



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Brussels-Capital Region
Country/Region: Belgium
Name of nominated project developer: OUPS, Soup Bar
Name of nominated action: "Le grand mix des bonnes idées" – "The great mix of good ideas"
Place: OUPS Soup Bar
Town: Ixelles
Region: Brussels-Capital Region
Country: Belgium
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:

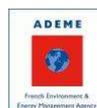
5. Please indicate the date(s) of the action:

- 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 Oups Soup Bar is a snack-type restaurant which offers soups with bread, quiches, etc. to eat in or take away. For 7 years it has developed an ongoing waste reduction approach and a good ecological management approach in general:

- Fighting against food wastage
- Composting organic waste
- Fighting against superfluous packaging by choosing returnable bottles, home-made yoghurt in refillable pots, making available jugs of tap water, the reuse of “takeaway” bags
- Eco-consumption in general: seasonal, local fresh vegetables, etc.
- Waste sorting: left-over bread for horses, packaging sorting, etc.

During Waste Reduction Week, Oups simply decided to take the time to speak about this approach with customers, and in particular to showcase reusable “takeaway” bags. In fact, takeaway food is packaged in a reusable paper bag, on which a stamp is put each time it is reused. A desert is given free of charge after a few reuses by the customer. This approach is ongoing, but the bar’s owner does not always take the time to talk about it.



7. Please describe the originality of the action:

The originality lies in the simplicity of the project: taking the time to talk with customers, exchanging ideas, raising their awareness quite simply or enabling them to do something concrete for the environment whilst eating out.

Oups sells snacks, and snacks are not very ecological in people’s minds. Customers are therefore surprised about the approach: they find Oups’s commitment original, are surprised to see a compost heap in the courtyard, right next to the tables... The week was the opportunity to speak more about this approach to raise the awareness of customers and particularly customers using the “takeaway” service.



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

The target audience is comprised of the Soup Bar's customers: customers eating in or using the "takeaway" service. Customers' reactions have been very positive: there are those who are already aware of the approach and find it only natural that Oups would participate in the Waste Reduction Week, already knowing the overall approach of this Soup Bar. There are those who are finding out about the approach and are proving to be receptive and interested. The fact of speaking about it has actually enabled an increase in the number of customers who have brought back their "takeaway" bag.

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

In the 5 working days of European Week for Waste Reduction, the Soup Bar had +/- 100 customers a day. As during this week, the Oups project was to take the time to speak with customers, one can consider that the awareness of 500 people has been raised. Further, the owner of Oups sent an email on her project for the week to her entire list of customers (list with 500 addresses) in order to relay the action. One can also note that Oups was chosen by the local Brussels-based television for making a report on it over the week: numerous Brussels-based TV viewers would have been made aware of this project.



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

The quantitative indicator specific to the week's action relates to the reusable bags: in general, 20 bags were saved a day (reuse by customers about thirty times). Since the week, the buying of new bags decrease (15% reduction). In general, the composting concerns 6l of vegetable peelings a day and the packaging waste reduction actions reduced the amount of packaging waste by half.

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

Any snack bar or restaurant could implement the same type of action. All these business structures are, in general, very busy during hours of service, and therefore do not take the time to share the environmental projects with their customers even if they have one. Simply taking the time to speak about this with customers, once a year, during Waste Reduction Week, is a simple, realistic, relatively cheap project that can really be replicated. It is also commercial as it makes customers return again and again and makes savings in the long run.

Annexe : link to a film on the web

<http://www.bruxellesenvironnement.be/Templates/Professionnels/informer.aspx?id=3544&langtype=2060>

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<http://www.vimeo.com/8991703>