



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Waste Awareness Wales
Country/Region: Wales
Name of nominated project developer: Carmarthenshire County Council
Name of nominated action: Waste reduction
Place: Pensarn
Town: Carmarthen
Region: West Wales
Country: Wales
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:

Week before the EWWR event we arranged for a cross section of audience and age range to be radio interviewed on the ways that waste can be reduced in the house, school or in work environment. One of our interviewees was selected by Waste Awareness Wales and their PR company to feature in national newspaper as part of Waste Awareness EWWR national campaign. We also held our own in-house swap shop event in partnership with the Salvation Army requesting members of staff to bring in unwanted clothes and items that could be swapped with other members of staff. We also held a roadshow event in conjunction with local radio in a principal town centre giving tips on reducing waste prior and during Christmas/New Year period. We also gave away 60 compost bins to first come first served. All these activities were also published in Carmarthenshire's local newspapers.

7. Please describe the originality of the action:

Our actions involved working in partnership with Waste Awareness Wales and their PR company, local radio and media. A cross section of people were involved ranging from school children to the elderly/retired. Working in partnership with local charity groups on swap shop event. Relaying reduce messages direct to public (face to face communication) via roadshow event.

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

Target audience - general public. By undertaking local children and people's actions in their own school, home and work environment motivated others to do the same. Face to face contact audience more like to take note of message clearly and offer their opinions as important feedback for us.

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

Carmarthenshire Waste Education and Awareness team (6 persons) promoting the events. 4 pupils from local school, 3 members of public and 1 member of our local authority Green Team to undertake the interviews. 1 person from Salvation Army. One local radio interviewer. 40 members of staff involved in in-house waste reduction event. Roadshow event visited by approx 200 members of public.

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

We continue to promote our messages through ongoing campaigns/events/workshops to schools, community groups and general public. Our local magazine Community News is sent to all householders in the Carmarthenshire every 3 months promoting the 3Rs messages. We run adverts and competitions in local newspapers and other publications to get people thinking about waste and tips on what to do. We also encourage feedback from our audience through our campaigns and events. We examine our levels of residual and recycling figures to measure any changes/increases due to our promotional work.

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

Through benchmarking groups, sharing information on-line, conferences on best practice.



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