



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Diputación Foral de Gipuzkoa
Country/Region: Spain/Gipuzkoa
Name of nominated project developer: Centro Comercial Urbil
Name of nominated action: Waste prevention and reuse in Shopping Centres
Place: Asteasuain Poligonoa 7. Postcode 20170
Town: Usurbil
Region: Gipuzkoa
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:

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 shopping malls represent a great opportunity to undertake actions in the field of waste prevention, because of the fact that on top of being great waste generators they have the opportunity to contribute to change their client's consumption's habits and waste generation, throughout actions aimed at raising the awareness of the citizens visiting their facilities.

The shopping centre Urbil, located in the municipality of Usurbil, has got a hypermarket together with 70 stores such as restaurants, boutiques and other activities (bakers, travel agents, banks, etc), distributed over an area of 35.400m² and employs about 700 workers. Since its opening in the year 2000, the centre has received 50.000.000 visitors and has slowly implemented the waste separation and the corresponding management throughout the recycling of each one of those streams (glass, paper, cardboard, packaging, organic matter, batteries, second hand clothes, fluorescent lighting, etc.). Simultaneously, several activities have been held aiming at raising awareness such as exhibitions about the waste issue, workshops for kids, etc.

Once implemented the separate waste collection, the recycling and composting of the different waste streams, minimizing landfilling, in 2009 the shopping centre decided to go further in the field of waste optimization, exploring new formulas in order to promote prevention and reuse.

7. Please describe the originality of the action:

The action to optimize waste management has been based on a triple approach:

- Carrying out an audit in collaboration with the Eco-design Workshop of the Mondragon University, which has included the identification of the waste generated, their description, and the development of improvement proposals, a pilot experience for the implementation of measures and the evaluation of the results achieved.
- An agreement with Emaús Fundación Social aimed at collecting all the waste before any kind of building work in the surrounding shops takes place (furniture, shelves, hangers, etc).
- Participation in the daily collection of food no longer on the shelves because of the expiration date, damaged packages, etc, but still edible and their distribution among socially excluded groups, through the Food Bank of Gipuzkoa.

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

The target audience are the above-mentioned customers as well as the shopkeepers and the workers of the Shopping Centre. A wide range of communication actions have been held (see dossier).

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



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The number of people who have participated in the action is potentially the huge number of visitors of the Shopping Centre, including shopkeepers and workers.

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

As a result of all the measures taken the shopping centre of Urbil has been able to cut down 9,1% of the waste generated from January to October 2009 in comparison with the same period in 2008, stepping down from 406,5 tonnes in 2008 to 369,5 tonnes in 2009. Therefore 70% of the waste generated are reused or recycled (a 30% more than in 2008).

The results were delivered during the press conference held the 25th November within the framework of the European Week for Waste Reduction. During the press conference an exhibition was inaugurated in order to promote prevention, reuse, recycling and composting of waste. This exhibition stayed opened throughout the whole Week for the clients of the shopping centre. The implementation of the ISO 14001 standard was presented. Such implementation is being carried out from a three-fold dimension: the workers of the Centre (headed by Management, cleaning staff and Safety), the shopkeepers and the clients.

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

The actions carried out by the Shopping centre of Urbil can be considered as a model for its implementation in other Shopping malls throughout the region or elsewe in the EU, without the least difficulty.



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