



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Lipor
Country/Region: Portugal
Name of nominated project developer: Ready Mind
Name of nominated action: R4- in exhibition
Place: Avenida dos Aliados
Town: Porto
Region: Porto
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:

The show called "R4 in exhibition " was the result of a project developed by Ready Mind, non-profit association for the reuse of waste by means of Art and Design, which next to artists, designers, architects and decorators, a total of 40, as well as companies, promoted the debate for the creation and presentation of a more sustainable solutions based on reuse.

Acting on the basis of recovery of materials, the R4 project aimed to minimize the impact of objects at the end of life in nature, aiming the ease of meeting the domestic world.

One of the basic and fundamental concerns to the success of this action was the creation of proposals for easy perception and understanding to the general public in order to sensitize it by requiring that a different attitude, before the product reused. This exercise promoted the meeting of professionals which have so far not known, and in a way support the same values, with artistic and practical solutions, from different materials "gleaned".

7. Please describe the originality of the action:

Through our knowledge this is a pioneering idea in our country. We know a number of initiatives directly related to the industry that may somehow be related to this project, but without a proximity to domestic waste as evident as it was presented in this show.

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

The exhibition opened just the 1st day of the EWWR, day 21/11/2009 at 09:00 pm and was open to the general public until 03/01/2010. Since the building in which the exposure took place is located on the main avenue of the city of Porto, with various possibilities of mobility in public transport, there was a big impact and a strong mobilization of the population, more so because having been made over the entire period of Christmas festivities enjoyed the addition of natural mobilization of citizens to the city centre. Were also scheduled study visits of different types of schools, and workshops, all related to the theme of "reuse / recovery". The interest of the Portuguese press provided the public mobilization of different age groups, to which the exposure was pleased by the fact that it also present several solutions.

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

40 creators, 12 companies of products and services; 2250 visitors

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

All visitors left the exhibition with the intention to review its stance on the production of waste and the possibility of giving them a second life or "opportunity."

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

The result of this project can be presented on display in any other country or offered to local artists, since it is based on common problems. You can and should encompass other cultures, cities and experiences in order to encourage different solutions to the same problems.



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