



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Agência Portuguesa do Ambiente
Country/Region: Portugal
Name of nominated project developer: CENTRO EDUCATIVO NAVARRO DE PAIVA
Name of nominated action: Reduce for a better consumption (Reduzir para melhor consumir)
Place: Centro Educativo Navarro de Paiva
Town: Lisboa
Region: Lisboa
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:

The nominated action consisted in a different week inside this particular educational establishment (which is also a youth detention center), and included several initiatives, namely:

- Collection of newspapers and magazines for re-use as wrapping paper for Christmas gifts;
- Collection of milk and juice packages for building Christmas cribs;
- Accounting of avoided packaging waste in the annual consumption, based on one day trial reduction in the consumption of certain products or through using preferably family packages;
- Distribution of large packages of bath gel and shampoo, reloading other smaller non-perishable, instead of using the individual packages that are immediately discarded;
- Collection of glass bottles for reuse in decoration (garden sculptures, lamps);
- Composting from cooked waste materials or animal droppings;
- Feeding the animals with organic waste remains, such as vegetables and fruits scraps;
- Conducting an awareness campaign for the proper use of paper (print only when necessary and use both sides of the leaves);
- Collection of used cooking oil and sending it to biodiesel producers;
- Collection of printers and copiers cartridges for future completion;
- Awareness about the correct use of "ecopoints" (public containers for collection of recyclable products).

7. Please describe the originality of the action:

This action pretends to promote the prevention of the most important of the 3R's - the Reduce, by educating for the proper management of consumption and reuse of materials amenable to business experts or by students in the production of decorative articles for use in their own school environment. Reuse of paper from newspapers as wrapping paper after being worked with cutouts and paintings with environmentally friendly inks.

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

The target audience are the students of the Centro Educativo Navarro de Paiva. The action fits in a more comprehensive project, which intends to raise awareness and prevention for the environmental issues. There were some awareness actions promoted by the DHRSU of the Lisbon' City Hall, within the project "School to School for the Environment", including games on the "Footprint Reduction" and a study visit to Valorsul (Urban Waste Management System).

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

100 participants.

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

When waste reduction is promoted, by reusing materials, there are no negative consequences for the environment, including no pollution and saving natural resources by reducing the consumption of other products (eg, crib, wrapping paper).

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

This action can be replicated in any other countries/regions throughout Europe in any home, school, business office or institution, because it's about actions that can be easily adopted in our daily life.



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