



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Agência Portuguesa do Ambiente
Country/Region: Portugal
Name of nominated project developer: VALORSUL - Valorização e Tratamento de Resíduos Sólidos da Área Metropolitana de Lisboa (Norte), S.A.
Name of nominated action: "Ecosquare" pedagogical cd-rom (CR Rom Pedagógico "Ecopraça")
Place: Schools
Town: Lisboa, Amadora, Loures, Odivelas e Vila Franca de Xira
Region: Lisboa
Country: Portugal
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:

This CD-ROM is a multimedia educational support specifically designed to work the issue of sustainable consumption and prevention with schoolchildren/students. Included in the Ecovalor(Ecovalue) programme, through which Valorsul co-finances the municipalities of Amadora, Lisbon, Loures, Sintra and Vila Franca de Xira, and that is exclusively dedicated to the school community. This is its ninth edition, and in this school year the programme is especially dedicated to the topic of waste prevention. The cd-rom "Ecosquare" (Ecopraça) its an essential support in the current school year, since it helps learning and teaching practices in an easy and fun way. Their distribution to schools and partners, took place during the Week of Waste Prevention and fully integrated this event.

7. Please describe the originality of the action:

This action seeks to improve the performance of the technicians who are responsible for education and environmental awareness in the area of influence of Valorsul, and helps schoolchildren/students learning and internalizing the concepts associated with the prevention of waste and environmental practices. This CD mainly fills a gap in the market, since there is no similar means that supports teachers and educators in developing their actions.

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

The target audience are schoolchildren/students and the mobilization and adhesion results from the funny and intelligent nature of the CD-rom contents, which hold the children's attention from the first moment. Moreover, the distribution of these materials through the Valorsul partners (municipalities), ensures their efficient distribution to schools.

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

There is no objective number of participants once the cd-rom was distributed to several schools of the Great Lisbon area. However, there were made 5000 cds for this purpose.

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

All contents of this pedagogical support were designed to create good environmental practices so that every citizen can create its own sustainable impact. And usually one of the best ways to reach all the population is starting to educate children, who will transmit the information acquired to their families and neighbors.

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

This action can be replicated in other countries/regions where there is interest in developing a similar cd-rom, since the necessary translation allows safeguarding the contents.



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