



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: WASTE AGENCY OF CATALONIA
Country/Region: CATALONIA (SPAIN)
Name of nominated project developer: SEUR
Name of nominated action: WASTE PREVENTION DISSEMINATION CAMPAIGN
Place: 18 BUSINESS UNITS all over SPAIN
Town: Baix Llobregat, Girona, Granollers, Vallès Occidental, Badalona, Madrid, Bilbao, Saragossa, Sòria, Santander, Palència, Albacete, Cartagena, Còrdova, Terol, Lugo, Orense i Segòvia
Region: CATALONIA
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:

SEUR is a courier company working throughout Spain that is part of the European Geo Post group of companies. The company has introduced a campaign to raise awareness of its environmental commitment to sustainable development and especially to the prevention of waste, as a company, as a group of workers and in society as a whole.

At the same time, the campaign aims to achieve a reduction in at least two key sustainable development indicators: the amount of waste generated (kg of rubbish) and the amount of paper consumed (kg of paper).

To achieve these objectives e-mails were sent from the head office in Madrid to 15 business units all over Spain (Baix Llobregat, Girona, Granollers, Vallès Occidental, Badalona, Madrid, Bilbao, Zaragoza, Soria, Santander, Palencia, Albacete, Cartagena, Cordoba, Teruel, Lugo, Orense and Segovia), achieving the direct participation of the 1,653 workers on the company payroll and another 1,500 working for subcontractors.

The information distributed by e-mail to all SEUR workers during European Waste Prevention Week discussed good habits in the prevention and reduction of waste, the dissemination of the good practices that are currently being carried out in certain business units in order to facilitate their implementation in new units, the transmission of disturbing data on our effect on the environment, the distribution of information on European Waste Prevention Week in the form of stickers, purchasing cards, etc., the publication of articles promoting awareness in the SEUR online magazine and constant encouragement to workers to actively participate at all times in improving the company's environmental strategy, by means of the departmental e-mail (desarrollo.sostenible@seur.net).

7. Please describe the originality of the action:

- A campaign to raise awareness of waste prevention is innovative in the **business sector concerned: a courier company**. We are not aware of any other actions taken to promote waste reduction in this sector.
- The campaign is original in its **area of action**, as it not only includes SEUR España, as the courier company promoting the initiative, but will also be repeated throughout the European Geo Post group of companies.
- It is innovative in so far as it **extends the campaign to subcontracted companies**, thus increasing the number of persons involved and informed, including not only personnel directly employed by SEUR, but also the staff of subcontracted companies.
- It is original because it **encourages and motivates the use of the good practices** that are currently being carried out in the company's business units and incentivises their replication in other units.
- It is original due to the quantity and quality of the media resources used in the campaign, including e-mails, the magazine, the intranet, business units, etc., as well as the diversity of information conveyed on waste prevention.

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

The campaign is aimed at all 1,653 members of the company's staff who receive direct information and 1,500 staff working for subcontracted companies who receive indirect information. The actions are aimed at all members of staff on all levels – directors, middle management, technicians, delivery persons, office staff, etc. The method of mobilisation involves sending informative e-mails on the corporative intranet and the different means used to communicate with the subcontracted companies.

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

The campaign is aimed at all the company personnel. A total of 3,153 in-house and subcontracted company staff on all professional levels received the written communications and material on the subject of waste prevention.

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



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The potential qualitative impact of raising awareness on the subject of waste prevention can be evaluated from the benefits brought about by sharing good environmental waste reduction practices among business units. The potential quantitative impact on the prevention of waste has been measured weekly since 2006 using sustainable development indicators. The objective of the campaign is to reduce at least two of the key indicators: the amount of waste generated (kg of rubbish) and the amount of paper consumed (kg of paper).

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

The dissemination campaign can be replicated in any context and company of the European Geo Post group; one of its strategic objectives and a key factor in the campaign is for it to be replicated in all the group companies: GeoPost, DPD, Chronospost France, Chronospost Portugal and Exapack.

12. Press articles, videos and other material

Annex 1. Compilation of communications material

Internal communications e-mails

"Semana Europea
Prevencción de Residuos (I).pd
"Semana Europea
Prevencción de Residuos (II).
"Semana Europea
Prevencción de Residuos (III).pdf"
"Semana Europea
Prevencción de Residuos (IV).f
"Semana Europea
Prevencción de Residuos (V)

SEUR institutional company intranet

Internal communications e-mail

Survey carried out on the person in charge of the activity



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