



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: Ministry for the Environment/ NABU  
Country/Region: Germany // Netcycler is a finish company which also operates in Germany  
Name of nominated project developer: Netcycler  
Name of nominated action: Give products a new life  
Place: Internet: www.netcycler.de  
Country: Germany/ Finland  
Nominee category: business  
Dates of action: 20<sup>th</sup>- 28<sup>th</sup> 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:



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

Raising awareness of the Netcyclers swap and give-away service, about the environmental benefits of choosing second-hand instead of buying new, and about the waste reduction effects of choosing second-hand. Providing a platform to take concrete action to reduce waste by trading and acquiring secondhand stuff on <http://www.netcyclers.de/> instead of throwing stuff away and buying new stuff to replace it. Anyone (German residents) can register at <http://www.netcyclers.de/> and offer their items for swap or for give-away, wish for offers made by others and propose and accept trades.

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

During the week netcyclers will bring up the waste reduction benefits of choosing second-hand. Netcyclers will encourage people to trade by writing about these benefits on their page as well as in the social media: blog, Facebook and twitter. People are rewarded with a badge based on how many items they have traded on Netcyclers. Participants: 18

**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

Visibility and communication aspects

Netcyclers has created an attractive homepage which is easy to handle.

good practise/ quality of content

Netcyclers has come up with a unique internet technology that makes trading second-hand more effective. Instead of just buying or just selling, on Netcyclers you can give and get at the same time by swapping. Netcyclers' trade ring technology allows more efficient trading and prolongs the life of products by enabling people to easily find others who need the stuff they themselves no longer need. When it's easy enough to find someone with a need, people won't throw good stuff away anymore. This reduces the amount of waste going to landfills.

European reproducibility

To be copied by another organization not, as the technology behind the service is extensive. The service however would suit other countries very well, Netcyclers aims to take the service to new countries as well. Netcyclers is originally from Finland and thus available at [www.netcyclers.fi](http://www.netcyclers.fi) and has just been launched in Germany at [www.netcyclers.de](http://www.netcyclers.de)

follow-up in long-term and lasting impact

The purpose of the waste reduction week is to inform that swapping second-hand is a viable way to reduce one's environmental burden, and that it also affects the amount of waste going to landfills. The service continues to enable swapping and giving away also after the waste reduction 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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DEUTSCH ENGLISH [EINLOGGEN](#) [REGISTRIEREN](#) [EINLOGGEN](#)

**Netcycler** Beta

Startseite [Kategorien](#) [Meine Sachen](#) [Hilfe](#)

**Kategorien**

- Alle
- Babies & Kinder
- Bauen & Renovieren
- Bücher & Magazine
- Elektronik & Foto
- Filme & Musik
- Gesundheit & Pflege
- Haus & Garten
- Hobbys & Kunsthandwerk
- Karten & Gutscheine
- Kleidung & Accessoires
- Reisen & Transport
- Sammeln
- Sonstiges
- Spiele
- Sport & Outdoor
- Z - Test Kategorie

**Angebote** **Wünsche**

z.B. Buch Stuttgart  [Angebote durchsuchen](#)

Kostenlose Gegenstände

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|---|---|---|--|
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| <b>ANGEBOT</b><br>Alpin Skier • Bindungen Alzeptakol K2 | <b>ANGEBOT</b><br>Telling Skier mit Bindung V0 kl | <b>ANGEBOT</b><br>Kaffe Porzellan Wie neu | <b>ANGEBOT</b><br>Schüssel Porzellan Wie neu |
|   |   |   |  |
| <b>ANGEBOT</b><br>Öl Essig Menge Wie neu transparent    | <b>ANGEBOT</b><br>Parfümfalton Wie neu 1          | <b>ANGEBOT</b><br>Ölherd Akzeptabel weiß  | <b>ANGEBOT</b><br>Buch Verschiedene Öu.      |

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