



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: GO-East
Country/Region: East of England, England
Name of nominated project developer: Norfolk County Council
Name of nominated action: Eat up and recycle that cup
Place: Materials recycling facility
Town: Norwich
Region: East of England
Country: England
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:

A team of runners will be bringing the Love Food Hate Waste campaign to life during the Norwich Half Marathon, wearing t-shirts which drum home the message. The campaign gives valuable advice and easy tips on how to waste less food and save money. In addition all runners, and spectators, will be encouraged to support a fresh idea for recycling rubbish by using special recycling bins designed specifically for events by recyclezone. It means the 10,000 or so plastic cups and 4000 plastic bottles handed out to runners should all end up being recycled, rather than being tipped into landfill. This will be the first time the recyclezone recycling bins will have been used in Norfolk, and if they are well used, Norfolk people can expect to see them a lot more at various events around the county.

7. Please describe the originality of the action:

This was a campaign to get across a message to as many people as possible and doing it by running a marathon is innovative and not the usual way messages are spread. It was the Love Food Hate Waste Team at the council that ran the marathon which enabled them to get the message across to a great number of people in a short space of time.

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

The action showed the commitment of the team to reducing food waste and raised the curiosity of on lookers and those also running the marathon. All spectators and runners were encouraged to support a fresh idea for reducing waste and or recycling.

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

3000 people were at the event

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

The messages from the event were to reduce food waste and attendees were pointed to recipes and ideas for how to reduce food waste.



With the support of
the European Commission

www.ewwr.eu





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

The main success from this action is utilising local large events to send out a key message. Everyone was watching the runners and hence they were able to attract attention through the t-shirts they wore and the stalls they had about the event.



With the support of
the European Commission

www.ewwr.eu

