



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: FA19D, Abfall- und Stoffflusswirtschaft
Country/Region: Austria/Styria
Name of nominated project developer: Umweltmagazin
Name of nominated action: Stone of wisdom - the funding
Place: Schöckl - Mountain
Town: near Graz
Region: Styria
Country: Austria
Nominee category: Business/Industry
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:

On Schöckl Mountain, a very popular excursion destination of the 250,000 people of Graz - the largest city in Styria - the stone of wisdom (which is touring from the December 2010 through all areas of Styria, and as from 2011 will be given to the most sustainable community as a trophy every year) was presented from the 11-20-2010 to 11-28-2010. A poster informed the visitors about the idea of the stone. The intent was, to show the possibilities of conserving resources and social economy to the visitors of the largest recreational area of Graz. From December 2010 the stone of wisdom has toured through all 7 regions of Styria, and from 2011 the stone will be given as an award to the most sustainable commune every year.

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 of the campaign was the general population of Styria, especially the visitors of the Schöckl. During the promotional period about 2,000 participants were counted. Through the uniqueness of the action, it is expected that visitors will be motivated to avoid waste and to leave no more waste in nature.



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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 FA19D has decided to nominate this action because it is a very unique and original idea. The presentation of the 500 million year old stone which has a size of approximately 1,5 m x 0,6 m x 0,6 m and the additional information is a very unusual way to bring the concerns of sustainable waste management to mind of the public. The idea, to give the stone as a trophy for 1 year to the most sustainable community of Styria, will be initiated a positive competition. The implementation of this action in other countries is very possible.

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.

For further information see: www.umweltmagzin.at

