



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Bruxelles Environnement
Country/Region: Belgium – Brussels-Capital region
Name of nominated project developer: Inhabitants Group Vallon 44
Name of nominated action: Workshop on “live green, live better”
Place: Cafe – restaurant under a building
Town: Brussels
Region: Brussels-Capital Region
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:

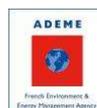
5. Please indicate the date(s) of the action:

- 21st November
- 22nd November
- 23rd November
- 24th November
- 25th November
- 26th November
- 27th November
- 28th November
- 29th November



With the support of
the European Commission

www.ewwr.eu





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

Origin of the initiative:

The action is an initiative of an Italian expat living in a building in which 60 people seconded to the European Commission live. On average, 5 people live in each apartment and there is a high turnover since the interns are there for about 6 months only. The countries of origin of the inhabitants are different. The project initiator realised that there was a lot of waste and production of packaging within each apartment since each inhabitant lives like a single person and therefore buys everything they need. The project initiator particularly detected a desire and will to act by the inhabitants – a desire which was not “yet” transformed into concrete actions.

This is why he decided, within the framework of the EWWR, to initiate a friendly moment of exchanging and sharing information with the inhabitants on concrete actions which each and every one of them can do. This moment of exchange should take place regularly.

The objective was therefore to raise the inhabitants' awareness of better consumption and give concrete ideas for avoiding wastage and production of packaging:

1. More rational consumption by pooling products used by everyone:

Group purchase of food products: milk, oil, salt, etc. and non-food products: one vacuum cleaner for all apartments.

2. Sharing know-how and tips

Presentation of cleaning products that are more respectful of the environment manufactured from an ecological product, bicarbonate of soda and vinegar. It also shows the pointlessness of having different cleaning products for everyone (marketing) and that one product is enough for the everyday cleaning. Encouragement to cook using better quality food (not processed food): Tuscany olive oil, Turkish feta cheese; and demonstration of the pleasure of cooking a good meal with what is left over in the fridge.

3. Passing on information to inhabitants

4. One of the objectives is the regular passing on of information to all inhabitants given the number and the turnover through get-togethers in the evening, displays in the corridors, emails, etc.

7. Please describe the originality of the action:

The originality of the action resides mainly in the fact that this project concerns a specific group in Brussels that is rarely considered as a target group by the actions. Indeed, on the one hand communal living between adults is a common phenomenon in Brussels (and in large cities) and on the other hand Brussels is home to, via the European institutions, a large number of people coming from member countries that are not aware of the environment at the same level.

Most are aware but rarely act due to lack of concrete ideas. With the project initiated by the EWWR, the inhabitants have gone ahead with numerous ideas to be able to act alone but also together with the co-tenants.

Another original point of the project is that it has enabled a real citizen reflection to be initiated on consumption, the wastage of the consumer society and on solutions such as “making yourself” (cleaning products, meals, etc.). The project initiator would also like to propose to interns of the Commission who have finished their internship but wish to stay in Brussels to invest more in a waste reduction project in the building. He would encourage them to find financing.

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



With the support of
the European Commission

www.ewwr.eu



The persons targeted by the action were all interns of the European Commission living in Vallon 44. The user-friendly side of the action is a strong point of the project since the inhabitants are invited to have a little drink and prepare a meal with what they have in their fridge to eat a meal together with what everyone has brought with them. During this meal the guests are led into a discussion on the “poor” management of everyday products used by the inhabitants and the “avoidable” waste this generates. The guests thus reach a point where obstacles can be removed and concrete solutions found. Through these meetings, the inhabitants also question the global aspects of the problem of waste: the role of political powers and companies, the laws which should be imposed on citizens, etc.

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

8 inhabitants were present at the launch of the first meeting but all inhabitants of the 3 buildings (60 inhabitants) received the information and will be invited to the next meetings. EWWR posters were also placed in the (chic) bar-restaurant belonging to the owner of the buildings, who supports the project of the inhabitants. The idea is further to organise meetings in the bar which welcomes people from the district.

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

The impacts of these actions will particularly be visible in the long term:

1. Organisation of inhabitants for communal purchases
2. Putting in place regular sessions on sharing information, knowledge and tips
3. Sharing information tools: “100 tips” brochures for reducing waste, “65 tips” brochures for reducing the impact of one’s food, seasonal fruit and vegetable calendar, etc.

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

The fact of making the most of a communal building for reducing waste through communal/shared purchases and through sharing tips and tricks can be done in all such buildings. The strength of the project resides in the motivation of one driving person and in the fact that everyone is ready to get stuck in and feels concerned by the project, which is not always the case in communal buildings. The key idea to be remembered of this project is the fact of raising the awareness of inhabitants in a friendly manner (drink-meal) and not pointing the finger. The project initiator has succeeded on the one hand in making some want to act and, on the other hand, transforming the underlying desire of others to act through concrete actions. This initiative can be replicated in any building or district provided that the friendly nature of the method is maintained.

Appendix: Link to a film on the web

<http://www.bruxellesenvironnement.be/Templates/Professionnels/informer.aspx?id=3544&langtype=2060>
 (Vallon) of
<http://www.vimeo.com/8969494>

