



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: FA19D Abfall- und Stoffflusswirtschaft
Country/Region: Austria/Styria
Name of nominated project developer: Abfallwirtschaftsverband Mürzverband
Name of nominated action: "Pilot project - Sustainable waste management for kindergarten and primary schools"
Place: Sports- and ART-Center
Town: Allerheiligen im Mürztal
Region: Styria
Country: Austria
Nominee **category**: Associatio/NGO
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 the start of a long-term sustainable project. The campaign explained the meaning of waste prevention in an understandable and tangible way to kindergarteners and school children. The content of the project focused on waste prevention. A particular highlight was a performance by the "garbage witch" Rosalie.

The aim of this project is to raise the awareness of waste prevention. Our main concern is to find a language that our target groups - childrens, teenagers and adults alike - actually reach. So we set ourselves in the context of this project, the task of knowledge (separation, reuse, recycling and disposal of waste, climate impact of waste management) that supports waste prevention action permanently, for people - whether young or old - who are not confronted with the concerns of sustainability-oriented waste management every day and to convert in an understandable form.

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

The target group was composed of kindergarteners and school children. Through live on-stage performances (in a child-friendly way) in which the audience could see how waste reduction takes place in a practical way. As a result of this type of teaching a great motivation, especially from children, is guaranteed. The launch event was attended by 250 children and teachers.



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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

The FA19D has decided to nominate this action in the category of association/NGOs, as this project is a prime example of a public awareness and action for sustainable future development. The idea, to implement the aim of the project already in the age group of kindergarten and elementary school, and to anchor the consciousness to that, speaks for itself. This idea is also supported by the leaders (school principals) and by the children passed on to their parents. The communicative aspect is so far beyond to present numbers and statistics, the showing of pictures or even the threat with consequences. Punishments and threats are not motivation. Motivation can only be to stand up for something. Through playful and child-friendly offers and topics such as: waste prevention, reuse, develop waste separation, waste recovery and disposal of waste. Through stories, experiments and positive action including also the elements of earth, water, air and fire scientific processes for the children are made transparent. Through this valuable work in kindergarten and in elementary school we lay the foundations for sustainable thinking and action in children and adults.

The daily newspaper of Styria "Kleine Zeitung" released a big report about the action. Another crucial reason for the nomination is the easy copying (an essential objective of the overall project) of the action. With some adaptation, the implementation is possible across the EU. A brief description of the initiative is already available in English, Dutch and Russian.

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.

For further information please visit the websites:

www.awv.steiermark.at/cms/beitrag/11373843/171897/?532091180 (fotos of the action)

www.rosalie.st



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