



# EWWR good practices and case studies

## 1. Details of Action:

EWWR Organiser: EWWR Secretariat  
Country/Region: Norway  
Name of nominated project developer: INTOSAI Development Initiative (IDI)  
Name of nominated action: The Green Week  
Place: Oslo  
Town: Oslo  
Country: Norway  
Website: www.idi.no  
Nominee category: Other (foundation)  
Dates of action: 22<sup>nd</sup> -26<sup>th</sup> 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:

During the EWWR, we succeeded in raising awareness of the employees on waste reduction, as well as reduced the amount of waste in the organization. First of all, we banned all the disposable cups from the coffee machine, which were frequently used by the staff members and by the visitors. We encouraged everyone to use the ceramic mugs or glasses. Secondly, we collected used clothing and other items from all employees to donate to the Poorhouse in Oslo. We further ordered sensor lights for all offices which will save a lot of energy. We made shopping lists and notepads from used paper for all members of staff. We collected all our used electronic equipment (printers, keyboards, docking stations, laptop bags) and donated them to the National Audit Office of Malawi. We showed three short movies from Annie Lenards "Story of Stuff" series to all staff to inspire them and raise awareness on waste reduction. Our regional employees from other countries contributed with information on their local initiatives and efforts when it comes to waste reduction. We also distributed "no junk mail" stickers to all staff members. We made a competition with reward (environmentally-friendly shopping bag) to the employee who finds a solution for donation 21 old office phones instead of throwing them away. Our adjoint director suggested placing an ad on a website, and through this channel the phones were successfully donated to an artist for making a modern work of art! Finally, we published an article in the National Audit Office of Norway's magazine on the EWWR and our organization's efforts on waste reduction. We feel that the week has been very successful and have received positive feedback from all employees.

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



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The target audience were the 23 employees of the organization. All of them took part in the EWWR, including those away on missions abroad (by e-mail). The feedback has been very positive and there was a great enthusiasm in participating in the week. The employees were happy to obtain more information on waste reduction and ways to reuse things. After the event, the employees kept nominating each other for accomplishing environmental initiatives. We hope to reach also the audience beyond the employees of our organization, and published an article on our initiatives in the internal journal of the National Audit Office of Norway (500 employees).

**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

We have used many different examples and concrete initiatives on how to reduce waste. Everyone in the organization was well informed about the week, and the EWWR was inaugurated on Monday 22th with a celebration, information and a cake. Our organization has embarked on an environmental project a couple of months ago, and this was an opportunity to show to the employees how in practice they can do something for the environment with some creativity and will. We decided to focus on many different types of waste, including energy, electronic equipment, plastic and paper. This initiative is very easy to replicate and implement in any office and can have a lasting impact on the organization.

**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.**



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