



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: EWWR Secretariat  
Country/Region: Spain  
Name of nominated project developer: AERESS + RREUSE (for European Coordination)  
Name of nominated action: Waste Watchers  
Place: Shops and Re-use centers  
Town: 9 towns: Barcelona, Gijón, La Palma, Logroño, Madrid, Mallorca, Pamplona, San Sebastián, Valencia  
Region: 9 regions: Catalonia, Asturias, Canary Islands, La Rioja, Madrid, Islas Baleares, Guipuzcoa, Valencia  
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 principle of the Waste Watchers campaign: an object repaired and reused is waste avoided! It is an action that encourages general public to participate in waste prevention while they immediately visualize the amount of waste avoided with their action.

During the EWWR, reuse centres weigh and communicate the amount of items they sell. The items sold during the come from the collection of bulky waste by social enterprises. Shop tenders put the stress on thinking about giving what we no longer use instead of throwing them away and preferring second-hand products. Those kinds of eco-deeds help us do our share for the environment and the development of social economy.

This event aims to the general public. The amount of waste avoided at European level serves to illustrate and disseminate eco-actions or eco-deeds for waste reduction. The poster and weighing serve to open dialogue with citizens in the shop. When it's established, the shop tender can promote eco-friendly gestures. Example: simple gestures like give/reuse can reduce the volume of waste we produce daily.

Waste Watchers is a coordinated action around Europe, under the umbrella of a European organisation, RREUSE, that takes place locally. Waste Watchers already involves reuse centres of 6 partners in 5 European countries. It is meant to gradually encompass all European countries and to become a lasting event.

In Spain the results for the Waste Watchers actions where: 10 organizations and different localisations participating, 45,757.12 kg of waste avoided during the actions in the reuse centres participating, more than 9,348 visitors and 19 press mentions. Furthermore the whole project was presented et the Spanish National Environmental congress that took place during the same week in Madrid.

In Europe more than 80 tonnes of waste were avoided during the EWWR.



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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:**

The target audience is the made of the customers of re-use shops and centres.

With each visitor or client of the reuse centre or shop there will be some explaining the process, and they themselves will be able to weight the items they donate or buy and watch the amount of CO<sub>2</sub> they contribute to avoid. They will also see the whole amount of CO<sub>2</sub> avoided around Europe in all the reuse centres and shops participating in Waste Watchers.

In Spain we counted more than 9,348 visitors in the reuse centres of the 10 organizations participating.

At the European level the waste watchers had more than 30 mentions in regional newspapers and media and more than 20 000 citizens have been exposed to the operation.

**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) common branding in all European participating countries
- 2) simplicity of implementation; same method provided to all re-use shops and centers; concrete waste avoided directly visible by the consumer (motivating)
- 3) re-using stuff avoids wasting products and material
- 4) European campaign already implemented in 5 countries
- 5) Communication done also in an important enviromental congress en Spain
- 6) Promotes and encourages the participation from many diferent organatiations from diferent territories, and makes citizens protagonists from the action. Link the social and economic activity to the environmental aspect of waste prevention.



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7. Please provide us with photos, videos, weblinks or any other material that would help the jury to better understand the nominated EWR action. Where possible, provide basic translation into English.

### POSTER OF THE OPERATION

Printed and placed in the shops to catch the customer's attention

Close to that poster were placed a chalk board and a pair of scales. The customers were invited to weigh the reused furniture they bought and report it to the chalk board. Every day the data was summed at European level and written down on the reuse centres chalk boards.



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WEBSITE: [www.wastewatchers.eu](http://www.wastewatchers.eu) with the daily weight of waste avoided by reusing furniture over Europe during the EWWR

**RÉUTILISER pour moins jeter!**

# WASTE WATCHERS

**86 Tonnes of waste avoided through reuse centers!**

The principle: an object repaired and reused is a waste avoided! This operation Waste Watchers.

During the European Week of Waste, reuse centers in 9 European countries belonging to the network RREUSE weigh the items they sell.

These items sold by the Waste Watchers participants are from the collection of items saved by reuse enterprises. These reuse centers: Ressources, Recyclers, Envy - repair and repurpose the items they collect.

Thinking about giving what you no longer use and choosing a good second-hand, do your bit for the environment and the development of social economy!

Partenaires techniques : REBAU DES RESSOURCES | ENVY | RREUSE | KOMOGIE | RESSOURCES | NETBER | CYLCH | DRNS | ARESSE

Partenaires institutionnels : ADEME | MEEDDM | LIFE

Waste Watchers  
Partners  
Eco-deeds  
Press

### ANIMATION TOOLS FOR EACH SHOP

Each reuse centre shop received a poster and a leaflet explaining a step by step manual "how to take part to Waste Watchers". This leaflet was containing explanations of the daily actions to take but also a press relation toolkit and a discussion list to help the shop tenders to argue on the different eco-deeds we can make every day to prevent waste by reusing furniture.



**The "Waste Watchers" initiative will promote reuse during the European Week of Waste Reduction.**

With the support of the LIFE Programme - Information and Communication - the European Waste Reduction Week Project has now become a 3-year project. It aims to raise awareness among a variety of stakeholders on the need to prevent waste. It is meant to gradually encompass all European countries and to become a leading event.

**a one week chance to communicate on reuse**  
from the 21st - 29th of November 2009

With this in mind, RREUSE will coordinate the Waste Watchers Scheme alongside the Ressources French Network. Its aim is to communicate information about the quantity of goods that are sold in the Reuse Centre shops. This weight of goods is directly linked to a specific total of bulky waste avoided by reuse.

**1 armchair = 18 kg**  
sold by a Reuse Centre Shop of waste avoided!

The main European Reuse Centre Shops that participate in this campaign, the reuse items will be recognized across Europe. For example:

**150 Reuse Shops = 150 tones**  
participating in this one-week scheme of waste avoided across Europe!

Your government might already be aware of this waste reduction week. Joining the action will help you to become more visible.

**"Waste Watchers" is an "easy to organize" venture for all the Reuse Centre Shops**

With the support of RREUSE and The Ressources network, you'll get all the tools and information needed to organize the Waste Watchers Scheme.

**a poster for your shops**  
and a board to record the weight of waste avoided in your shop and across Europe

Next to this poster are knowledge you to record on an old chalkboard or whiteboard the weight of the furniture sold in your shop and across Europe. To do this, you have two options: using an abacus to give an average weight for each item, or even better, weighing out the goods you sell in-store to capture your customers' attention!

**a pair of scales or an abacus**

Place a pair of scales near your cash register and poster and physically weigh what the customer buys. People can see for themselves the weight of waste being avoided.

**A discussion list and a daily report**

Now is the time for your sales team to have a little word about waste reduction! To assist them, we will send you a discussion list, promoting environmental safeguards! Each day of the week, we invite you to take a look at the amount of waste avoided (click) across Europe and to share your results with the RREUSE members (click).

**+ The EWWR toolkit**

As part of the package, you will also receive the universal European Week for Waste Reduction Campaign tools (Press Publication Kit, Posters, etc.) that are downloadable.



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**5 EUROPEAN COUNTRIES, 6 PARTNERS AND AN INTERNATIONAL NETWORK**  
 Spain, France, Belgium, Austria, Finland



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