



## 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: UPC-BARCELONA TECH  
Name of nominated action: Ecopuncture Project: The Eco Marathon game  
Place: CAMPUS NORD  
Town: BARCELONA  
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:

- 21<sup>st</sup> November
- 22<sup>nd</sup> November
- 23<sup>rd</sup> November
- 24<sup>th</sup> November
- 25<sup>th</sup> November
- 26<sup>th</sup> November
- 27<sup>th</sup> November
- 28<sup>th</sup> November
- 29<sup>th</sup> November



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6. Please give a detailed and precise description of the nominated action:

The Eco Marathon is an entertaining game aimed at raising awareness and providing knowledge using games, art and creativity, getting people to participate so that they can contribute to improving dissemination and raising awareness in subjects of sustainability, specifically in the prevention of waste. The game provides a global panorama of the problems and alternatives for waste prevention in daily life, as well as encouraging a spirit of global ecological ethics. It has therefore been planned with the aim of becoming an international game, as its dynamics are taken from 2 famous games with worldwide success (Trivial Pursuit and Risk). The aim of the game is to correctly answer the questions on waste prevention in scenarios corresponding to each continent, in order to rid the world of rubbish before the time runs out.

The following are the components of the game:

- A- Large die in the shape of an icosahedron, with bells made from recycled plastic, which contains all the 60 questions on folded pieces of paper, and symbolises the ball of the world that rolls to an uncertain destination.
- B- 60 questions, in informative colours, on waste prevention and other environmental themes. The colour indicates the area of the world the question is about (for example, if you get light grey, which corresponds to the ocean, the question will be a general one, but if you get the colour of a continent or pole, it will be about the subjects that pertain to that area of the planet).
- C- Large cardboard World Map Board, set on the ground, where each area of the world has its own colour: Dark green: North America / Light green: South America / Sky blue: North Pole / Violet: Europe / Orange: Africa / Red: Asia / Magenta: Oceania / Dark grey: South Pole / Light grey: Oceans
- D- Handfuls of rubbish, distributed over the world board, made of transparent gloves stuffed with crumpled wastepaper – some are white for correct answers and others are in colours for wrong answers, thus symbolising that we are cleaning the world of rubbish with our own hands.
- E- Weave of raffia strands for hanging up the handfuls of rubbish after each question, displaying the collected rubbish we have cleaned from the world thanks to our knowledge and good environmental behaviour.

Staging the game

The Game was developed at the North Campus of the Polytechnic University of Catalonia, aimed at the university students. To put the game into practice, there were 3 monitors, who encouraged the people to play by speaking to them and explaining how the game works. The game was spread out on a fairly quite simple area with differently-coloured strands of raffia, tightened to form a framework, where the rubbish-hands would later be hung. The board was at the centre of the space and the ball with the questions rolled over the ground among the inquisitive students. How the game is played: The large die is the dynamic element that awakes the curiosity and invites the players to roll it on the ground to participate in the game. It is the large icosahedron that symbolises the globe of the world that rolls with an uncertain destination. Thus the student takes symbolic responsibility when accepting to play and correctly answering the question. The 60 questions fitted inside the icosahedric die, and the participant had to remove them from one of the orifices after rolling it. Once removed, the way of reading the question was also a game, as they were folded into simple origami models, like those of children. The little origami game consisted of the player having to say a number, and once the flower was opened, having to choose one of the four colours, which corresponded to the colours of the continents on the World Map. The flower as a positive symbol that refers to Nature in contrast to the bags of waste that are spread around the world (World Map board), so that answering correctly was a move in favour of protecting the environment, knowledge being a basic tool for raising awareness and a change of conscience. Having decided on the colour the area of the world where the rubbish was to be removed was indicated. The questions are of a trivial type, with multiple options, in order to ease understanding and make the answer faster. If the players get the answer right, they remove from the "world" (World Map board of the game) a handful of rubbish in white. On the other hand, if the answer is incorrect, they have to remove a coloured bag. The coloured bags are hung on the frame of strands.

In this way, each player contributes by participating in cleaning the world. Once this has been done, they are rewarded with the flower-question. The idea of the wall of strands where the hands are hung makes the players' participation more visible, and eases the counting of correct and incorrect answers. The fact that the participants themselves remove the handful of rubbish and hang it up is a gesture that symbolises the importance of the action of lending a hand in waste prevention.



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**7. Please describe the originality of the action:**

1. New way of raising awareness on waste prevention using two world-famous games as a resource: Trivial Pursuit and Risk.
2. Possibility of adapting the game to the context in this case to the university context and the environment where the activity takes place. It can also be conceived by school, market, etc.
3. Creative elements of the game (die, questions, board, wall of strands, etc.) to raise awareness and reach more people, through art and the game and also symbolic (hand that cleans the world, die is the world that rolls without direction, etc.)
4. Transmitting knowledge through the game The activity symbolises that knowledge and information are the first step towards acquiring a new consciousness of respect for the environment.
5. Telling the colour of the rubbish removed from the world from the correct and incorrect answers to confront ignorance or lack of information with knowledge of the subject.
6. Showing interest in and knowledge of waste prevention by means of the wall of coloured strands filled with handfuls of rubbish obtained at the end of the activity. The wall proves that in general university students have the same opinion and a certain level of knowledge on these subjects.
7. It is a game with quite a lot of potential, and with more time to form 1000 well-documented questions, it would be more successful, because it is a fact that there is interest in knowing about the world's environmental problems.

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

The Eco Marathon game has been conceived to orientate in an entertaining way and inform about the problems and solutions in waste prevention, while at the same time in an amusing and entertaining way, it encourages a culture of good habits for reducing the generation of waste. In this case, the game has been adapted to the university context and to the location where the activity has taken place - a place decorated attractively with striking components of the game.

Everyone who passed by turned to look at it, as it was an attractive scene to the eyes, and even if they did not participate, they stopped to look for a few moments to find out what the activity was about. There were some people who were quite interested in the game, and especially in the subject of waste. A common act that everyone liked was that of gifting players a paper flower after they had hung their rubbish on the strands to symbolise that they had cleaned the world and gained more knowledge on the subject.

The university audience showed that they had knowledge of the subject, despite the fact that the questions were simple in order to move the game along, but we are sure that including better-prepared and well-documented questions has great potential.

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

At the end of the event 45 people took part for two-and-a-half hours of activity, and 30 surveys were carried out.

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



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The potential impact is that of raising university students' awareness in subjects of waste prevention. From the surveys of participants, the game is highly valued as a good communication tool for transmitting knowledge and making people more conscious waste prevention.

Another evaluation of the game can be obtained by looking at the results of the cleaning of the world, or removing hands, and this be used to assess the participants' level of prior knowledge on the subject.

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

The Eco Marathon game was developed in the university context, and it can be adapted to other contexts, such as schools, markets, etc.

It can also be adapted to regional and territorial contexts - it is only necessary to modify some questions according to the daily habits of each country.

The surveys reveal high acceptance of the game, thanks to its colourful and symbolic elements, to its similarity to world-famous games like Trivial Pursuit or Risk and to its dynamics, where knowledge is transmitted in an amusing and entertaining way.



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