



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: COGERSA
Country/Region: ASTURIAS / SPAIN
Name of nominated project developer: Hospital San Agustín
Name of nominated action: "Contribución al sostenimiento medioambiental" - Environmental sustainability contribution
Place: Hospital San Agustín
Town: Avilés
Region: Asturias
Country: Spain
Nominee category: Other
Dates of action: 22nd, 23rd 26th 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:

The objectives of the action are: To inform of the waste management results during 2005-2010, to teach hospital staff in waste reduction and to raise awareness in waste reduction between staff and users.

To do this, each day we worked with a different group (staff, hospital users and children from a nearby school).

On 22th we did the children journey, a 100 scholars from CP Palacio Valdés came to the hospital. we did a speech about hospital waste, an exposition about waste reduction, a performance, a guided tour around the hospital and a healthy no-waste breakfast

On 23th we focus on our staff, having conferences about our waste management, raising awareness on waste reduction and giving tips to it

26th was the day for the hospital users. We invite Neighbor associations, city councils, retired, and so on...We explain them our waste policy and gave them a small brunch after it.

With all of this, we make a corporate video, to show our actions.



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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:

300 (100 children)

As said, our target public was children, staff and users

We have reached the public, which was very participative during the conferences.

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

This action had a good visibility due to the volume of patients the hospital have, their own production of communication tools and because of the television, who had covered most of the events.

In our region, this hospital is and example and a pioneer in waste management.

Every action is easily adopyable for other hospital and, in fact, hospital manager wants to established a network between different hospital to exchange information in this topics.

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.

Website: www.hsa.es



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VISITA DEL HOSPITAL SAN AGUSTIN A LAS INSTALACIONES DE COGERSA
NOVIEMBRE 2010



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Press:

EL COMERCIO
LA VOZ DE AVILÉS

Martes
lavozdeaviles.es
21 de noviembre de 2010
Sigo II Nº 11252
Precio: 1,00€
Con Deporte Base: 2 €

LA CARRIONA ESTRENA CENTRO SOCIOCULTURAL P. 2

SUPLEMENTO V EL GRAN FILÓN DE LA VENTA DE PRESERVATIVOS P. 2

Benigno Blanco admite que evita riesgos, pero defiende la abstinencia P. 19

Un grupo de alumnos del Palacio Valdes, ayer en el hospital. **MARIETA**

La UE pide confianza en España tras el rescate de Irlanda

La prima de riesgo se dispara y la Bolsa se desploma por la acción de los especuladores

La UE y el Gobierno se afianzan en pedir tranquilidad y confianza en España ante la amenaza de los especuladores tras el rescate de Irlanda. La prima de riesgo se disparó ayer sembrando más dudas sobre el efecto contagio y los bancos arrastraron a la Bolsa.

2,68% CAE EL IBEX
La Bolsa sufrió el mayor descenso desde agosto y baja de los 10.000 puntos

P. 25 Y EDITORIAL P. 30

SUCESOS
Acuchilla a su mujer y se tira por la azotea de su casa de Gijón

La víctima, de 35 años, se encuentra ingresada en la UCI del Hospital Central P. 33

El San Agustín enseña a reciclar residuos P. 4

DEPORTES
La Justicia otorga la razón al Principado y niega que le deba 1,8 millones al Real Oviedo

El fallo es un varapalo para el club azul, que basaba su plan financiero en cobrar ese dinero P. 29

POLÍTICA
El Principado aplicará la 'ecotas' en todo el territorio de la región P. 28

ECONOMÍA
Dos averías en cuatro días ponen en peligro la producción de Arcelor P. 37

30 PÁGINAS | AVILÉS: 2 | CASTRILLÓN: 11 | ASTURIAS: 17 | LESQUELAS: 25 | POLÍTICA: 28 | NACIONAL: 29 | OPINIÓN: 30 | INTERNACIONAL: 33 | ECONOMÍA: 35 | SUS ANUNCIOS: 38 | CULTURA: 51 | DEPORTES: 55 | TIEMPO Y SORTEOS: 63

SUPLEMENTO V
Papelero: 6 | Cataluña: 10 | Agenda: 11 | Turismo: 12

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PREVENCIÓN: CLAVE DE LAS TRES ERRES



DIAS 22, 23 Y 26 DE NOVIEMBRE DE 2010

Salón de Actos



SERVICIO DE SALUD
DEL PRINCIPADO DE ASTURIAS

HOSPITAL

SAN AGUSTÍN



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