



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Environmental Protection Agency
Country/Region: Republic of Ireland
Name of nominated project developer: Limerick/Clare/Kerry Regional Waste Management Office
Name of nominated action: Suite of 5 actions taken in the course of EWWR
Place: Various locations in the region
Town: Limerick
Region: Limerick/Clare/Kerry
Country: Republic of Ireland
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:

1. Presentation to executives at Thomond Park sports ground concerning greening events using re-useable drinks cups
2. Information campaign at student village concerning choosing tap water rather than bottled.
3. Information and talks on prevention given to staff at 5 different companies/organisations.
4. Household waste prevention stand at Crescent Shopping Centre interacting with public (750+) over 3 days.

7. Please describe the originality of the action:

This authority is to be commended for organising so many events on foot of the invitation from EWWR. Each event is different and original in that it targets specific audiences with tailored messages around the waste prevention theme. Much of the material had been developed by the authority by participating in the Local Authority Prevention Demonstration programme over the last three years.

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

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

Different audiences were targeted with tailored messages encouraging prevention behaviour.

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

Thomond Park have agreed to a trial of the re-useable cups at its sporting events. Information provided to students and the general public will heighten awareness of the importance of prevention in daily life.

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

Many of the ideas can be replicated as every country has sports grounds which generate a lot of waste and litter. Obviously each country seeks to reach the student and general population with messages about waste prevention and the events held by this public authority could be easily replicate elsewhere.



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