



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Bruxelles Environnement - IBGE
Country/Region: Belgium / Région de Bruxelles-Capitale
Name of nominated project developer: Communal Authority of St Gilles
Name of nominated action: St Gilles commits to fighting waste
Place: PI van Meenen
Town: St Gilles
Region: Bruxelles-capital
Country: Belgium
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: Mixed action, with phases for a target group and phases for the general public

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:

The communal authority of St Gilles has for several years carried out waste reduction actions, and more widely sustainable development actions.

During the Week for Waste Reduction, the commune took advantage of it to highlight what it was doing and to launch new initiatives, directed both at its personnel and at its inhabitants.

1st part: making available of reusable plastic beakers for the departments which organise outside events (internally, we already use reusable crockery)

2nd part: order for 150 water canteens to be distributed to the field workers in view of replacing the bottles of water distributed on very hot days

3rd part: purchase of a shredder that can be loaned out for population or association district composting projects

4th part: raising the awareness of the administrative personnel (+/- 500 people)

-> by sending a short email with information on the prevention of waste every day of the campaign, on the following themes:

- Reusing = not throwing away
- Less packaging = less waste
- Less advertising = a lighter bin
- Using reusable beakers instead of disposable beakers
- Reducing waste in the workplace by using less paper

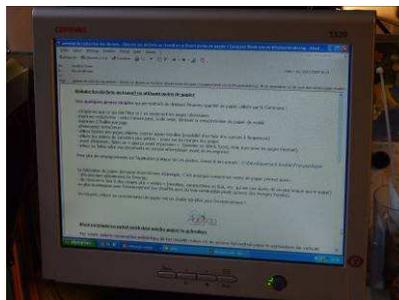
-> by producing packs of working copy paper out of paper used on one side only

-> by affixing "think about printing on both sides" stickers

Additional actions for the general public:

Exhibition on waste reduction in the entrance hall of the Town Hall with a display case placed here especially with brochures on waste reduction and "Stop Ads" stickers.

Exhibition in the waiting room of the social affairs department



7. Please describe the originality of the action:



The commune took advantage of the week to address actions at many target audiences, both internally in the commune (administrative communal personnel and workers) and at the commune's population (people involved in citizen projects such as composting).

Indeed, the commune carried out a paper reduction project designed for administrative personnel, as has many other Brussels-based authorities, but also sought other actions to reach out to other target audiences: the water canteens for the labourers, the beakers for the departments which organise events and the associations, the shredder, the anti-ads all-boxes stickers and the exhibition for the population. As everything was orientated through concrete actions, this project really hopes to trigger changes in behaviour for all audiences.

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

The target audience was therefore varied: administrative personnel, workers, population.

In all cases, whenever possible, a system for meeting people in person was put in place in addition to emails and information boards: direct contact has the most impact.

- For the distribution of the water canteens: email to all personnel, but also official inauguration sessions with all departments likely to use the water canteen loan;
- For the launch of the shredder, contact with the master-composters of the commune, but also inauguration session with explanations with about fifteen people;
- For the distribution of the water canteens: personal explanation to all workers;
- For raising awareness on reducing paper: email to all personnel but also face-to-face discussion when placing two-sided stickers on the printers

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

The persons who participated depend on the actions:

- With regards the commune's administrative personnel, all personnel (i.e. 500 people) were reached by the daily email, the exhibitions, and a good number of them by the personal explanations.
- With regards the general public, more than a hundred visitors would have seen the exhibition (but it is difficult to evaluate if they read it, etc.), 70 "stop ads" stickers were distributed, about fifteen people were present at the presentation of the compost container
- With regards the beakers, about twenty people were present at the inauguration of the loan service, and over 200 beakers were already used in December 2009 (numerous loans are planned already in 2010).

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

Given the actions put in place, the results in terms of waste reduction are not necessarily observed during the week but clearly over the long term: the commune has given different audiences tools to generate less waste in their activities.

Each reusable beaker enables the use of disposable beakers to be avoided.

The shredder facilitates composting and encourages a new audience to compost.

The water canteens avoid disposable bottles.

The anti-ads stickers avoid unwanted adverts.

The two-sided stickers help people think about printing on both sides, etc.

The beakers, water canteens and shredders have been launched as a pilot. After evaluating their use over several months, a higher number of these objects would be bought and distributed.

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

Each action carried out, taken separately, sometimes already exists in one or other Brussels-based authority, and more than likely in the other regions also. Carrying out a more global action, reaching different target audiences and different themes at the same time is a much greater task but is completely feasible. The fact of combining the awareness-raising actions with the distribution of concrete tools to help change behaviour is something that can definitely be replicated elsewhere also.



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Annexe : Link to a film on the web

<http://www.bruxellesenvironnement.be/Templates/Professionnels/informer.aspx?id=3544&langtype=2060>
of
<http://www.vimeo.com/8965447>



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