



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Government of Navarre
Country/Region: SPAIN
Name of nominated project developer: COMMONWEALTH OF Valdizarbe
Name of nominated action: ORGANIZATION OF FLEA MARKET AND COLLECTION OF USED TOYS FOR CHRISTMAS
Place: PASEO
Town: PUENTE LA REINA
Region: NAVARRA
Country: SPAIN
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:

- Flea market. Among the events organized throughout Navarre framed in the European Week of Waste Prevention, Commonwealth of Valdizarbe organized a flea market on the 28th of November at Puente la Reina. Different associations and individuals placed 26 places where there were clothes and shoes, books, toys, saddles, bicycles, records, soft toys, pots, scrolls, DVDs., Bags, boxes, mirrors, china, chandeliers, antiques, guitars, computers, etc. . In collaboration with social services Valdizarbe base prepared a special collection in good condition used toys for distribution at Christmas Campaign to families with fewer resources, also the hand of social services there were two performances on responsible consumption and generation waste. Also a presentation was placed on cocoa in the Dominican Republic and the mechanisms of Fair Trading. About 1,000 people attended.

This flea market was intended to sensitize the population on the issue of waste and the need to adopt practices of reuse, recycling and repair. before purchasing new products. Furthermore, the collection of toys, it seeks to involve children in solidarity with other children and the importance of caring for their toys.

7. Please describe the originality of the action:

Not in this area had carried out an initiative like this. Original is also working with the Social Service base in the area who also took actions to raise awareness of waste reduction and fair trade through exhibitions, theater.

On the other hand, the idea of reusing original toys that children no longer use cediéndoselos arranging and families with fewer resources to Christmas.

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

The audience he addresses the action is the general public in the area.

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

1000 people

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

The advantages Valdizarbe Commonwealth seeks to achieve with this initiative are: to reduce GHG emissions to the atmosphere, reduce the quantity of municipal waste generated; Extend the life of our clothes, giving him another chance; Implement forms of consumption responsible, buying secondhand clothes. For every 100 tonnes of municipal waste recycled would eliminate 50 tons of CO2 equivalent emitted into the atmosphere.

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

We believe that action is easily reproducible in any region.



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