



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Agência Portuguesa do Ambiente

Country/Region: Portugal

Name of nominated project developer: Câmara Municipal do Funchal

Name of nominated action: Improve your generation! Cooperate in reduction! (Melhora a tua geração! Colabora na Redução!)

Place: Centro Comunitário de São Gonçalo

Town: Funchal

Region: Arquipélago da Madeira

Country: Portugal

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



With the support of
the European Commission

www.ewwr.eu





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

The action consisted in information and raising awareness using multimedia tools (PowerPoint) to address the issue of solid waste, with special emphasis on small tips to help reduce waste in our daily life. At the end several different simulated situations were presented to the participants who had to decide which option was more correct with regard to waste reduction. The action lasted about an hour and was guided by the environmental education technicians of the municipality and scheduled with the Division of Social Service. It was also launched the challenge for the participants to develop an idea on how to spread the received advices/information to other residents of the housing complexes. The Municipality of Funchal carried out this action in several Community Centers of the county.

7. Please describe the originality of the action:

The action is not very original, but was interesting in terms of prevention once it used multimedia tools (no paper or other materials that eventually would generate waste), and also because it forced the participants to reflect on the information received, through the questions posed and the development of ideas on how to best spread the message of waste prevention and sustainable consumption.

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

The target audience were the users of the Community Center. The action motivated its public through raising awareness and educating the participants in order to adopt sustainable patterns of consumption. The main purpose of the action was achieving solid waste reduction and allow the audience to become aware and demanding consumers, responsible and participative citizens on the sustainable development of the Planet.

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

20 participants.

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

This action aims to educate and inform citizens about the need to prevent waste production, in order to allow the change of attitudes and habits.

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

This action can be easily replicated/developed in any country/region and in various contexts, specially in schools, Private Institutions of Social Solidarity, etc..



With the support of
the European Commission

www.ewwr.eu

