



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: NABU Bundesverband
Country/Region: Germany
Name of nominated project developer: Kunst-Stoffe, Zentralstelle für wiederverwendbare Materialien e.V.
Name of nominated action: Ach du meine Tüte!
Place: Berliner Str. 17
Town: 13189 Berlin
Region: Berlin
Country: Germany
Nominee **category**: Association/NGO
Dates of action: 26th 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:



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

The Berlin-based organization Kunst-Stoffe is dedicated to an artistic, aesthetic and sociological exploration of reuse and second hand culture.

It maintains a large collection of used, discarded and surplus materials (for example fabric, colour, cardboard, metal, wood, foam, foil, plastics...) and makes them available as a sustainable resource for creative upcycling. Unwanted reusable items are donated by businesses, individuals and organizations throughout the Berlin area and gathered in our warehouse where artists, teachers, social projects and creative workers enjoy the large variety of items and the small prices of our changing inventory that invites to discover its hidden treasures.

In addition Kunst-Stoffe provides well equipped workshops for wood, metal and textile and offers educational trainings in creative reuse and sustainable strategies.

The action „Ach du meine Tüte“ shows in a creative way our problematic use of packing materials such as plastic bags. Plastic bags are replaceable by cloth bags or backpacks. At least they should be recycled, although recycling means often “downcycling”.

The project “Kunst-Stoffe-Berlin” shows that it is possible to produce various new things made of plastic bags. Moreover, plastic bags are an ideal object to inform the public regarding waste. Themes are for e.g.:

- What kind of resources and how much of them are needed to produce and recycle plastic bags?
- Do we really need all of these plastic products?
- Why are so many products being produced only to throw them away?
- How can we change our consumer behavior towards a more sustainable way?
- What is meant by “upcycling”?
- What could be done by each and everyone of us to avoid waste?

The “EWWR Kunst-Stoffe-Berlin-project” collected plastic bags in the neighbourhood of the borough of Pankow (Berlin). At the last days of the EWWR they organized a workshop to create new stuff based on the plastic sheets of the bags, like bags, bookcovers, wallets (see pictures below) and to talk about the waste issues above-mentioned. The participants could keep their self-made upcycled products.

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 over five years old.

- 23 participants
- target audience: neighbourhood, passersby, general users of Kunst-stoffe-berlin
- the participants can create own "new" stuff from the former collected plasticbags like book-wrapper, bags, wallets

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



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Kunst Stoffe e.V. has a really creative and continuous press work. They are trying to combine art, social commitment and practical aid to produce new products from recycled materials. They offer a wide variety of workshops to a range of target groups: from children, pupils to adults.

They combine political statements with practical help how to avoid and deal with garbage. Kunst-Stoffe stimulates creativity and environmental awareness

1. Visibility and communicational aspects : Kunst-Stoffe is a collection and distribution center for scraps and trash that can be creatively reused for art and culture. Materials such as fabric, paint, metal, wood, tiles, plastic, foam, cardboard, etc. that are of no further use or value to their owners are collected in a warehouse where they are made available to artists, cultural, educational and social organizations. By that, Kunst-Stoffe stimulates creativity and environmental awareness
2. Waste prevention : Kunst-Stoffe provides a new platform for recycling and re-using materials. Scraps can be donated to them, and they collect them before they lose their value and negatively impact the environment as trash. This is an effective way of conserving resources and reducing waste.
3. Quality of content : In these times of ever-declining public funding for culture, alternative resources are badly needed. Kunst-Stoffe provides you with a wide range of and a vast quantity of materials that are constantly in flux. In addition crafts(wo)men are invited to rent our professionally-equipped work spaces for woodworking, metal and textile production. Kunst-Stoffe serves as a center for sustainable cultural development. In cooperation with our partners we offer workshops with different subjects for every age group and organize cultural and social events.
4. European reproducibility To reduce disposable plasticbags is all over Europe an important aim. The idea to collect and upcycle these bags in an artistic and creative way can be reproduced in all regions.
5. Follow-up in long-term and lasting impact : The Berlin-based organization Kunst-Stoffe is dedicated to an artistic, aesthetic and sociological exploration of reuse and second hand culture. It maintains a large collection of used, discarded and surplus materials (for example fabric, colour, cardboard, metal, wood, foam, foil, plastics..) and makes them available as a sustainable resource for creative upcycling. Kunst-Stoffe provides well equipped workshops for wood, metal and textile and offers educational trainings in creative reuse and sustainable strategies. Unwanted reusable items are donated by businesses, individuals and organizations throughout the Berlin area.

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:

http://www.kunst-stoffe-berlin.de/index.php?option=com_content&view=category&layout=blog&id=19&Itemid=19&lang=en

LINKS TO PRESS ARTICLES

http://www.kunst-stoffe-berlin.de/index.php?option=com_content&view=category&layout=blog&id=20&Itemid=21&lang=en



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