



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: CATALAN WASTE AGENCY (ARC, AGENCIA DE RESIDUS DE CATALUNYA)
Country/Region: SPAIN/CATALONIA
Name of nominated project developer: BARCELONA CITY COUNCIL
Name of nominated action: BARCELONA: LESS WASTE IS MORE!
Place: BARCELONA
Town: BARCELONA
Region: CATALONIA
Country: SPAIN
Website: www.bcn.es
Nominee **category**: PUBLIC ADMINISTRATION
Dates of action: FROM 19TH TO 27TH NOVEMBER 2011

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

The municipality of Barcelona is the capital of Catalonia, a metropolis with a population of 1,621,537 (2009) packed into 100.4km². Much of this area is clearly mountainous, the city has long occupied all the flat space in front of the Mediterranean sea. Barcelona City Council's decided commitment to building a sustainable city combined with citizens' expectations and environment challenges. In Waste management terms, Barcelona has promoted measures for waste prevention (including programmes to reduce consumption of disposable plastic bags, voluntary agreements to decrease paper use in offices, making compost in the parks...) and awareness-raising campaigns. Barcelona City Council has taken part in the EWWR on a large scale, with the presentation of the **new Barcelona Municipal Waste Prevention Plan** in order to explain the city's new challenges and objectives: reducing the quantity of waste produced from 1,540kg/inhab./day (2006) to 1,386kg/inhab./day in 2018, getting all those involved (the public, businesses, stores, organisations, associations, schools and administrations) to take part; increasing the level of awareness and participation of the population and the agents involved and optimising the metabolic flows associated with the consumption of goods and products and with waste generation.

As part of the week, not only was the Plan itself presented, activities were also designed grouped by waste flows, both corresponding with the objectives of the plan and going a step further, simply as a demonstration, to offer ideas and tools oriented towards waste prevention. The Week's activities were grouped into 7 blocks:

1. Raising awareness of waste prevention: The launch of the week to the communications media and the public was the presentation of the Barcelona Waste Prevention Plan to the Urban Habitat Committee (political committee where environmental matters are debated). At the same time, far-reaching awareness-raising actions were implemented to reach the maximum % audience, with the setting up of the waste prevention website, the Streetmarket campaign with 600 posters on the city's bins giving information to the public about the daily production of waste, and a viral video on the social networks (with 37,605 viewings).
2. Preventing textile waste: "Renew your clothes" campaign with 9 used clothing points throughout the city (2,662 pieces of clothing exchanged) and 3 workshops for creating accessories and shows (Before throwing it away, be creative again; TransTela; The Ropantic Show). The total reduction amounted to 1.6t of clothing.
3. To prevent voluminous waste and WEEE: Exhibition "I'm not waste yet!" at 4 points: Sagrada Família Municipal Market, Can Felipa Community Centre, Sants Montjuïc District Council Office and R-Party. Holding 2 exchange markets, in the Sant Antoni district and at Les Planes. (400 exchange equivalent to 0.8t)
4. To prevent organic waste: 5 leftover cookery workshops to prevent food waste (4 at community centres and 1 at the Sagrada Familia Market) and 1 house-composting workshop.
5. To prevent light packaging waste: 1 water tasting at the Environment and Urban Services offices (Reduction: 700kg of light packaging a year thanks to 162 reusable packs).
6. To prevent wrapping and disposable bag waste: 186 reusable bags distributed at the "I'm not waste yet!" exhibition (annual estimated reduction 30kg of disposable bags); 102 pieces of reusable wrapping distributed to schools (it is planned to provide 6,000 in February 2012).
7. To prevent waste paper: Book Corner at 22 district green points and 90 mobile green points in the city (23,092 bookmarks handed out) and the book exchange point at the Sagrada Familia Environmental Education Centre (110 books exchanged, 55kg).

The key to success in meeting this challenge has undoubtedly been the working group that included the active and highly committed participation of 42 municipal and other agents from 17 different areas (Agenda 21, Schools' Agenda 21, environmental facilities, 22 green points, 5 districts, management companies like SIRESA, municipal markets) coordinated and led by the waste prevention department of the Environment Section.

The result is highly satisfactory, with 53 actions carried out in 7 lines of action within a global framework: the Barcelona Municipal Waste Prevention Plan, 25,045 direct participants, awareness raised for 920,000 people, 7 articles in the communications media with biggest audience share (TV3, TV2, COMRadio, El País, El Periodico...), in 24 digital newsletters and on social networks. Although the main aim of the activities was to raise public awareness, which means the results concerning prevention must be evaluated qualitatively and in the medium term, according to the figures available the quantification of the waste directly prevented by the actions carried out during EWWR highlights the following: reduction of 7,440 disposable bags; 1.6t of clothes; 20,400 pieces of disposable food wrapping; 110 books (55kg); 17,496 disposable plastic bottles (700kg) and 61kg of food waste prevented. These values will be gradually increased both in terms of waste reduction and in the number of people whose awareness is raised because the activities are permanent ones.

The overall evaluation by the agents involved is very positive; everyone coincides in stating that grouping activities in one week means everything has a greater impact and makes it easier to get media coverage for initiatives.



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

The 53 activities carried out have used different formats to reach different audiences, combining city-wide actions aimed at the general public (such as the use of waste bins as a support for an awareness-raising message about waste production or the handing out of bookmarks at all the city's green points) with smaller scale actions for more aware audiences (such as exhibitions or workshops). Overall, a high level of participation has been achieved, reaching 25,045 direct participations. However, the number of people whose awareness has been raised has been more than 920,000, distributed depending on the degree to which their awareness has been raised:

- High level of awareness-raising among general audience: 1,118 took part in the clothing creation and exchange workshops, book exchanges, leftover cookery workshops and composting workshop.
- High level of awareness-raising among school audience: 216 people took part in the presentation of the "+Sustainable Wrapping" project in schools and also at the mobile school green point exhibition "From waste to resources".
- High level of awareness-raising among municipal workers: 162 participants in the water tasting and 49 municipal agents and those not involved in the design and development of the activities carried out (the waste management department, Schools' Agenda21, various municipal centres and facilities, the communication department, the districts, the municipal markets, the internal environmentalisation programme, the company running the green points (SIRESA), the schools, etc.).
- Medium level of awareness-raising among general audience: 23,500 took part in the exchange markets, the R-Party, the exhibition "I'm not waste yet!" and the users of 22 green points in the city who will receive information about reusing books from the Book Corner.
- Low level of awareness-raising among general audience: 895,565 people received the message on the bins about waste production per head (street market action) and seeing the viral video on Facebook and other websites, among other actions.

One aspect worth highlighting is that there has been innovation concerning the dissemination formats used, apart from using classic media such as leaflets, posters and institutional websites, new formats, such as viral marketing and the use of new supports (such as the bins), have been used and some activities have reached many distribution lists.

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



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1) visibility and communicational aspects

The visibility of the activities and high media impact have been achieved thanks to 4 factors: diversification of communications media; use of new formats (such as communication 2.0, viral marketing and use of bins as a support for disseminating messages); diversity of agents involved, which is also a key factor for reaching a wider audience through different channels; and grouping so many activities in a single week, joining in with a Catalonia- and Europe-wide project, have increased the media impact of the initiatives.

The resources used have been the activity programmes of facilities, institutional and facility websites, information bulletins (Agenda21, schools Agenda21, environmental news), social networks, mail distribution networks, personalised mails to schools, posters, leaflets, printed and digital press, television and radio, waste bins. The result was 3 articles including high-circulation printed press (circulation of 604,850 copies), 4 television and radio reports (TV2, TV3, with the highest audience shares in Catalonia – 14.1%, and ComRadio) and other 24 digital media insertions (social networks, corporate websites...).

2) good practice, originality and exemplarity

The originality of this project is focused on 7 aspects:

- Diversification of actions offering different, achievable alternatives for action to bring about a change in habits oriented towards waste prevention.
- Teamwork involving different (municipal and non-municipal) agents in the development and dissemination of the activities (49 people from 17 organisations).
- Scope, satisfaction and quantity of direct and indirect participants.
- Quality of actions with high percentages of reductions for each waste flow.
- Impact in communications media and new developments in the marketing 2.0 format.
- Continuity of the actions after the Week, ensuring a high potential of waste reduction in the long term and a growing number of people whose awareness is raised.
- Exemplarity of the action at European level: a big city with more than 1.6 million inhabitants making an active commitment to waste prevention with broad programming.

3) quality of content and focus on waste prevention

Concerning the contribution to waste prevention, all the actions have a message for raising public awareness, because being aware of the quantity of waste means taking the first step towards waste prevention. Many activities take a step further and are demonstrative, offering ideas and tools aimed at waste prevention. Therefore, the evaluation of the waste reduction during EWWR is qualitative and/or quantitative:

- 1.6t textile waste. With an annual potential reduction of 31t of clothes for a half-yearly period that can be expanded to all 87 facilities.
- 400 exchanges estimated at a 0.8t reduction in voluminous waste and WEEE. With six-monthly markets the potential reduction is 43.5t for all facilities.
- 205 participants in 7 cookery and composting workshops, which reduce 61kg of food waste during the EWWR and it is estimated will reduce food waste by 3.2t a year*. Until July 2012 the programming is being expanded with a total of 60 more cookery workshops, forecast to raise awareness among 1,200 people, and a potential reduction of 18.9 t of food.
- 162 reusable glass bottles distributed, equating to an annual reduction of 700kg of light packaging (17,496 disposable plastic bottles).
- 102 food wrappings distributed to schools, equating to a reduction of 20,400 pieces of disposable wrapping. In February 2012, 6,000 more will be distributed (to 52 schools) with a potential reduction of 6.4t of aluminium foil.
- 186 reusable bags will contribute to reducing 7,440 disposable bag units (30kg of plastic avoided).
- 110 books exchanged – 55kg. In 2012 it is weekly, with an estimated reduction of 2.8t for a single facility. If it was expanded to the 87 facilities it would be 243.3t.

The saving in greenhouse gases of all the actions of EWWR is 784.17 t of CO₂eq/annual**.

4) European reproducibility

In one week, Barcelona has managed to have an impact on more than half its population with a programme focused on waste prevention based on working as a team with various facilities in the city and coordination at different institutions. This working methodology could be a model and a reference for other European cities. Various Catalan municipalities are currently interested in replicating some of the experiences, such as the Renew Your Clothes campaign.

5) follow-up in long-term and lasting impact

The effort made to organise the activities has been an investment in having waste prevention resources available in the medium and long term, which is why the great majority of the actions are intended be continuing ones. The Week has left a wide-ranging legacy: a methodology for carrying out the water tasting; an itinerant exhibition – “I’m not waste yet!” – moving around the facilities; a permanent books corner at the 22 district green points; a weekly book exchange market at an environmental facility; 2012 programming with leftover cookery workshops; a +sustainable food wrapping project in schools; the permanent mobile school green point exhibition... And the network working methodology for the city’s facilities should be highlighted, meeting periodically to programme common actions on new matters related to waste prevention as well as the creation of an active working group to coordinated waste prevention activities for future weeks.

* Source: Prevention Calculator (ARC) awaiting publication

** Source: EPA’s Waste Reduction Model (WARM) 2009 (1t waste recycled instead of landfilled =2.87t of CO₂eq).



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7. Please provide us with photos, videos, weblinks or any other material that would help to better understand the nominated EWWR action.

PHOTOGRAPHS OF EVENTS



Awareness raising campaign with Comando R Viral action video:
http://www.youtube.com/watch?feature=player_embedded&v=gzaBA8ifV8s



Fig.1. Streetmarket action 600 waste bins



Fig.2. Exhibition "I'm not waste yet!"



Fig.3. Water tasting



Fig. 4. Promotion of book reuse



Fig.5. Renew your clothes. 9 Exchange points and used clothing workshops



Fig. 6. Exhibition “From waste to resources”



Fig. 7. Leftover cookery courses.



Fig. 8. House-composting workshop

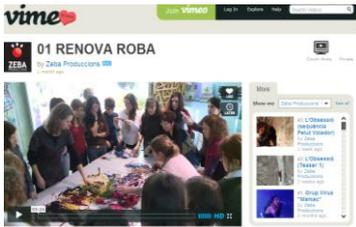


Fig.9. Book exchange point



Fig. 10. Exchange market

VIDEOS OF EVENTS



Video: Renew your clothes campaign

<http://vimeo.com/34121225>



Video: Leftover cookery campaign in civic centres and municipal markets

<http://vimeo.com/34135665>



Exhibition “I’m not waste yet!” + Streetmarket Campaign video

<http://www.bcn.cat/player/noticies/welcome.html?urlVideo=http://w1.bcn.cat/videos/plaprevencioeresidus.flv&ancho=640&alto=385&menultems=00000&usePlayOverlay=false&autoPlay=true&idioma=ca>



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