



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Belfast City Council
Country/Region: Northern Ireland
Name of nominated project developer: Really Rubbish Orchestra
Name of nominated action: Really Rubbish Orchestra - working with schools
Place: Belfast
Town: Belfast
Region: Northern Ireland
Country: UK
Nominee **category**: Association/NGO
Dates of action: 20th 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:

The Really Rubbish Orchestra planned to carry out workshops with local schools to raise awareness of waste reduction. In these workshops Maurice from the Really Rubbish Orchestra used waste materials to make musical instruments for the children to use at the launch of the week on 20th November. By making musical instruments from old cardboard and other waste items we can teach children about the importance of reusing their waste to make something useful. Some of the children may have recognised Maurice from other events that he has worked on in partnership with the Council. By reusing their waste the children are actively reducing the amount of waste that is thrown out to landfill sites and they are actively encouraged to take this message home to their parents and siblings. By encouraging participation by children we hope to engage the next generation of eco-warriors to take a stand against waste. Hundreds of children took part in the workshops in the weeks leading up to the launch and many of the children came along on the day with their own 'rubbish' instruments to help us make noise about waste!

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 was school children around the ages of 7-11 years from primary schools all across Belfast. The Council's Waste Management team, along with the Really Rubbish Orchestra, offered the workshops to all the primary schools in the city and the first 10 to reply were granted a free workshop (worth £125) to make musical instruments out of waste materials. By involving children we can motivate them, the next generation, to be aware of waste issues and to be good advocates for waste management in the future. We can also trust the young people of our society to bring the message home to their families and to the older people who are perhaps less open to changes in behaviour. The children were encouraged to come along to the launch event with their families so that they too could learn about waste reduction. Approx 250 pupils were involved in the workshops prior to the launch and Maurice conducted workshops during the launch event. Altogether an estimated 100 young people were involved in the launch event itself.



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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

1. The children that attended the launch with their instruments were highly visible and attracted a large crowd from passers-by who were curious about what was happening. As the Organisers we were delighted with people stopping to watch because they were able to learn about waste reduction and EWWR too. Really Rubbish Orchestra staff and Waste Management staff circulated among the crowd to communicate the waste reduction message and to encourage them to take part in their own actions during the week.

2. Throughout the planning of the workshops and the launch itself we kept waste to a minimum by communicating electronically and by telephone. In this way we were able to 'practice what we preached' and showed good practice. We had never organised this type of 'rubbish instrument' workshop like this before so it was an original idea for us.

3. High quality workshops (worth £1250 altogether) were delivered to 10 schools and the feedback from teachers was excellent. The focus of the workshop was entirely on waste prevention as the entire project was designed for EWWR.

4. This type of project could easily be carried out in any other EU country or region and simply relies on good communication between organisers and teachers.

5. By educating young people about waste reduction we are ensuring that they will act more sustainably in the future to ensure a long-term and lasting impact.

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.





