



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Conselleria de Medio Ambiente, Agua, Urbanismo y Vivienda
Country/Region: España, Comunidad Valenciana
Name of nominated project developer: LLARS VERDES COMUNITAT VALENCIANA
Name of nominated action: EL RECETARIO DE LLARS VERDES (GREEN HOMES RECIPE BOOK)
Town: Sagunto y Puçol
Region: Comunidad Valenciana
Country: España
Nominee category: Public authority
Dates of action: 20th - 28th November

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: 50 families participants in the program of environmental education LLARS

VERDES (directed the environmental awareness of the families and the promotion of the good environmental practices in the home)



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4. Please give a detailed and precise description of the nominated action:

The activity is planned as a contest among the families participating in the "Llars Verdes" (Green Homes) program, in which best recipes elaborated from surpluses were selected. The contest was regulated by a few conditions concerning its development (rules, timing, prizes, and so on). The rules were sent to all the participants by e-mail, including an invitation for participating in the activity.

Each family took part with a maximum of 3 kitchen recipes elaborated from surpluses, making a description of the course, the surpluses utilized and the elaboration process.

After the dead-line, the environmental education team of the CEACV selected the best recipes among those offering both a major culinary originality and a higher domestic waste reduction.

All the selected recipes make up the GREEN HOME RECIPE BOOK.

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

The target audience was 50 families participating in the GREEN HOMES program, though a potential audience reaching 500 people can be estimated. All over Spain, a lot of families are participating in the GREEN HOMES program.

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 criteria to select it have been:

1. Originality
2. Material resources used all over the activity.
3. Economic expense.
4. Easy to reproduce in any context and place.
5. Motivating.

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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