



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: Ministry of the Environment  
Country/Region: Estonia  
Name of nominated project developer: Eesti Energia AS  
Name of nominated action: Eesti Energia's Waste Reduction Week  
Place: Eesti Energia Head Office  
Country: Estonia  
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:

Informing employees (total 7400 over Estonian offices and companies) using internal information channels (intranet articles, internal newspaper, posters, etc.) about how to reduce waste production and why waste prevention is important in the office and at home, and what are the practical ways to do this. Also how to make smart business decisions so that regarding the production and development of new production lines less waste will be produced or new ways of usage can be found for waste that is generated. How to include waste prevention as criteria at the product line design stage and in all stages of the manufacturing process and some good examples from business internal practice about that. Also a one week long donation campaign in the offices and production facilities took place, where all employees could bring their clothes, shoes, books, etc. to their workplace. The collection was done in cooperation with Uuskasutuskeskus who sorted and donated the stuff to poor families, orphanages and sold (the money was used for charity purposes). There was also coin collection points for organisation Foodbank (this organisation's purpose is to collect food leftovers for donation; the money collection is for organisational purposes and also for food buying) in Tallinn bigger offices.



**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 all employees in Eesti Energia company in 27 offices over Estonia (company offers integrated energy solutions from production of electricity, heat and fuels to sales). The audience varied from office specialists to technical engineers and client servants. Through intranet and internal newspaper, 5-6000 persons were involved, posters and information on wall boards have been seen by approximately 1000-1500 persons, there were 23 collection points for used stuff over Estonia connecting approximately 200 people. Thanks to collected amounts they made 1000 presents for families with help needs.

**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 action is award worthy because,

- 1) In order to inform the audience, many different ways of internal channels were used (intranet, mailing, internal newspaper, wall boards etc) so all employees got good overlook about the campaign and the information about waste reduction. The majority of employees use internal channels every day for communication and to catch company's news so the visibility for the target audience was very good.
- 2) Eesti Energia is the largest employer in Estonia (in total 7400 employees). Such giant company has significant power and positive impact in raising awareness. It is also important to note that the industry sector often stands in the last position in making awareness campaigns in the environment and waste issues.
- 3) Articles gave an overview of what is waste reduction, what are the possibilities to reduce waste at home, at the office, etc. Little was discussed about the possibilities for companies to reduce waste generation in production line. The collection of used stuff for donation, the links to the comic strip (EWWR), the web game (EWWR) and the video clip (EWWR) gave good illustration to these articles.
- 4) Internal informing is easiest, cheapest but one of the most effective way to raise awareness.
- 5) Internal informing using IT technology channels is flexible to repeat as many times as wished. Company's awareness campaigns in environmental issues show to employers that the company cares about environment and also about them.

**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.**