



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Recycle for London
Country/Region: UK/London
Name of nominated project developer: Alice Cunningham / Forest Recycling
Name of nominated action: Epicentre Give Or Take event
Place: Epicentre
Town: Leytonstone
Region: London
Country: UK
Nominee **category**: Association/NGO
Dates of action: 27th 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:

A Give or Take event focusing on small household items in order to divert waste from landfill and engage with local community.

Items brought to the event and taken included: furniture, paint, televisions, printers, hi-fis, assorted electrical equipment (iron, kettles, toasters etc), toys, children's clothes, kitchen goods (plates, cups, and cutlery), bric-a-brac, books, children's bikes and stationery.

There was a furniture restoration competition and a furniture refurbishment demonstration.

- 5 members of staff and 13 volunteers from FRP and 8 volunteers participated in the running of the event.
- An estimated 160 people participated in the event.
- Some good contacts were made at the event. Many people who had never heard of Transition or FRP were introduced to the actions and services we are involved in.
- Some members of the public showed an interest in volunteering with the projects
- A huge amount of support was expressed for the projects and its environmental/economic impact.
- A large amount of good quality reusable items were brought to the event.



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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 target audience was local residents. The event was promoted through local schools and churches.

160 people attended the event and two tonnes of waste were avoided.

Comments on the day:

Fantastic

Great

A really good idea

I've found some amazing stuff

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 was a well planned event that provided a fantastic service to the local community and had a clear focus to generate reuse of small household items. It was delivered in partnership and plans were made to repeat the events.

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.



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