



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: COGERSA  
Country/Region: ASTURIAS/SPAIN  
Name of nominated project developer: Riquirraque Emaús  
Name of nominated action: Waste Watchers  
Place: Riquirraque Shops  
Town: Gijón, Avilés  
Region: Asturias  
Country: Spain  
Nominee **category**: Association/NGO  
Dates of action: 20<sup>th</sup>-27<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:

This action was carried out in our 2 second-hand shops, where, during the week, our workers explained to the customers how our association works, the benefits of repairing and reusing and their importance as customers in the process. They also underlined the importance of reusing as a way to improve social and local work.

We estimate the weight of waste avoided by our organization by weighting the articles sold in our shops (because they are reused articles, donated by people to our organization, we are avoiding to create new products and producing waste).

We were coordinated with other organizations in Europe so that we could provide the total amount of waste avoided in Waste Watchers program.

We used posters and blackboards to show our customers the amounts of waste and CO2 avoided, both in every day in our shops and the European totals.

Every day we sent our data to [www.wastewaychers.eu/serd](http://www.wastewaychers.eu/serd)



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

It was an action open to everyone. People saw the total weight of waste they had cut down and the amount of CO2 emissions avoided both in every single purchase and in daily and weekly totals, so that they realized that reusing has big repercussions in waste reduction.

During these days, we had 841 visitors, who have reused 9278 kg (mainly bulky waste)

**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

It was an action with a big number of participants (841), who has been shown both in television and newspapers.

It is an action which has focused attention on the important role that Riquirraque has in Asturias: join social work with waste reduction by collecting bulky waste, clothes, WEEE, and other waste and then repairing and selling them.

**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.**





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