



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: ADEME
Country/Region: FRANCE
Name of nominated project developer: API Restauration
Name of nominated action: Stop au gaspillage alimentaire (Stop food waste)
Place: Cantines scolaires de la Fondation d'Auteuil
Region: Pas de Calais
Country: France
Nominee category: Business / Industry
Dates of action: 22-26/11/2010

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:



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

Waste management is one of the main challenges API has to face, as catering firm. Create and cook a meal implies producing a certain amount of waste (due to its preparation, delivery and riddance).

API is concerned about the impacts of its activities during the whole year and chose to commit itself in the EWWR notably in order to advertise its year-long considerations about sustainability among its customers.

Objectives of the operation:

- Reduce the amount of waste thrown away by changing customers' behaviours
- Re-use waste that could not be avoided

Coulogne high school is one of the many educational establishments that took part in API's actions (on a voluntary basis). Therefore, an adapted action has been put into place in the establishment.

Phases of API's initiative in Coulogne high school:

- Raising awareness among high school students, parents and teachers
Implementation of a conference and discussion "API Forum" on the 25th of November gathering 85 participants around the topic of sustainable development in school catering

Support the "Heaven Green" association, which organised and led activities in association with a club of students involved in environment protection. Communication about those activities is advertised on Heaven Green's blog.

- Putting concrete actions of waste reduction into place

During the EWWR, students are invited to weigh up the waste quantity they produce and to follow up the evolution of this weight on a slate installed in the entry of the cafeteria.

The aim of this operation is to make students aware of their own waste production and think about it when they serve themselves. Students are enabled to estimate their consumption and to learn about the sorting out process.

Thanks to this procedure, the school commission in charge of setting up the menus decided to shrink the quantity of bread distributed (10kg a day were thrown away) and led a information campaign on how not to overestimate its consumption of bread... Leading to a significant saving.

A "sorting out table" designed by API was also exhibited in school's cafeteria during the Week

Furthermore, organic waste was composted in a "lombricompostage" device (a worms-based composting system) installed during the Week.



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

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

Participants :

- More than 500 students from Coulogne high school took part in the "waste weight activity"
- Teachers were also invited to weigh their waste production at the cafeteria
- Parents that attended to the API forum.

(API initiative has been implemented in several cafeterias across France, and reached at least 5500 persons during the Week)

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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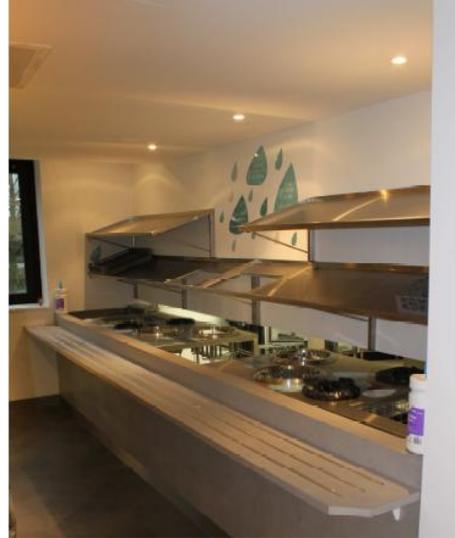
Explanatory panels



Slate exposed at the cafeteria's entry



“Sorting out table” exposed (and used) in the cafeteria



EWWR Posters displayed in the high school



Composting after eating

