



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: **ADEME**
Country/Region: **France**
Name of nominated project developer: **Ecoscience Provence**
Name of nominated action: **Responsible purchase**
Place: Wholesaler, School, & High School
Town: **Brignoles**
Region: **Provence Alpes Cote d'Azur**
Country: **France**
Nominee category: **Association / NGO**
Dates of action: **20-28 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 target group
- Action based on the production of communication tools
- Other, please specify:



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4. Please give a detailed and precise description of the nominated action:

For its Responsible purchase campaign, the French Ecoscience Provence association set up partnerships with department stores (SUPER U Rocbaron, Casino Brignoles, Casino Garéoult) from the Centre Var community in the EWWR framework. The whole operation aimed to help consumers reduce their waste production at the source. Consumers were indeed invited to purchase products with less packaging materials during a week. The three steps process of the “Achats Engagés” operation:

- The design of a horrifying “Waste Monster”:

School kids of the Jean Jaurès 2 school of Brignoles designed and built a terrible “Waste Monster”, a dummy composed of empty packaging. Through this amusing activity, they were informed about waste reduction and sustainable consumption by coordinators of the “Ecoscience Provence” association and the SIVED (Intercommunity association for Waste valorisation and disposal). Thanks to their interventions and in class discussions, school kids’ awareness about waste issues was raised. The so called “Waste Monster” was equipped with an electronic device created for the occasion by a nearby vocational high school, the Lycée Rouvière in Toulon. This electronic system “gave life” to the monster, which could detect passers-by and shout out “It is the European Week for Waste Reduction” towards them. Not only were the high school students involved in the project, but they were also involved in the raising awareness campaign. The “Waste Monster” was finally installed in a retail store and did its job by making consumers think about their behaviours.

- Setting up a special in store labelling

More than 300 stickers identifying products that yield little waste were put on the store’s shelves. The aim of this operation was to make consumer think about each product’s sustainability. Isn’t this product over-packaged? What kind of similar product could be more sustainable? Is it recyclable, local...? Ecoscience Provence also gave a training to store staff on the waste reduction issue.

- Coordination in store & school

Beside the Waste Monster” and in store information, the association organized some in store activities, introducing the “saturate shopping trolley” versus the “responsible shopping trolley”. Both those trolley were exhibited and compared in term of waste production and prices. School kids took part in those activities by playing an instructive game in the store on waste reduction.

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

Various actors were involved in this initiative:

- School kids & teachers take part in discussions and in the creation of a monster (more than 50 people)
- High school students commit themselves in the design of the monster (30 people)
- Retail’s owners hosted and made their staff and materials available for the operation
- Consumers of the store concerned by the operation (a hundred of people a day)

All in all, we consider than more than 700 persons have been involved. Each of those actors was implied in this initiative and in debates related to waste reduction, under the coordination of the Ecoscience Provence association & SIVED ambassadors. The in store action took place during the whole Week, enabling associations’ members to create real interactions with consumers. Those who were curious first, became interested in a second though and even involved in during their third encounter.



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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

This whole operation driven by 2 local associations involved various actors in a communication initiative that lasted even more than a week.

Furthermore, this action gathers at least 4 advantages:

- **Promoting waste prevention at the source and making it visible for all**
- **Making consumers of today and tomorrow think about their behaviours thanks to actions & discussions**
- **Involving all kind of actors in the topic**
- **Creating an event that can easily be reproduced all across Europe**

All of this make this operation a “best practice” that should be implemented by many associations, schools & stores during next EWWR edition!

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.

Film illustrating this action: http://www.dailymotion.com/video/xhl7d0_achats-engages-avec-ecoscience-provence-serd-2010_lifestyle



Creation of the « Waste Monster »



In class discussion



A monster designed by school kids that stands in a retail store



On shelves sticker



“Saturate shopping trolley”
versus the “responsible shopping trolley”



In store game with teachers,
coordinators and school kids