



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: JLY Finnish Solid Waste Association (in cooperation with Tampere Regional Solid Waste Management Ltd)  
Country/Region: Finland  
Name of nominated project developer: Turun Seudun Jätehuolto Oy (Waste management)  
Name of nominated action: Shopping Simulator  
Place: Turun Ekotori  
Town: Turku  
Country: Finland  
Nominee category: Business/industry  
Dates of action: 20th and 26th of 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:

In Shopping Simulator you can practise how to do environmental friendly shopping. Shopping Simulator is a very authentic grocery store surroundings with real food packaging, labels and shopping baskets. Visitors choose from different products and learn how much natural resources is needed to produce them. There is a computer program that instead of prices, gives the amounts of nature resources needed to produce each product. Shop assistant discusses the choices and environmental impacts of purchases with the visitors. The idea is to encourage visitors to think their daily choices and the whole lifecycle of food and other products in the environmental point of view.

Simulator is located in Ekotori, a local recycling center, where people can buy second-hand goods and leave furniture and other things they no longer need themselves. Local waste management company paid for the building of exhibition and pays for presentations for groups. In European Waste Minimisation week there were two open-house events when presentation and guiding for all visitors. Other times Shopping Simulator is available for groups with upfront booking.

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



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Event was concrete and very every-day oriented. It highlighted the impacts of our own little choices. It does really matter what we buy and consume. Purchasing more environmentally friendly is not easy all the time and even more difficult if you don't know the criterions you may compare the products. In Shopping Simulator the visitors get information and tools for making these decisions on their own. Though it's hard to compare all the products and their environmental impacts (material, production, packages, transportation...) consumer can learn some guidelines how to evaluate the impacts.

Shopping Simulator is most interesting for adults and those young people who already make everyday choices in stores also in real life. For little children this means of consuming advice is also maybe a bit abstract and difficult with all the information about nature recourses. We gave information about the events through web-pages and media-briefing. We assumed that the audience would mostly consist of those who already where customers of Ekotori or otherwise familiar with waste issues in some extent.

Estimated amount of participants: In there two events there were about twenty people who had face-to-face guidance and presentation in Shopping Simulator. Local media came also to explore what was it all about, and through their articles and TV- and radio- spots the information and ideas were spread to a lot bigger audience.

**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. At least couple of web sites mentioned the event in Internet (one of them Finnish National Broadcasting Company) . Find the sites enclosed as pdf.

This kind of event really gives waste advisors etc. a chance to meet people and communicate and interact with them. The knowledge distributed and generated this kind of interaction is valuable for both side.

2. Everybody can play shopping! Just gather the facts behind, build an imaginary shop and collect a bunch of groceries and other products. You don't need to know all, discussion is the most important thing. The really authentic and great looking "shop" that developer has created for environmental education is innovative idea and is suitable for different kind of target and age groups.
3. This event fits in the EWWR-concept. The focus was in waste prevention and the life cycle and environmental impact from wider point of view as well.
4. Event may be reproduced in other countries. As told above, you don't need to know everything, to raise discussion and wake people to think is important too. To show people that little things count too.

**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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The Shopping Simulator counts the use of resources on food products.