



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Public Waste Agency of Flanders, OVAM
Country/Region: Belgium, Flanders
Name of nominated project developer: Sociale Werkplaats de Kringwinkel Antwerpen (The sheltered workshop "the Re-use Shop Antwerp")
Name of nominated action: The Re-use shop meets you at school
Place: Merksem + different schools located in the region of Antwerp
Region: Flanders
Country: Belgium
Nominee **category**: Association/NGO
Dates of action: 22-26 November 2011
Year: 2011

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 "Re-use Shop Antwerp" organized jointly with different schools a collection of re-usable tools and playthings at the school gate. The school fit this action in its lessons on environment and waste issues. Each pupil received a flyer to take home (see point 7). So they are encouraged to bring toys and other items they no longer use it, to school and give it to the "Reuse Shop". Each pupil received as a reward a small reusable give away.

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

More than 500 pupils has been reached by this action and motivated to bring playthings in order to be reused. On this way the lifespan of toys is extended.



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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

With this action pupils are made aware about waste issues and the possibility of the extension of the lifespan of product e.g. playthings. On this way they learn to help to reduce the waste mountain.
“Learn Young, Learn Fair!! “

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.

