



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Fundação Estadual do Meio Ambiente
Country/Region: Brasil/Minas Gerais
Name of nominated project developer: Sociedade Mineira de Cultura / PUC Minas /Pró Reitoria de Extensão
Name of nominated action: Projeto Rondon Resíduos
Place: Av. Dom José Gaspar, 500. Bairro Coração Eucarístico - PUC Minas
Town: Belo Horizonte
Region: Minas Gerais
Country: Brasil
Nominee category: Educational establishment
Dates of action: 23rd 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:

Rondon Minas Project is an extension project coordinated by the Polytechnic Catholic University of Minas Gerais - PUC Minas. The proposed project is to assist the population in selected cities through an integration work between students, municipalities, universities and partners. The lawsuit seeks to make higher education students to interact with living in cities with low Human Development Index (HDI) and organize workshops aimed at informing and proposing new perspectives to the problems raised by the team during the intervention, doing occasional work in the city in an attempt to minimize these problems. One benefit is the opportunity to pursue multidisciplinary, interdisciplinary and transdisciplinary for students from diverse practice areas, including environmental education and technical training of officials, teachers, collectors of recyclable materials and community to address the problem of waste management (selective collection, interface with health problems, waste disposal, environmental education and others). The action, generated in the presentation of the Week Feam on Mining Waste Reduction, consists of three steps. The first step was a term developed in partnership between the Feam, PUC and National Movement of Recyclable Materials, signed on 23/11/2010. In December 2010 began the second phase will consist of conducting a pilot test in two municipalities of Minas. It was prepared a class of 30 students, three teachers and two collectors in municipalities and intervention, lasting 15 days, will be in January 2011. The third stage will be held from June 2011 covering about 15 counties.



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

PUC Minas, the largest private university in the state, Minister 106 undergraduate, 300 graduate courses and 38 courses in length. The academic community consists of about 67,000 people. Its capacity to act is magnified by existing teaching units within the state of Minas Gerais - University Campus. With this action, several groups of students and teachers, after training, will be sent to many cities and communities in order to raise local problems and develop - together with the local population - the best solutions to the problems, focusing on the issue of waste management. Goes like, the benefits of this action extends to the entire population of the counties selected (around 15) for receiving groups of teachers and students, who may even work with the municipal authorities of these cities that are often lacking adequate technical knowledge and capacity to prepare projects and interventions to transform the local realities.

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

Rondon Project is actually a Brazilian Program for over 30 years and involves several medical centers in outreach activities in order to contribute to the development of poorer regions of the vast country. Waste Project Rondon, created after the signing of the Technical Cooperation Agreement between the Catholic University of Minas Gerais / Society of Culture of Minas Gerais, the State Foundation of Environment and National Movement of Recyclable Materials is a program that includes the development of interventions in mining towns, through actions carried out by multidisciplinary teams of students, teachers and recyclable material collectors working with community work and methodologies of participatory planning. The interventions will prioritize actions to strengthen local development and public awareness, organized groups and public authorities for waste reduction and implementation of activities with a focus on reuse, recycling and reduction in solid waste generation. Project / Action Rondon Waste is a unique and innovative initiative that combines the tradition of a project with international recognition to a proposal focused on the management of municipal solid waste. We believe that this action falls within the criteria: 1) high visibility and communication skills through a participatory approach in the communities involved, 2) best practices through exemplary and originality of interventions that will be held in the cities, 3) quality technical interventions focused on reducing waste - generation and reuse - interfaces and sanitation with other large areas like health, public administration, culture, citizenship, entrepreneurship, and 4) reproducibility in other contexts and regions of Brazil and even from other countries and 5) continuity and positive impact on reducing waste generation by smaller, reuse, recycle.

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.

Weblinks: PUC Minas menos resíduos

http://www.pucminas.br/proex/hotsite/?hotsite=menos_residuos



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