



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: WASTE AGENCY OF CATALONIA
Country/Region: SPAIN / CATALONIA
Name of nominated project developer: University & Enterprise Agreement for Innovation
Projects: Urbaser & Elisava Superior Design School
Name of nominated action: Dirty Rags? From Old Uniforms to Funky Object
Place: BARCELONA
Town: BARCELONA
Region: CATALONIA
Country: SPAIN
Nominee category: OTHER
Dates of action: 20TH TO 28TH 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 opens to general public
- Action opens to a target group
- Action based on the production of communication tools
- Other, please specify:



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4. Please give a detailed and precise description of the nominated action:

The "Dirty Rags? From old uniforms to funky object" display is a show made between the URBASER company, engaged in collecting waste and urban cleaning, and the Superior Design School ELISAVA, with the support of Barcelona City Council and as part of the 2nd European Week for Waste Reduction 2010. The Display put on for the European Week for Waste Reduction 2010 reflects the **creative process of young designers with the support of business**, driven through a 4-month workshop to give a sustainable, functional and creative reply to a series of unused work uniforms.

DESIGNING FROM 9 CONTAINERS OF SECOND-HAND UNIFORMS:

The wear and tear of the uniforms of the cleaning companies contracted by Barcelona City Council, with the respective waste this produces, led the Council to consider solutions for the tons of textile material accumulated by the different contractors. URBASER took on the challenge and decided to contract Elisava, a leading centre in Ecodesign, to find an answer to this question. The result was a workshop developed between the two entities (4 months from June to November 2010) and a final exhibition for the EWWR (20 to 28th November), in which the **unused material, 1,285 garments** between trousers, anoraks, raincoats, etc., in a **wide range of useful solutions**, from the most tangible to the most conceptual and ephemeral, **structured in 4 groups** (see question 7):

- Objects: conceived to cover the workers' needs
- Micro architectures: assemblies for cultural activities
- Playschool: objects and fancy dress for the youngest
- Campaigns: citizen awareness-raising

The necessary amount of clothes for making each proposal was considered in the design. Work was done to try to use all of the accumulated uniforms to avoid waste. This was achieved by dealing with the clothes differently in each case: from proposals requiring no intervention, proposals with minimal intervention such as loose stitching, or proposals with trimmings from surplus garments. A production cycle was therefore created that can be extended each time the uniforms are renewed.

Indicators used for assessing the Week activities:

- Number of people awareness: 75,000 people (workers, students, collaborators...)
- Number of participants in the exhibition: 5,000 people
- Number of participants in the workshop: 14 students, 2 teachers, a team of 5 people from URBASER and ELISAVA involved in coordinating and reporting the activity, and 5 people from RAVALTEXT (social insertion company) to produce the objects.
- Waste reduction: 1,285 items of clothing amounting up to 500 kg used in the workshop conceptualisation.
- Estimated waste reduction: This textile waste is constantly produced because the company URBASER works in many Catalan municipalities and it is therefore possible to achieve a reduction of up to 3,500 kg/year.
- Type of waste: work uniforms

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

The activity started with the company Urbaser asking Elisava to give a second life to Barcelona City Council's work uniforms. Elisava received 9 containers of second-hand clothing: (10 m³) to reinvent, reuse, redesign and reclaim, the result was a clear explosion of creativity.

The team taking part in the workshop was formed by 14 young students on different years (from all courses), 2 teachers and 5 coordinators of both institutions. The 4-month workshop was a good experience for developing a real project to both foster students' learning and their experience in the working world, and it also gave the company the chance to obtain specific replies to their need in a dynamic, innovative, creative context involving university.



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/ The media impact of the activity means that it achieved the initial aim of raising public awareness to encourage reuse in order to extend the life of products. Press, radio, television, webs, blogs from around the world have talked about the URBASER+ELISAVA Workshop within the 2nd European Week for Waste Reduction 2010. The activity was reported through press releases in the different media from Urbaser and Elisava. (see question 7) - Dissemination through own means:

- o Publication on the Elisava corporate web (68,457 monthly visits)
- o Press releases from Urbaser and Elisava (200 contacts)
- o Internal notes to Urbaser workers, suppliers, clients and collaborators (2,080 people)
- o Publication on the school intranet to inform students, teachers and internal staff (2,900 people)
- o Video of the activity to be published on facebook, twitter, websites <http://vimeo.com/23470099>

- Dissemination through European communication medias: 8 News

2/ The exhibition and workshop is presented for the European Waste Reduction Award for its sustainability concerning dissemination to the public at large in waste reduction strategies (transformation of work uniforms no longer used into different very useful objects) and in raising awareness with regard to encouraging sustainable actions in one's daily life, to help to foster better habits in the daily behaviour of society. The display brings together sustainability, creativity, functionality, product design, fashion design, innovation and other values that are essential for the development of future societies. The proposed activity is original and innovative because there is no secret in a cleaning and waste collection company thinking of recycling. However, it is unusual for them to think of reusing used staff clothing by asking a design school for help. It is also useful for students to reflect on ecodesign and for Urbaser for the resulting ideas.

3/ The activity raises awareness on surplus waste by informing the Urbaser company staff. When the workshop began, all workers were asked to return their obsolete working clothes for reuse. Open days were then organised in the company, in which the workshop exhibition was repeated. The idea of producing better is the thematic axis for students of the school and sector professionals. Creating new innovative products under criteria of ecodesign meant adding no new material, reusing the uniforms 100%, zeroing material wastage, while bearing in mind CO2 emissions, the costs and workload for each object created. In terms of social responsibility, the products are made with a district social insertion company. The main contribution was to the thematic axis of extending the life of the products because a second life was given to clothes by turning them into new objects.

4/ The activity can be adapted to other contexts and regions because it was done with the clothes of the Barcelona contractor; however, it can be extended to the clothes of all the contracts the URBASER company has in Catalonia and Spain: 61 tons of second hand clothing or extendable to the university-enterprise workshop model in any city of Europe. Still more important is how the experience can be reproduced, and its viability from the business viewpoint in order to reuse materials to create new with added value. Therefore, any company with professional clothing can give a viable outcome through similar experiences.

5/ The activity will be continued in time as a travelling display to show ways to reuse clothing under ecodesign criteria. At the same time, other similar workshops can be created, as this textile waste is produced constantly either through wear or for other reasons, and so the result of the workshop will always be useful and repeatable. In the contract managed by URBASER with Barcelona City Council, this waste generation can amount to 3,500 kg/year.

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.

Annex 1. Summary and Process of the action

Making off : 1. Analysis of the 10m3 of second-hand clothing received by the company

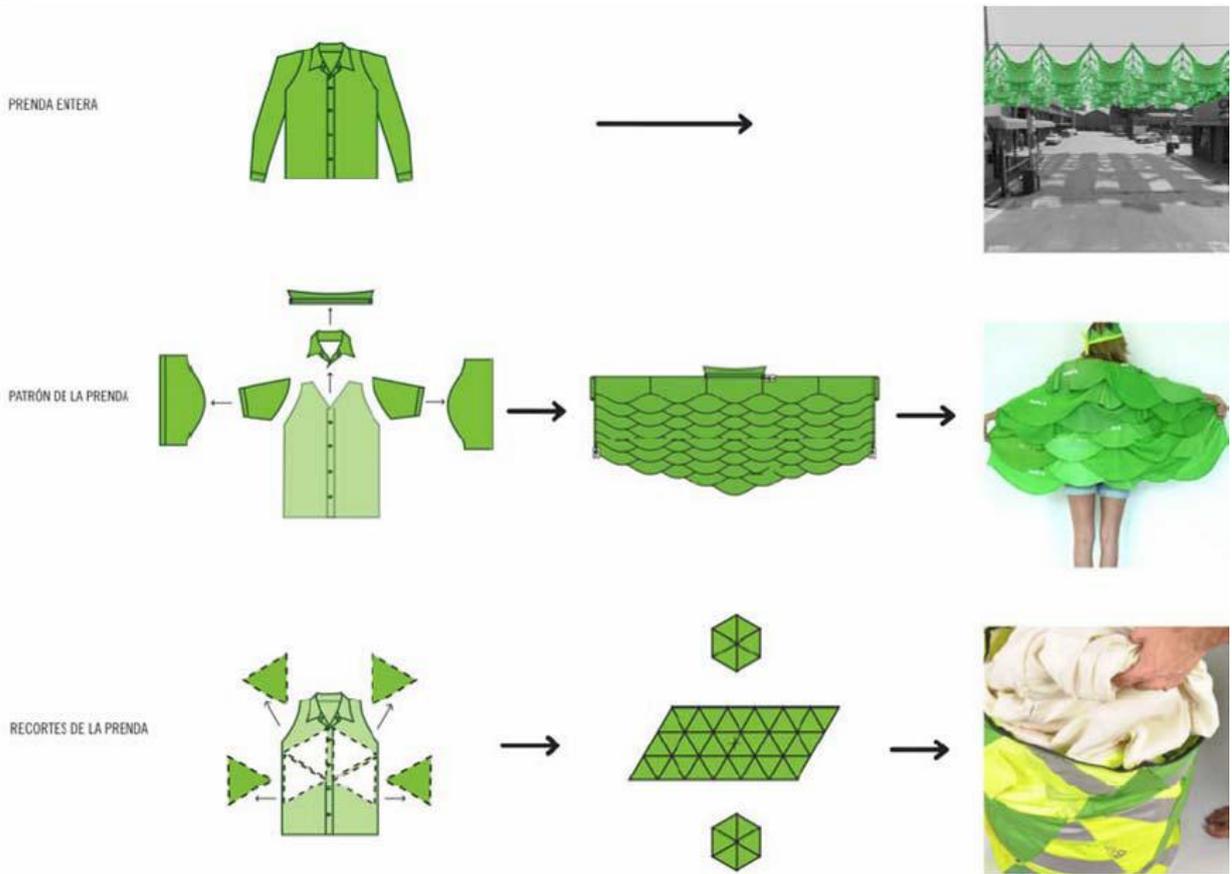
MAKING OFF
ANÁLISIS



Making off: 2. Brainstorming with teachers and students

MAKING OFF
BRAINSTORMING





Making off: 3. Create Proposals and presentation to coordinators of both institutions

MAKING OFF PROPUESTAS



Making off: 4. Final results and products structured in 4 categories

- Objects: conceived to cover the workers' needs (named *Objetos*)
- Micro architectures: assemblies for cultural activities (named *microarquitecturas*)
- Playschool: objects and fancy dress for the youngest (named *Ludoteca*)
- Campaigns: citizen awareness-raising (named *Campañas*)

CAMPAÑAS



LUDOTECA



OBJETOS



MICROARQUITECTURAS



Making off: 5. Exhibition of the process and products



EXPOSICIÓN

**¿TRAPOS SUCIOS?
DEL UNIFORME AL OBJETO**

ELISAVA Escola Superior de Disseny



Cen la col·laboració de:
Ajuntament de Barcelona
Medi Ambient

PRENDA-PRODUCTO



Annex 2: Summary of published material

DIGITAL AND WRITTEN PRESS

Periodico de Catalunya

Wednesday 1 December

Header: Dirty Rags

<http://www.elperiodico.com/es/noticias/barcelona/20101201/trapossucios/604226.shtml>

Penn Alternative Fuels and Energy

Thursday 25 November 2010

Header: Dirty rags; from old uniforms to funky objects

<http://pennalternativefuels.com/content/dirty-rags-old-uniforms-funky-object-photos>

Tree Hugger

Thursday, 25 November 2010

Header: Dirty rags; from old uniforms to funky objects

<http://www.treehugger.com/files/2010/11/dirty-rags-from-uniform-to-object.php>

99 Actions

Thursday, 25 November 2010

Header: Dirty rags; from old uniforms to funky objects

<http://www.99acciones.org/en/content/dirty-rags-old-uniforms-funky-object-photos>

Green Dump

Thursday, 25 November 2010

Header: Dirty rags; from old uniforms to funky objects

<http://www.greendump.net/treehugger/12-amazing-objects-made-from-plastic-bags-slideshow>

Faircompanies

Thursday, 25 November 2010

Header: Dirty rags (trapos sucios): zero waste redesigned clothing

<http://faircompanies.com/videos/view/dirty-rags-trapos-sucios-zero-waste-redesigned-clothing/>



INSTITUTIONAL WEBSITES

Environment and Housing Press Room

Ministry of Environment and Housing. Government of Catalonia
Monday 15 November 2010
Header: Daily gestures are key to reducing waste
Monthly visits: 150.000

Agenda of Activities of Catalonia Waste Agency Activity Agenda

Ministry of Environment and Housing. Government of Catalonia
Friday 19 November 2010
Header: European Week for Waste Reduction Activity Agenda
Monthly visits: 100.000

VIDEO: <http://vimeo.com/23470099>



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