



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Agência Portuguesa do Ambiente

Country/Region: Portugal

Name of nominated project developer: DECO - Associação Portuguesa para a Defesa do Consumidor

Name of nominated action: European Week of Waste Prevention - Information (Semana Europeia de Prevenção de Resíduos - Informação)

Place: www.deco.proteste.pt

Town:

Region:

Country: Portugal

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:

During the EWWR, DECO opened a specific area on its website dedicated to this subject. The online information space was open to all visitors. The study conducted by the association on waste packaging, published in the DECO's magazine, was available as well as the calendar of the awareness sessions and respective slide show presentation accomplished in several schools of 2nd and 3rd cycles. It was also available online the report developed in partnership with the "Biosphere" television program. The webpage highlighted the EWWR actions and objectives on its homepage.

7. Please describe the originality of the action:

This is an original action once it uses the Association's online space to provide a bigger visibility of the performed actions during the EWWR and to provide information on its objectives. On the website it was possible to read about the initiatives in several schools of the country as well as the important study published in DECO's magazine. The initiative was also considered original because once the purpose is to highlight waste prevention we can consider the internet a "clean" means for spreading information.

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

The target audience is the general public. The web space will give a wider visibility to the actions, what will motivate people to adhere to them and offer important information to consumers on waste prevention, motivating them to adopt sustainable consumption behaviors.

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

The number of hits on the website area on the EWWR was of 198 hits from the 24th to the 29th of November 2009.

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

The general site of DECO has about 160,000 hits a month and the highlight of the week on its homepage can draw the attention of the visitors to the materials designed and produced online, increasing the efficiency of the the accomplished initiatives.

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

The action can be replicated by similar organizations with similar purposes.



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