



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Conselleria de Medio Ambiente, Agua, Urbanismo y Vivienda
Country/Region: Spain
Name of nominated project developer: Ayuntamiento de Denia
Name of nominated action: Educational campaign on reduction waste for school students and families
Place: Torrecremada park
Town: Denia
Region: Valencia Community
Country: Spain
Year: 2009

2. Select the correct participant category:

- Administration/public authority
- Association/NGO
- Business/Industry
- Educational establishment
- Other (e.g. hospital, retirement home, cultural centre, etc.)

3. Please select the theme(s) highlighted in the action:

- Too Much Waste
- Better Consumption
- Better Production
- A Life for Products
- Less Waste thrown Away

4. Type of Action

- Action open to general public
- Action open to target group
- Action based on the production of communication tools
- Other, please specify:

5. Please indicate the date(s) of the action:

- 21st November
- 22nd November
- 23rd November
- 24th November
- 25th November
- 26th November
- 27th November
- 28th November
- 29th November



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

The Local authority organized a flea market for children and families, where the public which assisted and wanted to participate, brought & took different objects from their houses which did not use (books, clothes, toys, household appliance, etc) anymore, in order to give them away or exchange them in the flea market.

The objective of the action was to give a second opportunity to those objects people didn't use anymore, which in other cases may have ended up being a waste in the future.

Also it was a good way to get new things, without spending any money, only by exchanging objects with other participants.

7. Please describe the originality of the action:

This action is an alternative to current consumption patterns, in which we always need money to buy new things. The action shows to the public how we can have the possibility to find new sustainable ways to get things we need for our lives without using money, as it was done in the past in times where there was money shortage and as it happens in agrarian societies.

8. Please describe the target audience and how the action motivated its public/target audience:

The expected participants after the dissemination of the information were between 100 and 150. They were informed in advance in order to be able to collect their spare objects.

9. Please indicate the number of people who participated in the action:

Even it was a raining Sunday at least 90 people assisted to the action and in fact it was very fun and successful.

10. What lasting impact does the action propose to have in terms of commitment to waste reduction?

To revise those things that we have at home that we don't need, and exchange them for new things we want, or even give them away to others that may need them, to avoid having to buy everything we need, as a unique way to get new products. This way we prolong the life of the products and we avoid excessive production and goods saturation.

11. Explain how this action may be replicated in other countries/regions throughout Europe:

This action can be totally exported to other countries, it only needs a group of people willing to do the flea market!! (schools, associations, neighbors...). This action helps to stimulate social relationships and to obtain the described sustainable objectives.

No infrastructures are needed, except for a meeting place and a day and time agreed!



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