



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Lipor - Serviço Intermunicipalizado de Gestão de Resíduos do Grande Porto
Country/Region: Portugal/Porto
Name of nominated project developer: Lusocarpet
Name of nominated action: Exhibition "Way of the rag"
Place: Terroso Parish
Town: Laúndos
Region: Póvoa de Varzim
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:

Action will feature an exhibition on the route of recycling and recovery of waste materials, through a scheme accompanied by photographs and live products.

7. Please describe the originality of the action:

The fact that a company is to raise awareness of the use of rag with a view to preventing the appearance of the waste in garbage containers, and a partnership with the Parish outside the corporate headquarters, makes this unique and innovative action.

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

The target audience is the general public. The motivations was made by using various media to publicize the exhibition.
The action will be disseminated in local media and prompted the support of the Parish Priest for the dissemination of exposure during the homily

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

150

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

Face aos 3 pilares da sustentabilidade (económico, social e ambiental), a acção não vai envolver grandes custos umas vez que existe a parceria com a junta de Freguesia para a realização da actividade, em termos ambientais estamos a promover a prevenção da produção de resíduos e em termos sociais a própria dinamização da exposição tem a componente social.

Given the 3 pillars of sustainability (economic, social and environmental), the action will not involve large costs because there are a partnership with the Parish Council to carry out the activity. On the environment we are promoting the prevention of waste and in the social way the ehxibition has a social component.

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

There are many other industries that make the recovery / reuse of rags in a European context that can reproduce the activity.



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