



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: Agência Portuguesa do Ambiente  
Country/Region: Portugal  
Name of nominated project developer: Ecoclube da Formiga - Conselho de Veteranos do PIAGET  
Name of nominated action: "Freshmen for Prevention!" (Caloiros para a Prevenção!)  
Place: Zona histórica - Baixa do Porto e Gaia  
Town: Porto e Vila Nova de Gaia  
Country: Portugal  
Nominee category: Other  
Dates of action: 20<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:

After participating in the "Batucamob" in Oporto, which had the presence of the Secretary of State for the Environment and also of representatives of the Portuguese Environment Agency, all students wearing calling cards with tips on prevention, along with university tunas, paraded in historic areas of Oporto and Vila Nova de Gaia - in the two shores of the Douro river - and play also in a Douro "rabelo" boat, with reused musical instruments, seeking to sensitize the local population and tourists.

A "pedipaper" was held by the students, with questions and answers on the prevention subject, already in the school context - Instituto Piaget - and an evaluation would be done, for instance, of plastic cups avoided since there were distributed reusable cups for all day to each student and teacher.

It would also be estimated the number of people involved in the action, students and whom they contact during all day.

### 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 the general public present in the mentioned events and in the streets of both cities (Oporto and Vila Nova de Gaia), as well as the students of the Instituto Piaget. All of them were motivated through the music and the visual and sound animation of their clothes and of the posters with the tips on prevention.



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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

The action has real communicational aspects and visibility, and somekind of innovation in this context of environment awareness. It has his focus on waste prevention and its extended to a large population; it can be reproduced everywhere you chose as useful to act. After this, the students in the context of classroom,will work on the indicators they choosed as possible to evaluate the impact of their action.

**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.**



