



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: MINISTRY OF THE ENVIRONMENT
Country/Region: ESTONIA
Name of nominated project developer: ENVIRONMENTAL BOARD
Name of nominated action: LET'S DO IT WITH FERDA
Place: PÄRNU KUNINGA BASIC SCHOOL
Town: PÄRNU
Region:
Country: ESTONIA
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 action "Let's do it with Ferda" was an introducing action to environment education programme of waste reduction theme for pupils in basic level. Environmental Board edited an educational map for pupils and teachers "Ferda Reduces Waste" where simple facts and tips are written. The map is side information to lectures (also put together by Environmental Board). The introducing action took place on 24th of Nov in Pärnu Kuninga Basic school where 2h lecture was held together with some practical games how to avoid and reduce waste at home and at school.

7. Please describe the originality of the action:

The originality of this action is that it actuated a new educational programme "Let's do it with Ferda" for kids in age 5-15. School and kindergarden teachers can order a lecture for free to their school in all over Estonia. The purpose of this programme is to pay attention to the waste reduction, reduction possibilites and the needs to minimize waste amounts. This educational programme help to bring school education closer to everyday life specially if speaker comes outside the schoolstructure. "Let's do it with Ferda" is first this kind over-Estonia programme focusing to waste avoidance and reduction. Thanks to EWWR week what was the starter of this concrete programme, it also put a start to larger cooperation with the Police Board, the Rescue Board and the Citizen initiative group "Let's do it! My Estonia" where young volunteer actors play as mascots. Ferda is an ant in environment area, a little dog in police area and a lion Leo in rescue area. So the free educational programme now will be named "Let's do it with..."

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

Kids were very attentioned in lectures, specially interested in practical workshops and about information how much energy takes production of new cellphones, plastic bottles etc and what damage it causes for environment. The educational map was given to every kid so they could take it home, remind everything told and to educte also their parents.

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

In opening action in Pärnu Kuninga Basic School participated all 5th level, 50 pupils+teachers. Some schools were interested about the lectures already during the EWWR Week, so all over Estiona around 1000 people already participated.

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

The action was carried out on the awareness rising purposes. As this action introduced the over-estonian environment education programme in waste reduction theme, it has large impact of awareness rising in 5-15 year old children. School programmes itself don't pay enough attention to waste theme yet.

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

Institutions or NGOs coordinating environment education in regions can edit a waste awareness programme about waste reduction. The programme could be targeted for different children age groups, so lectures are varied - for little kids more games, for older kids more facts, workshops about how to re-use things in new way, site visits. A booklet with simple facts, attractive pictures and simple tips should be included.



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