



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Conselleria de Medio Ambiente, Agua, Urbanismo y Vivienda
Country/Region: España, Comunitat Valenciana
Name of nominated project developer: EASD Valencia, Escola d'Art Superior de Disseny de Valencia
Name of nominated action: Campaña de comunicación de la 2ª Semana Europea de Prevención de Residuos
Town: Valencia
Region: Comunitat Valenciana
Country: España
Nominee category: Educational establishment
Dates of action: 20th 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:



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

The students of the School of Arts and Design, develop an approach about how to make the general public aware of the existence of the event and in turn, sensitizing and raising the conscience about the need of waste reduction.

This activity spreads among the general public the rules of waste diminution and, in addition offers to the students the possibility for practising on real cases.

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 are the citizens of the Community of Valencia (Comunitat Valenciana).

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. Long term incidence.
2. Original proposals.
3. Proposals suggested by young people (between 20 and 25 years), so these proposals can have a strong impact on youth.
4. Suitable materials for its diffusion by means of internet and other means.
5. The material can be used in further editions of the EWWR as well as in other campaigns aimed to waste prevention.

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.

School's website: <http://www.easdvalencia.com>



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