



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: GO-East
Country/Region: East of England, England
Name of nominated project developer: Kings Hedges Primary School
Name of nominated action: Education of young people and launch of EWWR week
Place: Kings Hedges Primary School
Town: Cambridge
Region: East of England
Country: England
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:

Teaching children how to reuse materials and understand the value of resources and a communications launch for the week of waste reduction in the region

7. Please describe the originality of the action:

A bus was set up at the school so that the children could work with materials commonly found in the garden and home that are often discarded to make cards and gifts for family and friends. The materials included buttons and hedge clippings and therefore not the usual more obvious materials but the more difficult materials that often people would not think to reuse. The children were taught what using these materials again meant to the planet in broad terms.

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

The audience was school children who took home some materials and the items they had made and were encouraged to think of other things they could re-use. The message to the children was to question when throwing something away at home- could that item be used for something else? This meant engaging wider families and getting the messages of reuse and waste reduction embedded into future generations.

The launch of the week included having the regional minister attend the school on this day which generated publicity and local councillors also attended the school and met the children.

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

30 children and 10 adults

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

Getting key messages embedded into the thinking of the younger and future generation so that a culture change can be realised. This will be part of an ongoing message with the bus going in at intervals and embedding the waste reduction messages into the curriculum.



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

Simple actions easily replicated by going into schools and working with children. Then once the commitment of the school is established working the messages into the curriculum.



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