



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Government of Navarre
Country/Region: SPAIN
Name of nominated project developer: AEZMNA
Name of nominated action: IMPLEMENTATION OF SERVICE CONSULTANTS WASTE REDUCTION FOR BUSINESS AREA
Place: C/ LA HIGUERA
Town: TAFALLA
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: Favorecer el ecodiseño

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



With the support of
the European Commission

www.ewwr.eu





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

- Advisory Services: The Association announced during the week of Waste Prevention launching a service to its partners in the prevention of waste to which companies can check their doubts on this matter. This service starts with hiring a technician for the Environment which, besides carrying out a study among partners, deals can answer your questions on all aspects related to environment and business / industry.

Other activities organized as part of the week.

- Bulletin: as a way to provide this service and to clarify the term "prevention", the association sent to all partners an electronic newsletter with information about both the week and on prevention activities that can be implemented in enterprises. This newsletter was sent to more than 200 organizations via email.

Objectives

- Introduce the concept of waste prevention in business, one of the sectors with more production from them. To show that all companies are the size that can be prevention activities.
- Enhancing information and advice service on waste prevention among associated enterprises.

7. Please describe the originality of the action:

It is a pioneering service that is linked in Navarra, in addition to a study of waste produced in the area businesses aimed at improving its management.

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

The public he directs the action are the area businesses

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

190 companies and over 3000 employees

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

Companies are expected to reduce their waste at a good rate and also commit ecodesign.

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

We believe that action is easily playable on any region



With the support of
the European Commission

www.ewwr.eu

