



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Waste Aware Scotland
Country/Region: Scotland
Name of nominated project developer: HomeAid Caithness and Sutherland
Name of nominated action: Free Collection Week
Place: Caithness
Town: Thurso
Region: Highland
Country: Scotland
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:

HomeAid Caithness and Sutherland are a local reuse charity who provide essential household furniture and electrical items to people in Caithness and Sutherland who are struggling to survive on a low income and would not be able to furnish their home or replace items without assistance. During the European Week for Waste Reduction the charity ran a 'Free Collection Week' where they collect items for reuse for free in the local area, collection normally incurs a charge of £5.

The week resulted in 45 collections from the local area - the normal amount each week is 18. During the EWWR 151 items were collected by vans, normally there is 70 collections each week. Although this does not sound like much, the area the charity operates in is extremely remote.

During the EWWR the charity collected 3.5 tonnes compared with the normal 3 tonnes collected per week. It was noted that during the EWWR a greater number of smaller items were collected than normal. The majority of the time the organisation collects larger items such as furniture but during the EWWR they saw a significant influx in smaller household items which were donated. It can be said that the week raised awareness of the range of items which can be reused also. This can be attributed to the exposure the EWWR gave the organisation through local press coverage. A local press release was sent out from HomeAid and other organisations they were working with as part of the week.

7. Please describe the originality of the action:

Having identified the need to raise awareness and encourage behaviour change in relation to reuse in the Caithness area, this practical action undertaken by HomeAid during the EWWR encouraged increased donations and better understanding of the possibilities for a longer lifespan for products.

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

The target audience are the members of the local area who have items they no longer need or want which are in good reusable condition. The action motivated the audience by avoiding the £5 charge normally applicable for collection of reusable items. This could have been a barrier to reusing these items as opposed to free disposal at household waste centres. It also raised awareness of the option to reuse a greater variety of items and encouraged people to do so in the future.

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

It is not possible to give a precise number of people who had participated in the action, however the local press picked up the story and so a wide number of locals were aware the action was taking place. They may not necessarily have donated items during this week due to not having anything to donate, however they may remember the charity for next time they are looking to get rid of an unwanted item.

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

The action has a lasting impact in terms of commitment to waste reduction as it highlights to local people how easy it is to reuse good quality household items. It also has a lasting impact in terms of the tonnage of materials diverted out of the waste stream.

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

The action could easily be replicated by other charities involved in reuse activities who have to charge for collection to cover their transport costs.