



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Avfall Sverige
Country/Region: Sweden
Name of nominated project developer: Allwin
Name of nominated action: Allwin
Place: Different stores, restaurants etc in Gothenburg (read description below)
Town: Gothenburg
Region: Västra Götaland
Country: Sweden
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:



With the support of
the European Commission

www.ewwr.eu





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

Allwin has registered the company's daily activities, instead of a specific action. Allwin's business idea is to offer a waste reduction service to other companies and organisations. The idea of the service is to take care of other companies' overproduction waste/excess production (for example products with short dates, with wrong labels, and articles that are simply over-produced) and make sure that this is sent to voluntary organisations/aid organisations instead of being thrown away. This service is offered to companies and organisations in the cities Stockholm, Gothenburg and Malmö.

Allwin also promotes the environmental and social improvements achieved by the companies when using Allwin's services.

The following companies and organisations used Allwin's services during European Week for Waste Reduction (only companies in Gothenburg):

- 12 different 7eleven stores
- Abba Seafood
- Steinbrenner & Nyberg (a bakery)
- Svenska Mässan (Famous Swedish exhibition and congress center)
- Gothia Towers (Famous hotel, restaurant and conference)

In total 1,7 tons of food was collected during the week. From the 12 different 7eleven stores, Allwin received the food which was about to expire (freshly made sandwiches, salads, buns, cookies etc). Abba Seafood gave Allwin herring and caviar. Steinbrenner & Nyberg gave Allwin bread and cookies. From Svenska Mässan and Gothia Towers, Allwin received freshly made sandwiches and salads.

The 1,7 tons of food collected from the different companies would have been thrown away if it was not collected by Allwin and instead given to for example homeless people through voluntary organisations/aid organisations.

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

In the registration form, this was not obligatory information. We do not have this information.

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. This year, Allwin won the swedish award "the environmental hero of the year" for their business idea. This award was established 2010 by the the organisation WWF (the World Wildlife Fund).
2. This concept is totally new in Sweden.
3. Allwin's business idea is to offer a waste reduction service to other companies and organisations. The idea of the service is to take care of other companies' overproduction waste/excess production (for example products with short dates, with wrong labels, and articles that are simply over-produced) and make sure that this is sent to voluntary organisations/aid organisations instead of being thrown away.
4. We believe that this business concept could be used in other European countries.
5. As Allwin has registered the company's daily activities, instead of a specific action, the activities will continue as long as the company exists. As time pass by, more and more companies will join the service offered by Allwin which in it turn will lead to even less waste thrown away.

7. **Please provide us with photos, videos, web links or any other material that would help the jury to better understand the nominated EWR action. Where possible, provide basic translation into English.**



With the support of
the European Commission

www.ewwr.eu

