



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: Zero Waste Scotland  
Country/Region: Scotland  
Name of nominated project developer: Hamilton Furniture Initiative, with South Lanarkshire Council  
Name of nominated action: Reduce and Reuse  
Place: Hamilton  
Town: Hamilton  
Region: Scotland  
Country: UK  
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 the European Week for Waste Reduction, The Hamilton Furniture Initiative worked in partnership with the South Lanarkshire council to help give items of furniture a longer lifespan and to reduce waste. The Hamilton Furniture Initiative accepts donations of small household items, office furniture, larger household furniture and paint that are in good condition. These items are then donated to under privileged people. This organisation creates a clear win-win option for disposing of furniture. The quantity of waste going to landfill is reduced as furniture that would otherwise be thrown away gets reused. This in turn gives these items a longer life, meaning that fewer raw materials are used to make new furniture. The fact that these items are donated to local people has a clear benefit for the community and helps to promote social sustainability as well.

Throughout this week, members of the public phoning the South Lanarkshire council's Reuse and Renew call centre to arrange a 'bulky waste uplift' of furniture (which would normally go to landfill) have been put in contact with the Hamilton Furniture Initiative instead. This joint venture sees the Hamilton Furniture Initiative actively promoting reduce and reuse behaviour by working with external parties as well as members of the public. This joint venture also sees the start of a fruitful and exciting partnership and a future of reduced furniture waste for Hamilton and the surrounding area.



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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:**

Sample evaluations showed that this joint venture between Hamilton Furniture Initiative and South Lanarkshire council was able to reach a target audience of approximately three hundred people in just five days. This is an incredible figure for such a short space of time and in turn has helped to educate the general public about the advantages of reuse items that are no longer required. This initiative has helped show people that items such as furniture can be seen as a resource and not as waste. This joint venture has allowed people to take full advantage of the facilities in place and maximise the quantity of reuse that took place over a relatively short time period.

**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

Effective communication campaigns are key to promoting a more sustainable environment across Europe. The European Week for Waste Reduction does an extremely good job of highlighting this. During this week we see communications from a variety of different organisations and it is key for all of these groups to work together in order to minimise the quantity of waste that is produced. This joint venture between the Hamilton Furniture Initiative and the South Lanarkshire council sees a non government organising working with the government and the general public to help increase the quantity of furniture that gets reused. This has been highlighted as an example of best practice, because you can clearly see the benefits associated with all these different organisations working with one another in order to achieve a common goal. This project also highlighted a novel approach because it was the first time that a council call centre has been used as a signposting tool for good behaviour.

The figures are able to speak for themselves: the fact that three hundred people participated in such a short time period (5 days) shows that there was an extremely efficient communications strategy in place and that the long term potential for reducing waste is extremely high.

Education is a key catalyst for change and all these people who benefitted by being able to easily dispose of furniture will then highlight the positive aspects of this experience and this in turn will lead to a snowball effect with positive change at the centre. This novel approach of working with external organisations is one that can easily be replicated across Europe and needs to be highlighted as being a key factor in promoting sustainability and waste awareness. This coalition between a non government organisation and the local council shows a number of benefits that can be associated with the wider picture of sustainability, but it is also clear that the main focus is on promoting good practice when it comes to waste disposal and promoting the extension of product lifespan. This behaviour is transferable across other product types as well such as electrical items and is not constrained by geographical boundaries.

**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.morethanfurniture.org.uk/project\\_detail.php?project=25](http://www.morethanfurniture.org.uk/project_detail.php?project=25)



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