



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: Ministry of Land Management, Environment and Agriculture  
Country/Region: Andorra  
Name of nominated project developer: Centre Andorra Sostenible, Anna Viaplana  
Name of nominated action: Sostenibilitza't Film Festival  
Place: Andorra  
Town: Andorra la Vella  
Country: Andorra  
Nominee category: other (environmental institution)  
Dates of action: 26<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:

Sostenibilitza't Film Festival - Become Sustainable Film Festival

This contest of short videos had the objective to give the word to young people (from 12 to 30 years old) on the waste management by means of new technologies, taking into account that the priority in the hierarchy of waste management is the prevention.

The video had to be short (less than 3 minutes), recorded with a mobile phone or simple video camera, the theme had to be related to raise awareness on the act of preventing the production of waste (sensitise on the excess of waste, improvements in production, better consumption, extend life of products and throw less waste) and had to be uploaded directly to the contest's website.

The contest was sponsored by private enterprises.

Visit the website: [www.sostenibilitzatfilm.ad](http://www.sostenibilitzatfilm.ad) and have a look to the videos.

The best waste is that which is not produced!



With the support of  
the European Commission

[www.ewwr.eu](http://www.ewwr.eu)



**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 of this contest was young people from 12 to 30 years.

The action was promoted with posters (hanged around all libraries, schools, highschoools, university, youth club centers and visible places in towns), stickers (given to scholars and teachers), internet (several web pages: [www.sostenibilitatfilmfestival.ad](http://www.sostenibilitatfilmfestival.ad), [www.sostenibilitat.ad](http://www.sostenibilitat.ad), [www.mediambient.ad](http://www.mediambient.ad)), mailing to all our contacts, collaboration with local and nacional radio programs and newspapers to motivate the youth to participate.

The number of participants was 26 and 12 short videos were uploaded. Andorra is a little country with only 83.000 inhabitants so the participation is considered satisfactory.

The day of the awards ceremony, the number of assistents was about 40 young people and their families.

**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

We decided to nominate this action for a EWWR Award because of the fact that this contest of short videos is been an original way to attract young people (from 12 to 30 years) on environmental subjects like the management of waste, owed to the encouragement and promotion of critical opinion in artistic manner.

This contest can be perfectly reproduced at European level because the only thing is needed is the imagination and a website to upload the videos where they can be seen.

**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.**





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## SOSTENIBILITAT I FILM FESTIVAL

**Digues la teva sobre la gestió dels residus. Tens una càmera fotogràfica o un mòbil?**

**Doncs si tens entre 12 i 30 anys participa en el primer concurs de curtmetratges !!**

El jurat escollirà quatre premiats per a les categories següents:

- Premi grup o individual de 12 a 17 anys: ordinador portàtil valorat en 300 €.
- Premi grup o individual de 18 a 30 anys: material audiovisual valorat en 300 €.
- Premi del públic per al més original: mòbil de darrera generació valorat en uns 250-300 euros.

Ajuda'ns a sensibilitzar a la gent per generar menys residus i recorda que...

**"El millor residu és el que no es produeix!"**

Trobaràs més informació i les bases del concurs a [www.sostenibilitatfilm.ad](http://www.sostenibilitatfilm.ad)

**Organitzadors:** Govern d'Andorra, CENTRE ANDORRA SOSTENIBLE

**Patrocinadors:** andornet, ANDORRA TELECOM, PYRENÉES ALBERTA