



# EWWR good practices and case studies

## 1. Details of Action:

EWWR Organiser: EWWR Secretariat  
Name of nominated project developer: May López Díaz  
Name of nominated action: "Juntos, Reducir es Actuar" - Semana Europea Reducción de Residuos. "Together, Reducing is Acting" - EWWR  
Place: SEUR GeoPost hubs, depots and offices  
Town: Gerona, Granollers, Baix- Llobregat, Valles-Occidental, Madrid,Zaragoza, Soria, Teruel, Orense, Lugo, Santander, Bilbao, Palencia, Cartagena, Cordoba, Segovia y Albacete.  
Region: Catalonia, Madrid, Aragón, Galicia, Cantabria, Pais Vasco, Castilla León, Castilla la Mancha, Andalucía y Murcia.  
Country: Spain  
Nominee category: Business-Industry  
Dates of action: 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:

Sustainable Development Program: "Together, Reducing is Acting" - EWWR

Campaing Description: Awareness campaing developed in ac cordance with our Sustainable Development Commit

ment, whose objective is to make all the staff aware of the importance of reducing natural resources consumption and our environmental impact, both as individuals as well as employees, so that this behaviour will be integrated in the daily process and activity of our company.

Different initiatives were developed throughout the year

Some of the initiatives carried out have been:

Training on Sustainable Awareness:

- Creation of an Intranet section with environmental information in order to encourage the reduction of natural resources consumption
- Training on Environmental Awareness to all the Middle Mangers.
- Distribution and publication of environmental information and advices in order to reduce consumption and our environmental impact, to all the staff, via e-mails
- Eco-driving training to drivers in charge of the deliveries
- Training on LGP (Liquid Gas Petroleum) use to drivers (alternative fuel less polluting than convencionals fuel)
- Promotion of Video-Conference to avoid trips and fuel consumption
- Energy Efficiency Audit
- Use of the intranet in order to publish general information with the aim of reducing paper consumption

However, during the EWWR some special initiatives were developed too:

- e-mails sent to all the employees
- Insertion of the banner and EWWR fact sheet in our intranet
- Intranet Magazine advising about avoiding paper consumption
- Information given to Middle Managers (about 80 people) so that they can inform the rest of the staff about the environmental awareness.
- Information Published in the Sustainable Development Intranet Section
- Article in the Internal e-Magazine sent to more than 7000 employees
- EWWR Posters were hung in the facilities
- Instructions to include the EWWR logo in all the corporate signatures during this week

#### 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 this action was the staff of the company (around 2000 people), but the initiative reached around 7000 people because there were also indirect staff included (subcontractors, providers...).

From 2006, the company has been developing a Sustainable Development Commitment and this action reinforces this message not only because of its importance, but also because it is developed at a Europea Level. The messages have been direct, clear and impacting because the examples used regarded daily activities (eg: Do you know...? In a company each employee consumes an average of 50 and 75 Kg of paper a year?. At a global level, 42% of the wood in the market is used for paper?.)

**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

On the one hand we consider this campaign should be nominated for a EWWR Award for all the reasons already stated before:

- 1) Because the target audience has been a very big number of people and the tools used to communicate were a good example of the good practices in order to avoid paper consumption.
- 2) Because our company is the Leading Transport Company in the Spanish Market and taking part in EWWR can be an action line other companies can follow
- 3) The content of the campaign has been direct, clear and impacting, with messages specifically focused on waste prevention
- 4) The fact that our company belongs to an International Group (GeoPost) is an example of the reproducibility in Europe as well as the wide impact that such campaigns may have at global level.
- 5) The follow-up in long-term and lasting impact is done according to sustainable development indicators (Kg paper consumption, % of ecologic paper, kWh consumption, kg waste recycled) .

**7. Please provide us with photos, videos, web links or any other material that would help the jury to better understand the nominated EWWR action. Where possible, provide basic translation into English.**



Al reciclar, los residuos se convierten en productos, ¿pero cómo reciclar?

**PAPEL y CARTÓN:**

- El cartón debe de estar plegado
- Evita todo elemento que no sea de papel cartón (grapas, canutillos de plástico, los rollos a los que están adheridas las etiquetas...)
- No deposites plástico, papel de aluminio, papel plastificado ni envases tipo brick.
- Evita dejar nada fuera del contenedor



**¿Sabía que...?** De 1.000 kg de papel usado se obtienen 900 Kg de papel reciclado que se puede volver a utilizar. Y 1 Kg. de **papel reciclado evita la emisión de 1 Kg de CO2**, la tala de **15 árboles** de tamaño medio y el consumo de **100 litros de agua**. **¡Recicla y utiliza papel reciclado!**

**PLÁSTICOS Y ENVASES:**

- Los envases deben de estar plegados
- Recicla todo tipo de envases de plástico, de metal y tipo brick
- No deposites papel ni vidrio
- No deposites metales que no sean envases



**¿Sabía que...?** 27 botellas de plástico reciclado bastan para la fabricación de un Jersey polar.

**RESTO DE MATERIALES:**

Pilas, baterías, móviles, equipos informáticos, cartuchos de tinta y toners, ropa y calzado, lámparas y tubos fluorescentes. Todos estos materiales han de ser reciclados. Si tienes alguna duda de cómo hacerlo no dudes en ponerte en contacto con nosotros y te ayudaremos [desarrollo.sostenible@seur.net](mailto:desarrollo.sostenible@seur.net)



**¿Sabía que...?** una lata de aluminio habrá producido 0,15 kg de CO2 a lo largo de su vida. En Europa se consumen 28.000 millones de estas latas cada año. Eso representa más de 4,2 millones de toneladas de CO2 que se emiten cada año a la atmósfera

**¿Sabía que...?** El final de nuestros residuos es:

- \* 42 % en vertederos
- \* 20 % incinerados
- \* 22 % reciclados
- \* 17 % compostados

**¿Sabía que...?** Para fabricar un teléfono móvil (115 g) son necesarios 75 kg de materia prima.

**¿Sabía que...?** Europa se producen cada año centenares de millones de pilas y baterías. El mercurio que contienen algunas pilas, cuando se tira a la naturaleza, puede contaminar hasta 1 m3 de tierra y 1.000 m3 de agua durante 50 años.

Consulta nuestra sección de desarrollo sostenible [en la intranet de SEUR GeoPost](#), además de cómo reciclar encontrarás más información interesante

**¡Con pequeños actos y sencillos gestos, generarás menos residuos!**



SEMANA EUROPEA  
DE LA  
PREVENCIÓN DE RESIDUOS  
DEL 20 AL 26 DE NOVIEMBRE DE 2010

