



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Bruxelles-Environnement - IBGe
Country/Region: Belgium / Brussels-Capital
Name of nominated project developer: Industrial design - ENSAV - La Cambre
Name of nominated action: Exhibition: "De nouveaux usages aux déchets" ("New uses for waste")
Place: Wolubilis
Town: Woluwe St Lambert
Region: Brussels-Capital
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:

Context:

In 2009, about twenty industrial design students in La Cambre worked on used packaging representative of the flows treated by Fost Plus (the "green point" organisation): glass, paper, cardboard, plastics, metals and drinks cartons.

Their task was to transform them into functional, hand-crafted objects as simply as possible.

The objective was, above all, to offer all consumers, and hence producers of waste, a new life for their own waste.

The brief is based on creating functional solutions - eliminating all purely decorative proposals - incorporating feasibility and replication in their principle in a maximum of 8 minutes per object.

This approach can be used by everyone and does not require special tools: a pair of scissors, a cutter or pliers are all that are needed to transform the used packaging.

Given the simplicity of replication, all proposals become examples to follow without moderation.

For the week:

This work was exhibited at the Wolubilis Cultural Centre during the week for waste reduction.

The objects were presented on foldable counters made of white cardboard (80x50x50cm). Each object had a board explaining the project, placed on the base - alongside the prototype.

The exhibition was mostly seen by the public attending Wolubilis events, but also by an interested audience coming specifically for this.



7. Please describe the originality of the action:

This project wants to encourage the consideration and creativity of the general public: waste for one person is not necessarily waste for another. Everyone can find a second life for objects that are no longer useful.

The originality here is that, instead of making works of art with used packaging, items of everyday use are designed and this design is within everyone's reach (basic DIY) made with packaging which thus avoids becoming waste. All you need is creativity.

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

The public at the exhibition is mostly people coming for events at the cultural centre, so in no way aware of or coming specifically for the exhibition, but discovering it by chance.

There were always people on hand at the exhibition: students or their teacher, to meet the public.

The following has been found: people were very interested and motivated, photographing the ideas, immediately wishing to replicate them at home, enthusiastic about being able to take inspiration from this approach completely independently, children drawing and photographing the projects, proposing others, rich conversations between parents and children with the families concerned and inspired sharing their positive impressions.

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

300 visitors of all ages were really interested in the exhibition, a wider audience saw it

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



The objective was to raise visitors' awareness of the intrinsic value of their everyday waste. They related the projects presented to their own background, this meant giving a new life to this waste normally doomed for the bin. They understood that this waste represented a potential for new uses... which makes the waste completely tangible and meaningful. Waste becomes a source of other functions, it is therefore no longer waste, but respected as an object, which in the unaware creates respect for waste. Hence it is limited. The effect on the amount of waste is therefore a longer term effect in the target audience.

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

The work done in the design school or in schools in general may be replicated: all schools should ask themselves these fundamental questions and, as we have seen, projects of this type are flourishing everywhere - this awareness-raising must be incorporated in the very foundations, the core of teaching. Teachers have to be talked to, have to get involved and the approaches have to be explained to them, reassuring them by showing them that there are no small ideas!!! Children are real driving forces of this as they induce new habits at home.

Furthermore, awareness-raising with an exhibition of this type may be replicated also and will already be replicated in Brussels in other contexts further to its success.

Annexe :

1) Link to a film on the web :

<http://www.vimeo.com/8968428>

of

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

(film "La Cambre")



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