



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: National Steering Committee for Italy
Country/Region: Italy
Name of nominated project developer: Apeiron
Name of nominated action: Bagheria non Rifiuta -- Green à porter – La moda a chilometro Zero
Place:
Town: Bagheria (PA)
Region: Sicilia
Country: Italy
Nominee category: Association
Date of action: 27th and 28th 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:

Consuming in a careful and responsible way: organization of a show fashion with clothes and accessories designed and re-assembled using environmentally stimulating creative and critical awareness to take a practical, ethical, innovative behavior in purchasing. Wearers of the parade participants were children, boys and adolescents of the three schools involved in the project Bagheria (ITI Sturzo, Gramsci, Aiello)

Prolong the life of products: Encourage individuals to re-use because the sustainability of the environment is a collective good.

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

The action motivates people through the use of various promotional strategies and effective communication aimed at diverse target:

- Children and Young People Targeted information and diverse information material of the EWWR (brochure and games) provided by teachers and experts in a dynamic user friendly relational problem of waste reduction.
- Children and Women Strong Girls emotional appeal to the fashion.



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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

The action is replicable, especially in urban centres and economic counterparts as tree-like Bagheria (Note that Bagheria is 15 far km from Palermo, county and town). An average town of about 60,000 inhabitants at the geographic centre, strategic, cultural, administrative, an area of high attractiveness,

- Stimulating the human capital of younger generations

Establishment of science laboratories in schools

fun and educational, and guided tours dedicated in line with the curriculum of technical scientific / mathematical (science, biology, and / or chemicals, etc ...) and civic education to stimulate the proprioceptive sensory approach, enhance the skills, in order to activate a conscious use in a sustainable ethic.

We liked the fact the self candidature to the action of students and children of the schools involved in the initiative.

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 info: <http://www.facebook.com/pages/Settimana-Europea-per-la-Riduzione-dei-Rifiuti-2010/107428382650345#!/video/video.php?v=1670992544925>



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