



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: National Steering Committee  
Country/Region: Italy  
Name of nominated project developer: RABITE SERVIZI TURISTICI  
Name of nominated action: ADOTTA UNA FONTANA  
Place: 1.I.T.C.G.T. "M.Capitolo" ; 2.Sorgente Frido, nel Comune di San Severino Lucano (Parco Nazionale Pollino);  
Town: Tursi  
Region: Basilicata  
Country: Italy  
Nominee category: Business  
Date of action: 20-28th 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:

##### SUBJECT:

1. Rabite Tourist Services: Company founder and supporter of the project;
2. I.T.C.G.T. "Manlio Chapter" which puts the project by the Company Rabite candidate in POF 2010 -11;
3. City of Tursi-Matera;
4. Pollino National Park;

##### OBJECTIVES:

1. recovery of the use of public water;
2. adoption of an ancient fountain;
3. reduction of plastic bottles and glass.

##### RULES ':

- study of inland water in Tursi;
- identification of an 'old fountain still active in the community and adoption of children;
- promotion and communication of the project.

##### STEPS:

1. Involvement of two second class dell'ITCGT "Chapter M." Tursi. The class of tourist, you are asked to identify the ancient path of the water in Tursi, conducting a study and a plan of restoration work on the fountain to be taken. The class of the field of Administration, Finance and Mktg however, will design, promotion of the slogan and the communication of the project on the site of the school.
2. Excursion (ecological) for the classes involved in the project at the Source Frido, in the Pollino National Park. The exploration also will feature local products in food and drinking water at 0 km and doing the sorting.
3. The transfer will be made by the Company Rabite.
4. Actions to involve the whole school initiative:
  - implementation of a page on the website that explains the project;
  - publication of the draft architectural history of the fountain and the slogans on the responsible consumption of public water;
  - Special school magazine that will present the initiative in its entirety;
  - vote on the slogan open to all students of the Institute, in conjunction with the European Week of Waste Reduction;
5. Public ceremony during which it will:
  - presentation of the entire project;
  - Posting on the fountain taken, on a plate containing the historical notes of the fountain and the slogan winner;
6. initiative to promote the whole school in the district.

##### TIME:

November 20:

- presentation of work (projects and slogan) and the page on the website dedicated to the initiative;

November 22:

- Frido excursion to the source of the Pollino National Park by the Company Rabite;

From November 20 to 28:

- vote by all of the slogans the students through the webpage on the Institute;

By the end of January 2011:

- cheer the winning slogan in a public ceremony, during which will be unveiled the plaque at the fountain adopted;

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

Number of students directly involved is about 600

Through the involvement of the younger generations, carry the message among their peers, families and communities in which they live.



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**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

This action is very well organized. The main positive aspect is the skill of the touristic firm to create a network and to put together many different stakeholders. We appreciated the connection between different environmental topics. the Park, the water, the importance to drink tap water avoiding to produce waste.

we liked also the journey into the Park: the students had the possibility to see and touch the water: it is a very concrete action, noy just theory.

This action had a very wide echo through the media and it is just one of a lasting iter of sustanability of the firm.

it is original, exemplar and it had a good visibility. Moreover it comes from a region that last year didn't have project developers.

More details: [http://www.parcopollino.it/index.php?option=com\\_content&view=article&id=994:qadotta-una-fontana-gli-studenti-incontrano-il-direttore-del-parco&catid=55:news](http://www.parcopollino.it/index.php?option=com_content&view=article&id=994:qadotta-una-fontana-gli-studenti-incontrano-il-direttore-del-parco&catid=55:news); <http://www.itcgtursi.it/public/docs/adotta-fontana.gif>;

And our FTP

**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.**

