



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: Brussels-Capital Region  
Country/Region: Belgium  
Name of nominated project developer: Foyer des Jeunes des Marolles  
Name of nominated action: "Challenge waste" bar  
Place: Foyer des jeunes des Marolles  
Town: Brussels  
Region: Brussels  
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:

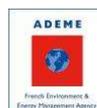
### 5. Please indicate the date(s) of the action:

- 21<sup>st</sup> November
- 22<sup>nd</sup> November
- 23<sup>rd</sup> November
- 24<sup>th</sup> November
- 25<sup>th</sup> November
- 26<sup>th</sup> November
- 27<sup>th</sup> November
- 28<sup>th</sup> November
- 29<sup>th</sup> November



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**6. Please give a detailed and precise description of the nominated action:**

The Foyer des Jeunes des Marolles is an association which welcomes young people from working-class districts. One of these activities is to take in the children at the end of the school day to help them do their homework. Before starting with their homework, the children are given a snack. The person in charge of the project realised that the children attending the homework school knew nothing other than crisps and sweets. Furthermore, the centre is increasingly taking account of respecting the environment in its activities. The coordinator therefore decided to raise the children's awareness of healthier products, generating less waste when having a snack.

The project initiated during European Week for Waste Reduction therefore consisted of putting in place a bar run by the children during their snack break where products with the least packaging possible are available, taking account of criteria such as health, sustainable food and the N-H relationship. With regards drinks, the children were all given a reusable beaker bought for the occasion. The only drinks available at the bar were Oxfam fruit juices and tap water served in jugs. The food products distributed: BIO and fair trade biscuits and seasonal fruit. The children's awareness was raised the week before the EWWR on the reasons for this initiative. The children's awareness was raised more widely on waste reduction but also respect of the environment. For this they were all given a Bruxelles Environnement "8 actions for my planet" game book. They thus got into the habit of doing things such as using both sides of a sheet of paper, choosing snacks with less packaging to go to school but also at home, etc.

The parents became aware of the initiative through word-of-mouth and through the children during the week. This initiative has served as a springboard for instilling healthier snacks that generate less waste in a lasting manner. Now the children no longer come with snacks – the coordinator goes shopping twice a month for everyone. The reusable beaker is still a well-established practice.

**7. Please describe the originality of the action:**

The originality of the action resides in the fact that it is addressed at children from a disadvantaged working-class background whose parents do not speak French (or speak it badly). This audience very often has very little awareness of the problem of waste and the environment in general.

The strength in this action is the involvement of children in this project as it is the children who run the bar in turns over the week. They are therefore given responsibilities and play an active role in the project during the week but also after the week since the bar has continued.

Further, their awareness is raised of snacks that are more respectful of the environment and better for their health.

The children also leave with presents for their parents, connected to waste reduction which then reaches out to the parents.

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

All the children who attend the after-school centre – which represents about twenty children. The children are aware of questions regarding respect of the environment and consequently play the game. This approach is also fulfilling for them as they are doing something good and are involved.

According to the coordinator, the parents have not really understood the initiative – probably due to the social context. For them, sorting waste is already very complicated and, according to the coordinator, prevention is far from being a concern for them. Nevertheless, the pupils no longer come with packaged snacks.

The children have been involved in a reflection and are involved in the approach – they are stakeholders in the project.

This has motivated them in their reflection and they have taken on the new information better thanks to this official and recognised framework.

Some of them have realised that they used a lot of waste and that something had to be done otherwise it would be too late.

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



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20 children. But setting up the action has enabled the awareness of the members of staff of the youth centre to be raised and also, indirectly, the parents of the pupils, which represents 13 parents/households.

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

- 1/ no drink packaging as only tap water and returnable glass fair trade juice is provided.
- 2/ No snack packaging about from what is generated by the packets of biscuits

The waste from snack packaging for about twenty children over a week has been replaced by snacks not generating waste (fruit, returnable bottles, reusable beakers) or by recyclable waste (cardboard packaging).

This means about a hundred small fruit cartons not consumed (just during the week as it has continued after). The only disposable plastic packaging is from 3 packets of biscuits a day, which represents significantly less than 5\*20 packs of sweets.

The amount of drawing paper saved is difficult to evaluate as they do not draw every day. However, it is certain that the pupils have got into the habit of using both sides

**Annexe :**

**Film on the web :**

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

**(Foyer des Jeunes des Marolles)**

**of**

<http://www.vimeo.com/8967135>

