



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: LIPOR
Country/Region: Portugal/Grande Porto
Name of nominated project developer: ISEP - Instituto Superior de Engenharia do Porto
Name of nominated action: Don't throw away: give or exchange
Place: Instituto Superior de Engenharia do Porto
Town: Porto
Region: Porto
Country: Portugal
Nominee category: Educational establishment
Dates of action: 20th- 28th 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:

Creating a website where each element of ISEP community can register and register one or more products that are no longer useful but may still be useful to others. This creates a temporary pouch where people can give or replace objects that, in the near future, could become waste. In more detail, the owner of the items / goods enter the description of the subject Web page that will thereafter visually available on the website, the owner then also insert some personal details such as name and email (the phone will also be requested but with optional character). The potential buyers will select the site and the objects they are interested (and also to enter some personal data, including name and e-mail - phone optional). After making that selection the server automatically sends an e email to the owner and interested party may thereafter establish how to carry out an exchange or donation. The objects will be available during the time that action is underway (although it extended beyond the term indicated if positive, can do this by action all year optimizing the time during which take place). However, after selecting the description of the object should be visible but not selectable, with a message of type - object already selected.



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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:

Students, faculty and staff of ISEP, but also families and friends of the ISEP community. This was publicized in order to raise awareness and promote the participation of the whole ISEP's community. At an environmental level may contribute to reducing the amount of waste to throw away and the longer product life. It may also have a significant positive impact on the social level by contributing to a change in consumption habits of our society. This may therefore contribute to greater sustainability at a local and global level. This action is available for a maximum of about 6500 people, however during EWWR has obtained an equal number of participants to 97 people.

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 will be publicized in order to raise awareness and promote the participation of the whole Isepien community).
2) Good practice, originality and exemplary and 3) Quality of content and focus on waste prevention (The innovation is that each year it can be created one way to reduce the amount of waste to throw out by donating and / or exchange of objects and articles, thereby prolonging the life of products).
4) European reproducibility (This applies to any community but can be easily extended to the region or country).
5) Follow-up in long-term and lasting impact (At an environmental level may contribute to reducing the amount of waste to throw away and the longer product life. You may also have a significant positive impact on the social level by contributing to a change in consumption habits of our society. This may therefore contribute to greater sustainability at a local and global level).

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.

The website: <http://www.isep.pt/troca/>



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