



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Agência Portuguesa do Ambiente
Country/Region: Portugal
Name of nominated project developer: Liga para a Protecção da Natureza (LPN)/Orgânica Verde
Name of nominated action: Pause to reduce (Pausa para reduzir)
Place: Rádio Castrense
Town: Castro Verde
Region:
Country: Portugal
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:

During EWWR the Radio Castrense broadcasted daily tips about prevention and waste reduction. Listeners were also able to participate and communicate their own ideas / tips to the radio, being elected at the end the most original tips (and that were also technically correct).

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 the general public that listens to the Rádio Castrense, not only via radio apparatus, but also via internet. The number of listeners was estimated in about 1500 people.



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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 most interesting in this action is to promote the interaction with the audience in general, besides to sensitize the local population for the problems involved with waste and consumption.

It can be reproduced in other contexts. However, it does not bring the necessary information to estimate the impact of this kind of action immediately.

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.

http://www.cm-castroverde.pt/cm_castroverde/noticias/detalhe.asp?id=641

http://projectos.lpn.pt/noticias.php?id_projecto=20&layout=1&lang=1&id=94



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