



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Ministry of the Environment of Denmark - Miljøministeriet
Country/Region: Denmark, Odense
Name of nominated project developer: ReMida Center Odense
Name of nominated action: Creative reuse of materials for decorative purposes
Place: ReMida Center Odense
Town: Odense C
Country: Denmark
Nominee category: Other
Dates of action: 24th, 26th, 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 open to general public
- Action open 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:

Creative Reuse of surplus materials in a social and educational context

A group of students aged 18-20 - social health care students - got the assignment to decorate a hall at their school. In this action the project had several phases: deciding what materials to choose, what figures and forms to choose, how to coordinate the materials, choosing a partner within the group etc. Since the group of students had difficulties working together as a group and using their fantasy, much time was spent on loosening up for their emotional blockage.

Surplus materials collected at local industry was used as materials for the hall decoration. Thus the project has a great focus on materials in general and reuse specifically. Each unit has a history of origin and thus the final art piece /decoration item contains several stories - such as the story of the origin of the materials and the story of collaboration within the group.

The project combines the aspects of learning/adopting knowledge in a "hands on" perspective which involves learning processes, independence, creativity, cooperation, social responsibility and not least environmental awareness.

By using the surplus materials, they get a new life and are not wasted.

The materials bring together hand (activity), heart (social and environmental responsibility) and head (creativity, innovation, exploration etc.).

The final physical result of the action is a decoration in the hall of an educational centre where many people pass by every day. Thus the process the students have been going through is visualized in this decoration as inspiration for others who want to participate in actions with creative reuse of surplus materials.

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 was in this action a group of 20 social health care students who all came from homes with low stimulation / with absent parents. The target audience were under stimulated and lacked social skills. Therefore team work was difficult for them and even working alone was difficult as they had no self confidence. However the teacher at the Center for Creative Reuse succeeded in approving their self confidence and stimulating their fantasy and their creativity. By combining hands on with heart and head, the teacher was able to move the audience from passive listeners to active participators.

The use of surplus materials was in itself a motivating factor for the students, because the surplus materials compared to new materials are informal. With informal materials it seems to be easier for students to accept that they make mistakes, whereas with new materials they want to get it right the first time.



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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) The final product made by the 20 students has a high visibility as it is visible to the whole college. The materials have a communicational aspect as they clearly are communicating the thoughts of reuse, respect of surplus materials, and creativity.

2) The action is a good example and easy to reproduce both on a local, national and international scale.

3) The focus is clearly on waste prevention as playing with surplus materials directly and indirectly is a part of the concept of centre for creative reuse.

4) Easily reproducible

5) Waste prevention is only one out of several benefits of the project - letting the students plan, play, think, innovate and stimulate their ability to creative thinking, innovative thinking, social skills etc. Thus the lasting effects are very important for modern society where competition with other countries often are based on creative and innovative intelligence.



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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.

ReMida Center for Creative Reuse: 20 students participate in the action.

These pictures demonstrate the process - unfortunately we do not yet have pictures of the final art peace at their college's lecture hall.

