



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: National Steering Committee
Country/Region: Italy
Name of nominated project developer: Cauto – Cantiere Autolimitazione Cooperativa Sociale
Name of nominated action: IL PANE CHE UNISCE: Selezione rifiuti e recupero materiali provenienti dalla GDO (media e grande distribuzione) con destinazione a scopo sociale
Place: Auditorium Santa Giulia Fondazione Brescia Musei
Town: Brescia
Region: Lombardia
Country: Italy
Nominee category: Other
Date of action: 25th 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:

Conference Presentation Project Bread Promoted by combining cautious – Cooperative Sociale Onlus Foundation in partnership with Telecom Italy that involves the insertion employment of disadvantaged people do not occupied by a recovery GDO food waste (large retail trade) of Brescia and the subsequent selection and donation food to charities and community in the area. THE BREAD THAT COMBINES is a virtuous synergy with ecological value, social and economic Supermarkets and points optimize the distribution of LOD the production of waste by 60 - 70%; institutions and voluntary associations enjoy the food and intercepted recovered before they become waste; Cooperativa Sociale Onlus creates Cautious employment in the territory of Brescia, transforming opportunities environment in employment opportunities for disadvantaged.

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

200 people. The conference is an opportunity for discussion open and public debate on the issue prevention and waste minimization as well as waste. This is an initiative that puts light on the awareness and consciousness of what happens in the great retail trade in consumer in: all citizens.



With the support of
the European Commission

www.ewwr.eu





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

This is an action that promotes a true particular model of waste management large-scale distribution can be transform waste into resources for social purposes, before they become waste. In addition, the model is replicable and transferable. The initiative involves different stakeholders of the territory, creating a widespread environmental and ecological culture: profit companies of large retailers organized charities in the area, the Type B social cooperatives engaged in context of ecology. The conference presentation of the project is open to the public and will be held at a place in the institutional presence of institutions, allowing all potential citizen-consumers can develop a consciousness about waste from food waste. The conference proposes measures to prevent spread of production of waste in the company of the great organized distribution through a model to prolong the life of food, through a beneficial use that turns them into resources before they become waste.

The Committee appreciates the will to communicate the reduction topic to those actors, such as supermarkets etc., usually not so sensitive. Another good aspect is the creation of a network among shops and associations of the territory, with a particular attention of disadvantage people (e.g people with handicaps).

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.

Website: www.cauto.it



With the support of
the European Commission

www.ewwr.eu

