



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Avfall Sverige

Country/Region: Sweden

Name of nominated project developer: Def.Waste

Name of nominated action: Gift vouchers, events at the squares on the city square/recycling center/shopping center/ and press releases/information at homepage

Place: 7 Recycling centers (in the cities Aneby, Flen, Katrineholm, Linköping, Strängnäs, Vingåker, Odeshög)
1 shopping center (in the city Mjölby), 7 city squares (in the cities Habo, Mjölby, Norrköping, Oskarshamn, Vadstena, Vimmerby, Västervik), information on webpages (the homepages of the following municipalities: Aneby, Finspång, Flen, Habo, Kinda, Katrineholm, Linköping, Mjölby, Motala, Mullsjö, Norrköping, Oskarshamn, Oxelösund, Tranås, Vadstena, Valdemarsvik, Vimmerby, Vingåker, Västervik, Åtvidaberg, Ödeshög), press releases in different municipalities (Västervik, Vingåker, Vimmerby, Vadstena, Strängnäs, Oskarshamn, Norrköping, Motala, Mjölby, Linköping, Katrineholm, Habo, Flen, Aneby).

Town: See places above

Region: Östergötlands län

Country: Sweden

Nominee **category**: Association/NGO

Dates of action: 20-28 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:

Def.waste is an economical association founded by 25 municipalities in Sweden. 21 of these municipalities have decided to take part in EWWR. By taking part in EWWR, Def. Waste wants to raise awareness about waste reduction strategies and the correlation between waste generation and consumer patterns. Def.Waste also wants to encourage discussions/debates about waste reduction.

Def.Waste's activities during EWWR are held to/for the general public. These activities will be held at the recycling centres in seven different cities (Aneby, Flen, Katrineholm, Linköping, Strängnäs, Vingåker, Odeshög), in the city square in seven different cities (Habo, Mjölby, Norrköping, Oskarshamn, Vadstena, Vimmerby, Västervik) and at a shopping center (Mjölby).

At the recycling centres, the city squares and the shopping centre, the following activities will take place:

- "Glögg" (Swedish Christmas drink) and gingerbread cookies as well as hot sausages, coffee and cookies will be offered for free by staff from Def.Waste
- At some of the places there will be information signs (roll-ups, posters...) with pictures and text describing the way the waste amounts have increased between the years 1950-2010.
- Today, the average Swedish inhabitant throws away about 500 kilos of household waste each year. This will be visualized by a container/waste bin/sack containing 500 kilos of waste (bottles or packages).
- The staff from Def.Waste will inform about how to decrease waste
- Gift vouchers are handed out for free. The person receiving the gift voucher decides what gift to give away.

By giving away an event/an experience (a dinner, a spa week-end, a small trip etc) instead of buying an object/item, waste is reduced. 32 000 gift vouchers will be distributed in 19 cities (Aneby, Finspång, Flen, Habo, Katrineholm, Linköping, Mjölby, Motala, Norrköping, Oskarshamn, Oxelösund, Strängnäs, Vadstena, Valdemarsvik, Vimmerby, Vingåker, Västervik, Åtvidaberg och Odeshög).

Def waste has also arranged so that 21 different municipalities (Aneby, Finspång, Flen, Habo, Kinda, Katrineholm, Linköping, Mjölby, Motala, Mullsjö, Norrköping, Oskarshamn, Oxelösund, ,Tranås, Vadstena, Valdemarsvik, Vimmerby, Vingåker, Västervik, Åtvidaberg, Ödeshög) put information on their webpage about how to reduce waste. The target group for this information is also the general public.

Def.Waste has organised a press release about their activities which will take place in 14 different municipalities (Västervik, Vingåker, Vimmerby, Vadstena, Strängnäs, Oskarshamn, Norrköping, Motala, Mjölby, Linköping, Katrineholm. Habo, Flen, Aneby).

5. Please describe the target audience and how the action motivated its public/target audience, as well as the number of participants:

In the registration form, this was not obligatory information. We do not have this information.

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

1. Def.waste has put a lot of effort into their activities and have estimated that their activities will reach about 30 000-50 000 people (total number of inhabitants: 620 000). They have produced a gift voucher to be given out only during this week. Def.Waste has published a press release about their activities which took place in 15 different municipalities, more or less during the same time.

2. Def.waste has managed very well to reach out to the general public. This is a unique idea, the gift voucher is a whole new idea of communicating. Def.waste has managed extremely many activities at very many different locations.

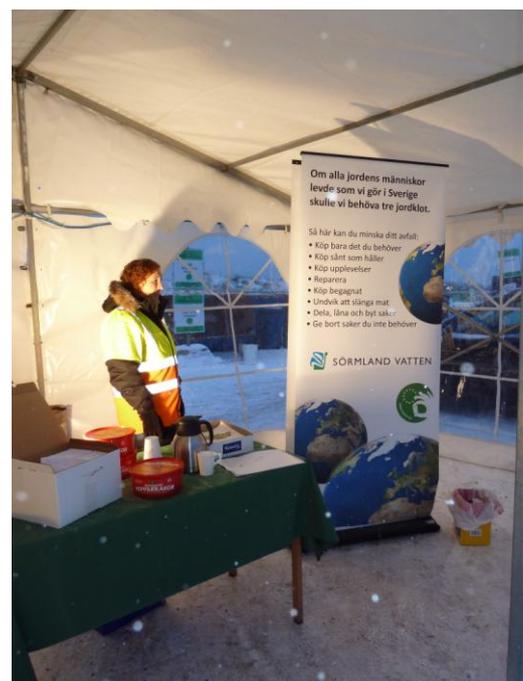
3. The activities organised by Def.Waste are of a high quality with focus only on waste prevention.

4. All the activities arranged by Def.Waste could be used in other European countries as well.

5. Def.waste will not continue with their activities after this EWWR-week, but the gift vouchers that were not used during the week will hopefully be used during the year, by the general public. The result will be that people give away events/an experience instead of a an object/item which will lead to a reduction of waste. One aim is that the activities organised by Def.Waste will contribute to an increased awareness of waste reduction and the correlation between consumer patterns and waste generation and in a long term change people's habits. It is also very promising, looking at the work to come, since this is the first time all of the organisations within Def.waste has cooperated in this successful way.

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.

Photos:





Gift voucher:

*Det här är en gåva
med hållbart innehåll*

*Jordens resurser är
begränsade och förbättrar vi
att använda dem som idag
behöver två jordklot. Koka
vatten eller infrys den över-
vuningen och hantera de
ständigt ökande avfalls-
mängderna.*

*Genom att konsumera på ett
ansvarligt sätt hjälper vi till med
att minska avfallet och bidra
till renare luft, bättre luft,
grönare skogar och en bättre
miljö för allt levande. Vi
skapar ett hållbart och bättre
framtid tillkomman för oss
alla.*

*Jag hjälper att du uppbak-
tar min gåva och får mycket
glädje av den.*



*Vill du veta mer?
www.minskaavfallet.se*

Presentkort

Min gåva till dig

Kalningar från

- Förslag på vad du kan ge till din vän: **Trerätters middag • Maniky**
- Coaching • Ridlektion • Floating**
- Börplockning • Kratta löv**
- Syltning och saftning • Arrangera**
- en loppis • Elektronisk ljudbok eller**
- abonnemang • Hundpassning**
- Rasta handen • Putsa fönster**
- Anordna picknick • Massage**
- Hersbakt bröd • Storstädning**
- Flyttjälp • Skotta snö • Biobesök**
- Barnskjuts • Besök på museum**
- Spännande föreläsning • Floating**
- Träningspass • Helgvandring**
- Weekendutflykt • Pyssekväll**
- Välgörenhetsdonation • Spellkväll**
- Åka till återtviningscentralen**
- Städa garaget • Rensa garderober**
- Hugga ved • Måla huset • Passa**
- baras • Måla båten • Danskurs**
- Teaterbesök • Tvätta • Sällskap**
- Promenad • Klippa häcken**
- Rensa ogräs • Byta däck**
- Läxläsning • Trava ved • Bygghjälp**
- Stryka skjortor • Olja utemöbler**
- Databjälp • Lägga i båten • Maniky**
- Coaching • Ridlektion • Floating**
- Börplockning • Kratta löv**
- Weekendutflykt • Pyssekväll**
- Hugga ved • Måla huset**
- Passa baras • Måla båten**
- Anordna picknick • Massage**
- Hersbakt bröd • Storstädning**
- Flyttjälp • Helgvandring**
- Skotta snö • Biobesök**
- Tvätta bilen • Träningspass**
- Weekendutflykt • Pyssekväll**
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- Rensa ogräs • Teaterbesök**