



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: Garden Organic and Norfolk County Council
Name of nominated action: Encouraging composting and recycling
Place: Materials recycling facility
Town: Norwich
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:

The Norfolk Master Composter scheme trains and supports volunteers in Norfolk to act as home composting ambassadors in their community. There are currently 82 Master Composters in the county who offer support and advice to Norfolk residents to encourage them to compost at home. As part of their on-going training 22 Master Composters were treated to a tour of the Materials Recycling Facility at Costessey on the outskirts of Norwich. The facility, which is run by NEWS (Norfolk Environmental Waste Services Ltd), receives and sorts all the recyclable waste from every local authority in Norfolk. The visit involved a presentation on the issues around recycling and why the facility was set up, and a guided tour of the factory where machinery automatically sorts the waste into separate streams which is then baled ready for sale. The composters are now able to go out with much more information about what the recycling facility does as well as offering advice on composting.

7. Please describe the originality of the action:

This action is taking community engagement one step further. The master composters emphasis on behaviour change has centred on waste reduction through composting but also will now include a portfolio of knowledge regarding recycling- for circumstances where composting is not an option.

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

The master composters are the direct target audience but these people will champion waste reduction and recycling amongst their communities and peers and motivate others to change their behaviour in this positive way.

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

30

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

The championing of composting and recycling will influence behaviour change on the wider public through the champions.



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

The lessons of how the champions have managed to engage their communities and get key messages out could be replicated in similar communities and tweaked for other areas.



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