



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Agência Portuguesa do Ambiente
Country/Region: Portugal
Name of nominated project developer: Valorsul - Valorização e Tratamento de Resíduos Sólidos das Regiões de Lisboa e do Oeste, S.A.
Name of nominated action: "Nappies Project" (Projecto Fraldinhas)
Place: Maternidade Alfredo da Costa and other hospitals
Town: Lisboa
Region: Lisboa e Vale do Tejo
Country: Portugal
Nominee category: Business/Industry
Dates of action: 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:

There will be distributed kits with reusable nappies to mothers who have their babies during the EWWR and informing them to the advantages for the environment and also for the baby (some allergic problems with the materials of the nappies not reusable).

This initiative will take place in several hospitals in different cities all over the country, with the purpose of promoting the use of reusable nappies. This project is developed in partnership with EGF, Quercus and 23 hospitals and maternity hospitals of Portugal.

The project was launched in the Maternidade Alfredo da Costa, in Lisbon, with the presence of the Minister for the Environment and Spatial Planning and the Secretary of State for the Environment, besides other persons with political charges and others, what demonstrates the importance given to this action.

It will be monitored by Valorsul, particularly with a group of their own employees participating in this action.



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

The target audience are new mothers who had their babies during the EWWR. The launch of the project was made in the 20th of November, in Maternidade Alfredo da Costa, but it was marked in several different dates depending of the hospitals where it occurred. The expected audience, including all intervenients in all hospitals and maternity hospitals was of about 800 participants.

The monitoring group is composed of Valorsul employees, on which the diapers consumption will be monitored and evaluated in the long term, to assess on the amount of waste avoided.

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 project has all the characteristics nominated from 1) to 5).

In fact, due to the presence of the Minister and of the Secretary of State for the Environment, there was several journalists in the event, press and television. The action is in fact a good practice, with originality and being reproducible, and important in terms of waste prevention - a great amount of waste is generated from diapers - and the follow-up is being monitored by one of the promoters of the project - Valorsul - with a group of their own employees which participated in the project.

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.

fraldinhas
para usar e não deitar fora!

fraldinhas é o nome de uma iniciativa ambiental lançada na Semana Europeia de Prevenção de Resíduos (20 a 28 Novembro 2010), em várias zonas do país, que vai contribuir para a redução da utilização de fraldas descartáveis, diminuindo a quantidade destes resíduos que é preciso tratar.

A Valorsul, a EGF e a Quercus, num projecto de parceria, vão distribuir kits de fraldas reutilizáveis a todas as crianças nascidas nesta semana em vários hospitais, com o objectivo de promover a sua utilização.

Vale 10% de desconto na compra de fraldas reutilizáveis até 31 Dezembro 2010. Saiba como em: www.valorsul.pt

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oferta de 1 kit por nascimento

Porquê usar fraldas reutilizáveis?

Logos: valorsul, EGF, Quercus

KIT DE DEMONSTRAÇÃO PROJECTO FRALDINHAS



* A apresentação final dos produtos poderá sofrer alguma alteração, nomeadamente no que se refere às embalagens individuais.

A flyer on the action:

www.valorsul.pt

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- reutilizáveis
- laváveis
- amigas do ambiente
- económicas
- saudáveis

Fraldinhas é o nome de uma iniciativa ambiental lançada na Semana Europeia de Prevenção de Resíduos (20 a 28 Novembro 2015), em várias zonas do país, que vai contribuir para a redução da utilização de fraldas descartáveis, estimulando a qualidade destes resíduos que é preciso tratar.

A Valorsul, a EGF e a Quercus, num projecto de parceria, vão distribuir kits de fraldas reutilizáveis a futuras crianças nascidas nesta semana em vários hospitais, com o objectivo de promover a sua utilização.

Logos: valorsul, EGF, Quercus, Portugal



News report on the action:

