



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: WasteServ Malta Ltd
Country/Region: Malta
Name of nominated project developer: Greenhouse
Name of nominated action: Multi-Waste demands Multi-Action
Place: University of Malta
Town: Msida
Region: NA
Country: Malta
Nominee **category**: Association/NGO
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:

The project was spread over 4 days during the EWWR week, with each day focusing on a particular issue. These issues, although they might not be in the limelight, when it comes to waste-related issues, are a major problem. The aim of the action was to make students and staff aware that a big part of the waste produced on a daily basis can be easily avoided by adopting simple actions which would make a big difference to our environment.

Monday was dedicated to the distribution of rough paper stands across university facilities such as Student House, Library and computer labs where students could deposit or take rough paper to be used. This was done to promote the reuse of one-sided waste paper as rough paper.

Tuesday was about creating awareness about the large amounts of waste produced due to excessive packaging and to the promotion of fresh local produce and the selection of less packaged items in the marketplace. This was done jointly with a local supermarket where a stand was set up to display the different options there are to reduce this waste stream.

On Thursday a collection of goods which are not needed any longer was organized. The aim was to give these goods to an animal charity shop for reselling and thus reuse. This day served also for the promotion of the freecycling concept via websites. This also reduces the waste going to the landfill and saves the world's resources.

Friday was dedicated to the promotion of effective composting. A stand, which provided ample information about the requirements to make good compost, was set up while an example of the final product was also set on display.

Each concept mentioned above was further promoted by the distribution of bookmarks to the students to serve as a continuous reminder of the benefits of waste reduction.



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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 action served to motivate the public at the University of Malta (both staff and students) to participate in waste reduction activities by making items like rough paper directly available to them. It also served to raise awareness about food packaging and the promotion of fresh local produce which is available on the market without any form of packaging. Furthermore, the free-cycling activity, involved students and staff directly since they actually brought their own "useless" material from home to be resold by a charity shop and thus make students aware that what they see as waste can in fact have its' lifetime extended by passing it on to other people. Finally, the promotion of composting served to provide information about this action and also to increase awareness about organic waste and the possibility of reducing this material from going to landfill. The university population totals 8000 in all and a large extent of these people could have received a brief introduction about the week however the organisation estimated that 40 participants took a deep interest in the event and in the material displayed on the stand.

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

All activities organised were held in a central area on campus to ensure the maximum outreach possible of the present students and staff. Additionally, the promotions took place in the Student House which is highly frequented by both of these categories. It should be noted that such activities are rarely held at university and therefore it gave the people present the opportunity to familiarise itself with the area of waste reduction and actually participate in activities of waste reduction at source.

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.



