



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: MINISTRY OF THE ENVIRONMENT  
Country/Region: ESTONIA  
Name of nominated project developer: ESTONIAN UNIVERSITY OF LIFE SCIENCES  
Name of nominated action: RE-USE DAY  
Place: UNIVERSITY CAMPUS  
Town: TARTU  
Region:  
Country: ESTONIA  
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:**

Action comprised:

1. One week long collection campaign for used things in university campus - furniture, books, tableware, bottles, cans, vinyls, CDs/disks etc.
2. On Nov 26th seminar about renovation, re-use and ecodesign;
3. Practical workshop. People renovated and found new function for used things - painting used bottles/glasses, renovating chairs, bookshelves;
4. Fleamarket of things that have been collected during collection campaign. For passersby stood infotable with tips and information and a short wastequiz was done.

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

The idea was to show young people, who are used to get everything from new and change things for a new model unreasonable often, that used things can have second life, plus selfmade product has many advantages aswell such as originality, creativeness, inexpensiveness, environmentally friendly. Usually people are very positively surprised and start thinking different after seeing how simply can get new looking or useful thing with couple of hours handwork. This action helped to change some young people thinkig about relations of consuming, waste and environment impacts. Originality in this action is that it's purpose is not only rise student's awareness but change also personnel thinking introducing sustainable ways of working, so in general all institution/organisation have benefits.

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

Re-Use Day was held in university campus for students and university staff. In practical workshop people could make things they wanted to repaire or needed so far (bookshelf, new chair or paperholder). Re-Use Day participants now are sure more aware about waste reduction in their everyday and worklife.

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

Around 20 people participated in workshop and seminar.

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

People start to rethink when shopping. Giving new life for used things make the products last longer. Re-use is the most environment-friendly recovery action because it doesn't need much extra recources to make used products valuable again. Giving longer life for things help to decrease waste amounts going to landfill. Young people, who see other options than buying expensive, willingly come along with the idea live as wasteless life as possible and spread the idea also to their friends. Also, if university as an organisation, support sustainable thinking, it helps to increase awareness.

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

Any educational establishment or recovery organisatsion can organise this kind Re-Use Day. For better organisation in practical workshops some home/fashion desingers, furniture builders etc should be included in work on place.



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