



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: JLY Finnish Solid Waste Association (in cooperation with Tampere Regional Solid Waste Management Ltd)  
Country/Region: Finland  
Name of nominated project developer: Roskisnallen Ideapajayhdistys ry  
Name of nominated action: Roskisnalle valistaa/Trash Can Teddy educates  
Place: Several places  
Town: Helsinki/Vantaa/Kouvola  
Region:  
Country: Finland  
Nominee **category**: Association/NGO  
Dates of action: 20<sup>th</sup>-28<sup>th</sup> of 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:

Trash Can Teddy is an abandoned teddy bear who jumps from the trash can, wondering why Teddy is there. There are other waste fractions (for example old toys) etc. in the can too, and during the "show" children can sort them. You may meet Teddy for example in shopping centre or travelling by bus too.

Teddy is a happy character who loves to play with children and from those plays children are learning the important things about life including not to buy unnecessary things, to save money, to fix, to give etc.

Teddy plays with children from 3 to 12 years old. He plays at schools, fairs and other happenings. The children love these plays. They get the message and they take part in the plays and they ask a lot of questions. The plays vary depending on the children's age.

Teddy spread the message of waste prevention and nature/environment protection by Teddy's own destiny. Better consumption and waste avoidance are demonstrated by positive and concrete way. Trash Can Teddy is a registered trademark too. It is planned that trademark and association will employ unemployed by products made from re-used and recycled materials and items. Ministry of environment has supported the project in Finland.

Please find photos and more information on Roskisnalle/Trash Can Teddy on the website <http://www.roskisnalle.com/>. Information available in English too.



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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 main target audience is kids. Teddy also visits the shopping centres, walks on the streets etc. Sometimes small kids are with their parents or other adults who get some information or cultural experience with the kids.

**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. "Trash Teddy" visited certain places like kindergartens and adult education establishment. Teddy travelled also by bus and was available in shopping centre and streets. The main target audience is children. In addition, Teddy visits adult educational establishments etc. In shopping centres, streets, busses etc. Teddy meets also the parents of the kids. This kind of practical show or performance with emotional elements may be very effective as provoking thoughts and thinking. Visits and shows in kindergartens are interactive, so the kids may participate and communicate directly with Teddy, which is an extraordinary situation!
2. Birgitta Wulf has created character and developed the story behind the Teddy. She is inside the "skin of the bear". So this concept is very original. We think that especially with the kids this is really good practise because the character appeals to kids and the story as well. In the show they may participate in sorting the waste fractions. In ideal situation the kids think afterwards that is it necessary to get new toys if they have good old ones. Or they want to recycle their toys.
3. The content of the event is really suitable for the waste prevention week. The focus is on waste prevention.
4. Teddy or some other character could be produced in other European countries too. Adapting the concept must be kept in mind that "Roskisnalle", "Trash Teddy" is a registered trademark that may limit the adapting.

**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.**





- More photos and information available on <http://www.roskisnalle.com/>.