



# EWWR good practices and case studies

## 1. Details of Action:

EWWR Organiser: Fundação Estadual do Meio Ambiente  
Country/Region: Brasil/Minas Gerais  
Name of nominated project developer: Forum Estadual Lixo e Cidadania  
Name of nominated action: DESFILE E BATUCADA de Mobilização - Parada de Abertura da Semana Mineira de Redução de Resíduos  
Place: Praça da Estação  
Town: Belo Horizonte  
Region: Mins Gerais  
Country: Brasil  
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 opening event of the "Mineiran" Week for Waste Reduction - called the Opening Parade – included two concentrations at 9:30 am on 20th November 2010.

The first concentration had about 1,000 participants including the collectors and representatives of the indigenous community. These groups gathered at Plaza Road and paraded through the main avenue of Belo Horizonte, the south-center, the sound of a samba school, with 50 participants in the battery to 200 subjects with costumes made of recycled material used in plays and Brazil's history, featuring a new song with a plot illustrating the time of colonization of Brazil by Europeans and contextualizing the partnership to work the issue of waste reduction with a focus on revision of values of consumption and waste disposal. Along with this group were four stands of collectors of recyclable materials specially decorated for participation in a contest "more creative and motivating collector."

The second Concentration: the representatives of the Movement and Slum gathered at Tiradentes Square and marched down the central avenue, north-center, to the sound of the theme song of the week. It was attended by 600 people.

The two groups met at the Afonso Pena Avenue, the main avenues of Belo Horizonte, and together they walked to the other 800 Station Square - site of Thursday's official opening. The groups came to Station Square at 10:45 am and were greeted by the Organizing Committee when the week began the opening activities to the following schedule: thirty artisans display of Belo Horizonte, showing the public that, with creativity, which would go trash, can become decorative pieces, accessories, toys, furniture, cleaning products, etc.; fashion show with clothes designed by top designer labels from Minas Gerais and made with recycled material, the closing parade and performance by the singer Tizumba with his musical group - Tambores de Minas.



With the support of  
the European Commission

[www.ewwr.eu](http://www.ewwr.eu)





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

The parade called the attention of the population in the city center in a pleasant and motivating atmosphere - people stopped, listened to music, and many joined the group, toward Station Square. The population that was at the center of town to their normal activities and had a great surprise and became involved with the joy of many cultural groups that came together with one goal: to educate and mobilize the population to the need for waste reduction in the modern society. The crowd was estimated at about 3 000 people concentrated in Station Square and who actively participated in the activities.

**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 action gave great visibility to the week
- 2) the fashion show of clothes made with recycled material
- 3) the entire event was focused on waste prevention. We combined art with civic education
- 4) can be easily reproduced in Europe and other continents and regions
- 5) the event has a lasting effect on awareness and mobilizing the various actors involved



With the support of  
the European Commission

[www.ewwr.eu](http://www.ewwr.eu)



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.

