



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: LIPOR  
Country/Region: Portugal/Grande Porto  
Name of nominated project developer: Semente - Associação de Voluntários  
Name of nominated action: Prevention Fashion  
Place: Dolce Vita Shopping Center - Porto  
Town: Antas - Porto  
Region: Porto  
Country: Portugal  
Nominee **category**: Association/NGO  
Dates of action: 28<sup>th</sup> 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:

Promotion a fashion show with young people with disability from Alfena Deficiency Unit (UDA), at Dolce Vita shopping centre, located in Porto City. The idea was that young people parade with clothes made by them, giving life to a material such as paper, cardboard, plastic, plastic covers, metallic capsules and other materials from materials that would otherwise be deposited in the waste container. The aim is to raise awareness of prevention and sustainable consumption. Apart from an environmental, this action has a social nature, in that it promotes the inclusion of people many times discriminated and often forgotten by society.

### 5. Please describe the target audience and how the action motivated its public/target audience, as well as the number of participants **(max ½ page)**:

Target audience: all persons that were visiting the shopping centre in that moment.  
How the action motivated its public: by the fashion parade. Nobody was indifferent' to the show, because the difference of the models (persons) and of the clothes and accessories.  
Number of participants: 120.

**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

- Good practice, originality and exemplarity (with a very special persons);
- Quality of content and focus on waste prevention (with a very special contents and messages);
- Visibility and communicational aspects (not only environmental aspects, but also, with same importance, social aspects);
- European reproducibility (Who Knows?!).

**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.**



