



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Lipor
Country/Region: Portugal/Porto
Name of nominated project developer: Porto Estádio - Gestão e Exploração de Equipamentos Desportivos, SA
Name of nominated action: Dragon vs Waste
Place: Dragon Stadium (Football Stadium)
Town: Porto
Region: Porto
Country: Portugal
Website: www.fcporto.pt
Nominee category: Business/industry
Dates of action: 20th – 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:

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

Exhibition of the EWWR 2010 film at the Dragon Stadium electronic displays, during the EWWR2010..

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 is the public that comes to Dragon Stadium to assist football matches and also the general public (there are electronic displays facing exterior of the stadium, designed to deliver information to the general public and electronic displays to disseminate information to the public who is watching football games).

Football stadiums are a privileged place to disseminate messages and information. The electronic displays help to increase the impact (visibility, sonority,...) of EWWR film, in addition waste prevention theme (environmental issue) approach in a football stadium is uncommon, and for this reason can easily stimulate the target audience curiosity and catch audience attention easily.

This action consists in an original and appellative way of disseminate simple messages, that remain in peoples minds, in order to aware them to the importance of each one contribute to waste prevention.

The number of participants involved was about 300 000 persons/day.



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

1) In this action, the electronic screens of Dragon Stadium are used to the EWWR film exhibition. The electronic screens of a football stadium highly contribute to increase the impact of the film, due to aspects like the visibility and the quality of image and sound.

2) The main goal of the action is to make the target audience (general public), realize the importance of each one individual contribution to waste prevention, through simple messages dissemination. The "waste prevention" (environmental issue) approach in a football stadium is extremely original and for this reason can easily catch target audience attention (innovation of the content). The action is also exemplar because it contributes to improve environmental education of the population, leading to a more active citizenship (informed citizens can aware other persons).

3) The film content is strictly directed to waste prevention and includes the presentation of various practical waste prevention actions that anyone can easily adopt in everyday's life.

4) The action can be reproduced in any similar place in any other European country.

5) The follow up of the action can be made through the number of film exhibitions and the number of people that have the opportunity to assist the film projection. This is an awareness action, so it will help the target audience to develop environment awareness, regarding waste prevention, that will help in the acquisition of simple earth-friendly habits with a positive lasting impact in terms of waste reduction.

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.



