



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: IBGE - Bruxelles Environnement  
Country/Region: Belgium / Brussels Capital Region  
Name of nominated project developer: Management board of Tasson Snel 19 building  
Name of nominated action: No more useless paper in my building (STOP unsolicited advertising)  
Place: Sint Gillis  
Town: Brussels  
Country: Belgium  
Nominee category: other  
Dates of action:  
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 aim of the project was to reduce the amount of unsolicited advertising that the residents of the building receive. This was done by inviting the residents to put a 'stop pub' sticker on their individual mail boxes by signing an engagement letter. This engagement letter was put next to a poster which was displayed in the hall of the building. An informative e-mail was sent to all owners and tenants in the building. The message contained information about the amounts of paper which are used in the Brussels Capital Region as well as tips on how to reduce the consumption of paper (e.g. refusal of the telephone directory,...)  
All of the residents signed the engagement letter. So far, 4 of them already put the sticker on their mailbox.

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

#### Target audience

The principle target audience were the residents of the apartment building.

#### Motivation of the public

The target audience was motivated by the poster which was displayed in the hall, the informative e-mail which was sent, the personal conversation, and the receipt of the free Stop pub sticker.

#### Number of participants

There are 11 apartments in the building with 1 to 4 residents, in total about 20 individuals. 4 of them already put the sticker on their mailbox. Of course, the mail deliverers and the people/visitors who pass in the hall noticed the action too.



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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

**1) visibility and communicational aspects**

Since all mailboxes of the residents are put up next to each other in the hall, there is a great visual aspect: all the mailboxes are 'decorated' by a STOP PUB sticker. This is a real eye-catcher. During the Week, the visibility and call for participation was ensured by a poster displayed at a central place in the building, and the personal informative e-mail which all the residents of the apartment building received. The project developer also contacted each resident personally, by asking if they were prepared to sign a questionnaire and receive a stop pub sticker.

**2) good practice, originality and exemplarity**

Reducing paper consumption is one of the main targets within waste reduction. By raising awareness about the uselessness of receiving unsolicited advertising, paper waste can be prevented. The project is exemplary in that way, that each individual can take the initiative to encourage a group of people to act. This is what the project developer has done. As a member of the management board of his apartment building, he took the opportunity not only to act on an individual base, but also to raise awareness and to incite others to do the same.

**3) quality of content and focus on waste prevention**

The message was very clear: in order to avoid useless waste of paper: put a STOP PUB sticker on your mailbox. There were no confusing messages, and the amount of information was kept low on purpose, so the residents were not immersed too much and the action didn't generate paper waste in itself.

**4) European reproducibility**

This is a typical action which everyone can do, all across Europe. There are no costs involved, only a few minutes of the project developer are asked. The message is very clear, and the benefits for the environment as well as for the individuals is easy to understand by everyone.

**5) follow-up in long term and lasting impact**

The STOP PUB stickers were put on the mailboxes during the Week, but they will stay there 'forever'. This ensures the long lasting impact of the project. Even if the initial project developer leaves the building one day, his efforts will continue to contribute... It has to be noticed that 1 sticker on 1 mailbox prevents 10 kg of paper waste per year!



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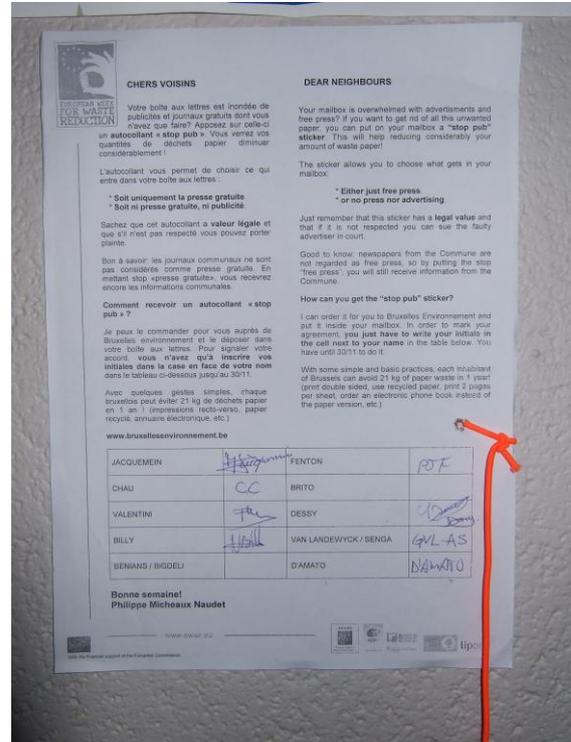
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7. Please provide us with photos, videos, weblinks or any other material that would help the jury to better understand the nominated EWWR action. Where possible, provide basic translation into English.



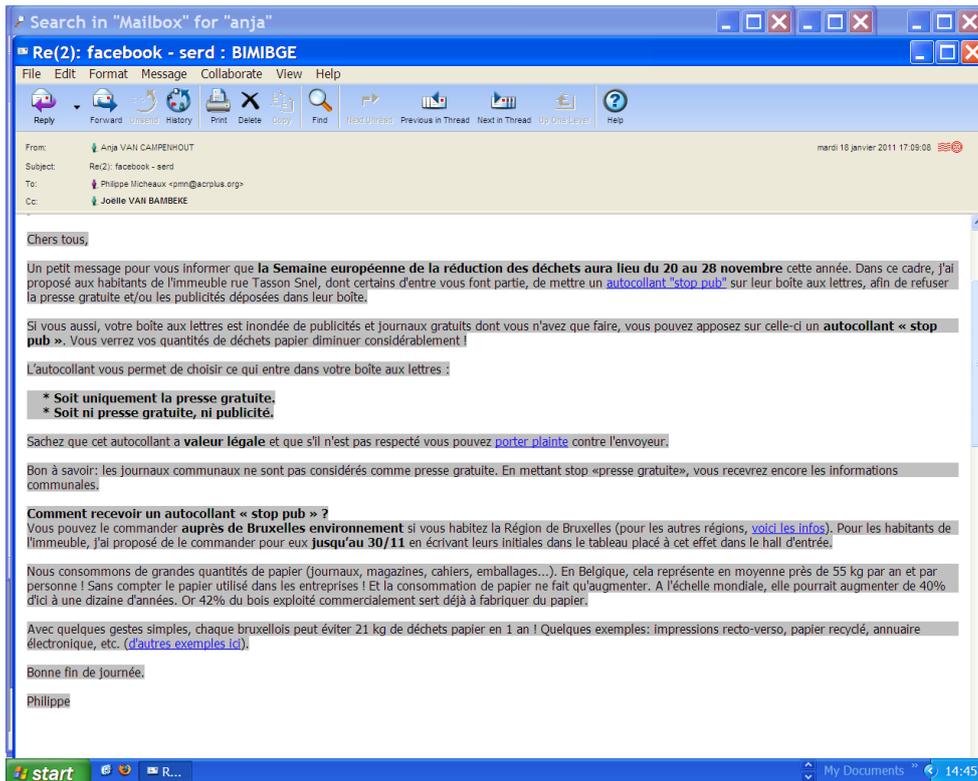
Poster & engagement letter in the hall



Engagement letter

Personal information to a resident





### Mail to all residents



Mailboxes with stop pub



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