



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Fundação Estadual do Meio Ambiente
Country/Region: Brasil/Minas Gerais
Name of nominated project developer: Rede de Televisão TV Globo Minas
Name of nominated action: Cobertura Jornalística e divulgação de peças publicitárias ao longo de toda a Semana Mineira de Redução de Resíduos
Place: Minas Gerais
Town: Belo Horizonte
Region: Minas Gerais
Country: Brasil
Website: www.globo.com
Nominee category: Other (mídia televisiva)
Dates of action: 20th -27th 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:

One of the major TV networks in Brazil, Rede Globo Television, has developed two action: 1) Advertising Campaign to Reduce Waste Generation and 2) News covering Week of Minas Waste Reduction. The first action spread throughout the entire week of advertising campaigns to sensitize the public to reduce and recover waste. VTs, published daily in prime time, also aimed to mobilize the population to participate in the activities scheduled for the week of Minas Waste Reduction. In the second action, TV Globo Minas developed a special program coverage, comprehend the online presentation of some activities that occurred throughout the week, besides conducting interviews for broadcast in regional chain, with the aim of disseminating the importance of reducing and treating the waste. Much of these issues are available on the website of Globo TV but also in the search website Google.

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 action of Rede Globo Television Network covers the entire population of the state of Minas Gerais, in order that this network is to reach around the mining area and has the largest audience in almost all times. The television image has great potential to raise awareness and influence in changing habits. In this case, to encourage a reduction in waste generation and practice collection. The emission was estimated audience of nearly 5 million people throughout of Minas.



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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 participation of a private television media company to the Week of Minas Waste Reduction had a crucial importance not only in publicizing the actions that were developed during the week, but also in the process of public awareness to the problem of municipal solid waste, their management and the need to promote actions to reduce its generation by all sectors of society. All production of advertisements and interviews and stories of the street were made free of charge on the basis of public interest in the topic discussed during the week. How, in general, this role falls to the broadcasters of public believe that the Globo Television Network Minas played a role of great importance not only disclosure but also awareness of minas population, a partnership that will be renewed for the next editions of Week of Minas waste reduction. The material produced is available on the television network and on Google, serving as support for various activities and serve as a model for other television media companies. The television image has great potential to raise awareness and influence in changing habits. In this case, to encourage a reduction in waste generation and collection practice seletiva. Neste sense, we believe that through its involvement in the Week, and the importance of the material produced, which will serve not only as a record but also as educational material, the Network TV Globo Minas met the requirements

- 1) visibility and communication aspects,
- 2) exemplary,
- 3) quality of content and focus on prevention and awareness,
- 4) reproducibility, and
- 5) continuity over time with the possibility of expanding the population will impact on in order to reduce the production of waste.

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.

Weblinks:

- Semana Mineira de Redução de Resíduos – Propaganda – 15 A 27/11/10
<http://www.youtube.com/watch?v=gsL9a20ncdk>
- Semana Mineira de Redução de Resíduos - MGTV 1a 20/11/10
<http://www.youtube.com/watch?v=rUUKNwt9Q4A>
- Semana Mineira de Redução de Resíduos - MGTV 2a 20/11/10
<http://www.youtube.com/watch?v=Uk-GqrBE1rA>
- Semana Mineira de Redução de Resíduos - Bom dia Minas 22/11/10
<http://www.youtube.com/watch?v=XsfULt-AeqY>
- Semana Mineira de Redução de Resíduos - MGTV 1a 22/11/10
<http://www.youtube.com/watch?v=g1gne5KshJg>
- Semana Mineira de Redução de Resíduos - MGTV 1a 24/11/10
<http://www.youtube.com/watch?v=Ym9f5OaV508>
- Semana Mineira de Redução de Resíduos - MGTV 2a 24/11/10
http://www.youtube.com/watch?v=490_QqcIU8E



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