



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: COGERSA
Country/Region: Asturias / Spain
Name of nominated project developer: Ribadedeva Council
Name of nominated action: "eRRRe al cubo", Ribadedeva Reduce y Recupera
Place: Colombres
Town: Colombres
Region: Asturias
Country: Spain
Website: <http://www.ribadedeva.es/>
Nominee category: Administration
Dates of action: 22,23,24,25,26

2. Please select the theme(s) highlighted in the action:

- Too Much Waste
- Better Consumption
- Better Production
- A Life for Products
- Less Waste thrown Away

3. Type of Action

- Action open to general public
- Action open to a target group
- Action based on the production of communication tools
- Other, please specify:



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4. Please give a detailed and precise description of the action

Ribadedeva is a small council in the very east wing of Asturias, with 35 km² area and 1875 inhabitants. Colombres is the main city and where the City Hall is. It has a population of 1115 inhabitants.

Inside the program “Ribadedeva recicla & reduce”, the city council developed a set of actions in order to reduce the waste produced and to raise awareness on waste reduction among their citizens.

The actions are:

Shopping Trolley Lane: In order to prevent plastic bag use, some lanes were painted along the main streets of Colombres. In these lanes, people carrying a shopping trolley have preference to cross. The local police get involved in the action and inform people about the advantages of the shopping trolley against plastic bags. In addition, about 700 of reusable cloth bags were handed out during the EWWR, so almost every family have one at their home.

“Recicla & Recupera” contest: in the school, the schoolchildren were told to think about reducing and recycling waste and a put their ideas in a drawing, porter or a tale. They also made some workshops of upcycling and an old toy collection. This toys where given to charity

“Community composting in the school”: A 1000 l. Composter was made from an old trash container, and it is being use to compost ald the garden and catering waste form the school. The children helped in the construction and they were formed in composting, so that they can help in their home. In addition, there are 24 families in a Pilot Home Composting program.

Cell phone campaign: in collaboration with some NGO’s, the city council launched a campaign to collect old cell phones which are still operative and reuse them. 28 cell phone where collected by this way during the EWWR.

“Fresh Leñin campaign”: It is a game on words with a famous bank promotion. This campaign aims to collect wood waste (old furniture, pruning waste, etc.) so that people who have firewood stoves can use it as combustible. This action is not only going to save waste but also trees. During the week more than 5 m³ of wood were collected and handed out.

Local business adhesion to waste reduction campaign: it is and starting campaign, where businesses want to show their commitment with waste reduction. Almost 30 different businesses (garages, shops, bar and so on) joined the campaign, which was presented during the EWWR.

Reduce of consumable products in municipal offices: During the EWWR, the city council started some measures in order to reduce paper, ink and water bottles.

Reusing of ballot paper: As Spanish Election was during the EWWR, a lot of paper waste from ballot paper were produced. Notebook were made with the 4000 ballot papers

Old TV’s reuse: As people are buying new flat tv and throwing their old ones, the city council decided to collect them and give them a new live in some cultural projects, where a monitor is needed. During the EWWR, 12 old TV’s were collected and reused, avoiding the production of several kg of WEEE



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5. Please describe the target audience and how the action motivated its public/target audience, as well as the number of participants

Almost 1000 people participated directly in at least one action of the program (more than the 50% of the population) and it can be said that almost the 90% of the population was involved.

The strongest thing of this action, in addition of its originality, is the strong commitment of the citizens, business and public administration with the program. Every measure taken took into count how to engage every social group in the council.

6. Please explain why you have decided to nominate this action for a EWWR Award, following the main criteria listed here below

- 1) visibility and communicational aspects
- 2) good practice, originality and exemplarity
- 3) quality of content and focus on waste prevention,
- 4) European reproducibility
- 5) follow-up in long-term and lasting impact

Despite of have been developed by a very small council, this action has achieved a big repercussion in local media (social network, press, local and regional TV's) and its responsible made a big effort to visibilize it. It is curious to see how a little council, with less than 2.000 inhabitants and just a few workers, could reach such a big visibility. They knew how to enhance their potentialities to the maximum (flexibility, proximity with citizens, creativity), so that they were able to develop a holistic program to reduce and reuse waste in their community.

Some of their proposals are really brilliant:

- Shopping trolley lane: A lane was painted in the mains street of Colombres. In this lane, people carrying a Shopping trolley had preference to cross. Police was told to control the traffic during the week to visibilize this measure.
- Notebooks made from ballot paper. As the EWWR coincided with Spanish election, they worked out a solution for the big amount of waste ballot paper: To make notebooks with them!
- Reuse of old TV's for cultural proposals: During the EWWR the city council started to collect old TV's in order to have a stock of them, to carry out cultural performances in the future.
- Reuse of wood waste: As it is a rural council and many people have firewood stoves, the council build a place for citizens to leave wood waste (old furniture, pruning waste and more) so that those who need it, can pick some wood.

It is very remarkable the involvement of the whole council with the action, from public workers (police, teachers, city council workers) to the commercial sector and the neighbourhood. They were also involved people from all ages:

With this action they could reach a real waste reduction. Nevertheless, it is too soon to evaluate the amount of waste avoided. Most of the measures taken will last in time, they are good practices happily adopted by citizenship and business. There were some particular actions, which impact are no longer than the EWWR, but they show how some particular moments are profitable to implement actions to raise awareness on waste reduction.

Every of the measures taken are easily adopyable for any city council or community and the don't need more than the will to carry them out and the commitment of the people.

In addition, it is remarkable the design of the materials and the effort done to provide audiovisual documents, such us the 4 minutes video, made with a cell phone and a photo camera lent by a municipal worker.



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