



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: Lipor  
Country/Region: Portugal/Porto  
Name of nominated project developer: Rio Tinto Parish Social Centre (Centro Social de Rio Tinto)  
Name of nominated action: Musical performance with reused instruments  
Place: Rio Tinto Parish Social Centre  
Town: Gondomar  
Region: Porto  
Country: Portugal  
Nominee **category**: Other  
Dates of action: 22,23,24,25 and 26 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: Elderly persons

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

The action consisted in a musical performance. The musical instruments used in the performance were made through waste (eg. yogurt cups, water bottles, matches boxes ...) reuse. An exhibition of the musical instruments was also shown. This action was performed by the elderly persons of Rio Tinto Parish Social Centre with the support of the Centre employees and some senior's families.

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

The action is directed to elderly persons, an age group with less awareness to the issue of reusing waste (waste prevention), promoting simultaneously environmental awareness, social interaction and mutual assistance among all. This action involved above 100 participants (elderly persons who attend Social Centre, employees and some senior's relatives).



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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) In this action, the elderly persons of a Social Institution create musical instruments through waste reuse, and give a musical performance. The musical performance is very appealing to the target public and the fact of all musical instruments being made through waste reuse makes the action much more interesting. The goal is to make an action that remains in people mind and this certainly will, as well as the message (regarding waste prevention/importance of waste reuse) inherent to this action.

2) The main goal of the action is to raise awareness of the participants and visitors of waste prevention importance. The work in waste prevention area with elderly persons is an innovation and the action has a great creative component. The action is exemplar because besides contributing to environmental awareness of participants and visitors also fosters social interaction and mutual assistance.

3) The action is strictly related with waste prevention, focusing especially on reuse. It consists in practical work in which elderly persons create musical instruments through waste reuse. This first step is followed by the musical performance with the previously produced instruments. This action helps to show how waste can be reused and that reusing waste is something that anyone can easily do at home.

4) The action can be reproduced in any similar place in any other European country.

5) A final report will be drafted, with pictures and video. The impact of the action can be measured through the number of visitors/participants.

**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.**

