



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: Lipor - Serviço Intermunicipalizado de Gestão de Resíduos do Grande Porto  
Country/Region: Portugal/Porto  
Name of nominated project developer: Junta de Freguesia da Maia  
Name of nominated action: Ticket without waste  
Place: Maia  
Town: Maia  
Region: Porto  
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:

- 21<sup>st</sup> November
- 22<sup>nd</sup> November
- 23<sup>rd</sup> November
- 24<sup>th</sup> November
- 25<sup>th</sup> November
- 26<sup>th</sup> November
- 27<sup>th</sup> November
- 28<sup>th</sup> November
- 29<sup>th</sup> November



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

Ticket without waste - Use of Seal as entrance ticket to the Maia Zoo

**7. Please describe the originality of the action:**

The use of a stamp instead of the traditional paper ticket will raise awareness of the issue of waste prevention directly.  
During this week the office will carry identification about prevention and have exposed a poster to warn the subject of waste prevention.

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

This is a communication action and therefore is streamlined through the channels of communication necessary.  
For the type and scope of the action it can be considered as innovative and mobilizing different target group such as: General public, Schoolchildren/students, Elderly persons, Professionals/employees (private sector) and Professionals/employees (public sector).

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

400 people, most from schools.

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

The action propose to avoid the production of paper (tickets).

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

Through replication of this activity in other entities / organizations / events were tickets are need.



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