



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: Cleanstream Carpets Community Interest Company (CIC)  
Country/Region: Wales  
Name of nominated project developer: Ellen Petts  
Name of nominated action: waste reduction week  
Place: Hawthorn School,  
Town: hawthorn  
Region: Rhondda Cynon Taff  
Country: Wales  
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:**

sixth form common room refurbished using re-used carpet tiles. Education provided on product life cycle and the potential increasing of life cycle for products such as carpet tiles. Also education given on the re-use of materials generally

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

Cleanstream Carpets CIC takes and supplies re-used carpet tiles for the benefit of the community. Very few similar organisations in the Uk, none in Wales who are reducing landfill, increasing product life cycle and promoting the use of re-used materials in the way that we are.

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

Sixth formers encouraged to consider alternative re-use potential of their own goods when faced with re-used carpet tiles being perfectly acceptable.

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

Sixth form approximately 120 pupils, pupils in school generally 1200.

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

Hopefully resulted in pupils and teachers having more awareness and commitment to re-using materials and the general level of wastage involved in everyday consumption.

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

carpet tiles can be cleaned at re-used to bring them up to 'almost new' condition anywhere. Any school or similar should consider them as a cost effective 'best environmental' option.u



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