



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: WasteServ Malta Ltd  
Country/Region: Malta  
Name of nominated project developer: XFM 100.2 / XFM Online  
Name of nominated action: Reduce Waste Now  
Place: Radio and internet  
Country: Malta  
Nominee category: Business Industry  
Dates of action: 21<sup>st</sup>- 29<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:

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

XFM 100.2 organised an activity in which communication tools at their disposition were utilised to the full to promote the importance of waste reduction. The following actions were included during everyday of the EWWR week:

- Recorded testimonials aired continuously promoted the EWWR, encouraging people to do their bit in waste reduction;
- Live promotions and educational were read by the presenters during main drive time. This included a quiz question every morning were listeners were encouraged to leave their answer online;
- Informative promotionals were accessible to listeners via website and facebook pages;
- A webpage showcased what XFM and its' staff do in the office to reduce waste and thus serve as an example to other offices and people visiting their website;
- Listeners were encouraged to participate by sending in e-mails/sms about how they are doing their part in waste reduction and to also give presenters tips on ways they can improve what they are already doing. This meant that there was a continual reciprocal learning experience between listeners and presenters about waste reduction during the whole week.



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

The activity targeted all listeners of the radio station. Additionally, it provided informative ideas about waste reduction on the website of the radio station and Facebook page.

XFM 100.2 is considered as one of the most popular radio stations on our island especially with the younger generation. Survey by the Malta Broadcasting Authority, published on 23rd of August 2010, revealed that 4.9% of Malta's population listen to this radio station. Moreover, around 8,000 listeners view the website each month.

**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

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XFM 100.2 is considered as one of the most popular radio stations on our island especially with the younger generation. A survey done by the Malta Broadcasting Authority, published on 23rd of August 2010, revealed that 4.9% of Malta's population listen to this radio station. Moreover, around 8,000 listeners view the website each month. The radio station was the only one on the Maltese Islands to engage in an extensive promotion of waste reduction on its own initiative. Obviously, due to the medium utilised, their activity could reach a large number of listeners also because the advertisements and testimonials were aired during different times of the day. Additionally, activities like 'How green will you go' served to involve people actively and directly. The promotions aired during the day aimed to educate people about waste prevention and also gave different ideas about how to go about it. It should also be noted that waste prevention also has a permanent feature as part of the icon 'XFM goes green' on the radio station website. The type of promotions implemented by Xfm can be reproduced on radio stations European wide. The continuous adverts helped to reduce the 'noise' and 'retention' barriers which, with this type of activities, can reduce effectiveness extensively.



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.

The screenshot shows a website page for XFM with a navigation menu (Home, Schedule, What's On, Shows, Music, Other, About XFM, Contact Us) and a banner for '100.2 XFM'. The main content area is titled 'What YOU can do to REDUCE WASTE NOW!' and features a cartoon recycling bin character. The page includes a 'Listen Live' button and a sidebar with 'On Air' information for 'The Big Breakfast with Jean & Angele'. The main text discusses waste reduction and provides a list of actions to take at home.

Home > XFM Goes Green > Reducing Waste

### What YOU can do to Reduce Waste Now!

The definition of Waste Reduction (or prevention) are the measurements and actions taken before a substance, material or product becomes waste. Such actions help in the reduction of, waste which is thrown away and landfilled, its harmful effects on the environment and our health, as well as the content of harmful substances in materials and products.

Reduction prevents waste from being created in the first place. It reduces the amount or toxicity of waste at the source. Because source reduction actually prevents the generation of waste in the first place, it is the most preferable method of waste management.

We at Xfm are doing our bit. Are you ?

You can reduce waste by:

#### At Home

- Install a roller towel instead of using disposable towels.
- Use cloth napkins. Reach for a sponge or dishcloth instead of a paper towel to clean up.
- The fibres from your old clothes can be shredded and knitted and rewoven.
- Refuse plastic carrier bags - use a cotton one instead. If you have groceries delivered, ask your supplier to take their bags back for recycling.
- Use washable utensils and dishes for picnics, outdoor parties and barbeque.
- Repair goods and appliances instead of buying new ones

We'd also welcome your ideas on how we can further improve our ability to function at such a high standard while helping to keep our environment as free from waste as possible.

Send your e-mails to [info@xfmmalta.com](mailto:info@xfmmalta.com)

With the support of  
the European Commission

[www.ewwr.e](http://www.ewwr.e)

