



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: JLY Finnish Solid Waste Association (in cooperation with Tampere Regional Solid Waste Management Ltd)
Country/Region: Finland
Name of nominated project developer: Toivio´s school
Name of nominated action: Waste reduction rules!
Place: Toivio´s school, Korpitie 13
Town: Pirkkala
Country: Finland
Nominee category: Educational establishment
Dates 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:

Toivio´s school organized happening “Waste reduction rules!” in their school on Thursday evening 25th November 2010. They put invitation in the local newspaper. All the parents were invited too.

Pupils had their own tables and they sold their old things to other children. “Vihreän lipun raatilaiset” (“Green Flag Council members”*) had their own table too. They didn´t sell anything but they wanted to tell visitors how much waste people produce every day. They had information for example how to make less waste, why eco-labelled products are better to the environment, how they can make their own compost and how they can repair their old clothes. They also took all the useless things that children don´t want to take back home and either use them in school or give them aid to developing countries. There were posters and quizzes (for example on ecological back bag/MIPS) on consuming and waste issues. The waste advisor/project officer from the local solid waste management company visited the happening too. She told to visitors how they can make their own compost and answered all the questions related to waste and gave out guides and other material too.

*Green Flag Council consists of group of pupils who meet regularly and make and study things within the framework of environmental issues. “Green Flag School” is a sustainable development program for nurseries, schools and other educational establishments.



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

The event was open to general public. Naturally the main audience was the pupils of the school and their families, friends and teachers. The main motivation was made through the posters, games/quizzes organized by “Green Flag Council” and discussions with them. These “tools” helped the visitors understand and realize for example that lot of waste is produced and energy and other natural resources used during the production of the goods. The material and later the product as a waste fraction is just a part of the chain. Kids teaching kids and parents –like situation creates bidirectional opportunities to communicate, interact and learn.

Estimated amount of participants: 60

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) Visibility and communicational aspects: This kind of way to spread information is effective. Project developer is able to reach the target group effectively. Kids teaching kids and parents –like situations create bidirectional opportunities to communicate, interact, and learn.
- 2) Good practice, originality and exemplarity: Event could be used as good practice and an example. Gathers families together too.
- 3) Quality of content and focus on waste prevention: Content of the event was suitable for the context of waste prevention. In the event children and parents got information for example on how to make less waste, why eco-labelled products are better to the environment, how they can make their own compost and how they can repair their old clothes. In addition to these they had a flea market that showed that used toys, games and clothes can be still useful. This kind of action also encourages kids to recycle and also donate things to charity.
- 4) European reproducibility: Possible to reproduce. It is possible to arrange this kind of event or happening without the Green Flag –program too.
- 5) Follow-up in long-term and lasting impact: Making together and giving pupils environmental experiments and information (in general and in smaller group “Green Flag Council”) is an effective way to teach and learn and the results may multiply at homes with the parents and siblings.

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.

