they actually had the opportunity to reach even more.

2. The combination of different channels of communication made it possible to reach a large amount of people and also very many different groups of people, since the activities was so different in style and approach (tables - families with children, cinemas and rock concerts - young people mainly etc).

3. All of the activities involved quite a lot of personell and proffessionals, which granted a good and thorough information to inhabitants and other target groups. The film an aother activities are of high quality and focuses distinctly on waste prevention.

4. The same idea (film at cinemas, "toys-exchanging" and concert) could definitely be used in other European countries. For ex the toys-exchanging does not cost a lot of money, it is fairly easy to organize in small as well as larger cities, in neighbourhoods and larger areas.

**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.**