



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Provincial Council of Bizkaia
Country/Region: Bizkaia-Basque Country-Spain
Name of nominated project developer: Enkarterrialde-Rural Development Association for the Supramunicipal District of Las Encartaciones
Name of nominated action: ENKARTERRIMARKET, on-line second-hand market <http://Enkarterrimarket.al21.biz>
Place: Barrio San Miguel
Town: Artzentales
Region: Bizkaia
Country: Spain
Nominee **category**: Association/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:

The project involves an on-line second-hand market (<http://Enkarterrimarket.al21.biz>). It is intended as a forum for anyone in the supra-municipal district of Enkartaciones who wishes to sell, swap, donate, search for, lend or share objects or services. It can be used to sell fresh produce from local gardens, thus cutting down on travel and packaging. It is easy and fast to use and is available 24/7 every day of the year. It offers people a practical opportunity to reuse objects, teaches habits that favour prevention and sustainability, encourages exchanges of goods and services and dignifies the sale, barter and acquisition of second-hand products. It can also be used for services such as car sharing to and from work.

The action taken consisted of commercials on local radio and an interview with the managers of the on-line market. Two local schools (in the villages of Turtzioz and Artzentales) also publicised the Enkarterrimarket scheme and explained how it worked to students, parents and teachers. Toy swapping workshops were also organised for younger children.

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

64 people took part in the school workshops and the commercials were run on the "Enkarterri irratia" local radio station. Monthly analyses are run of the number of users and products advertised. The analysis performed on December 1 showed a significant increase in users and product numbers.



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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

We decided to take this action because of all the above criteria, and because the scheme promotes vehicle sharing and the purchase of locally grown produce directly from nearby growers.

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.

