



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Italian Steering Committee
Country/Region: Italy
Name of nominated project developer: Regione Marche
Name of nominated action: "Accordo di programma sulla prevenzione"
Place: Regione Marche'offices
Town: Ancona
Region: Marche
Country: Italy
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:

On November 24th the agreement on the waste prevention programme was signed by 6 different actors: Regione Marche, UPI MARche, ANCI Marche, Legambiente, Federambiente, Unioncamere. This programme is aimed to follow the New Framework Directive 2008/98 in terms of waste prevention: finding common waste reduction strategies accepted by social, economic and political stakeholders; organising actions and campaigns to raise awareness among citizens and businesses; exchanging best practises among actors. This very important action was related to other Regione Marche's activities such as the opening of re-use centres where people were able to understand what reduction, prevention and lengthening life's products means.

7. Please describe the originality of the action:

This action is very important because had permitted a dialogue among different stakeholders that arrived to common decisions to sign up the agreement and that promised a lasting collaboration.

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

The targets were first of all the 6 actors who sign the agreement. Secondl this action was addressed to general public thnk to the press release. This agreement is important for citizens because they can see a concrete commitment from the public authorities, associations and businesses to realise waste prevention practises.

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

6 people who signed the document up and journalists who participated to the event.

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

Differently from momentaneous actions this is a lasting commitment. The agreement is in fact the base for the waste prevention programme that will change habits and laws of the whole region.

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

This same action can be replicated in other europeans areas according to the country/region's aspects and politica, economical and social background. It is important to find the main stakeholders and going on with an operation of consultation.



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