



EWWR good practices and case studies

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1. Details of Action:

EWWR Organiser: Finnish Solid Waste Association in cooperation with Tampere Regional Solid Waste Management Ltd and Ecofellows Ltd
Country/Region: Finland
Name of nominated project developer: Pirkanmaan Jätehuolto Oy / Tampere Regional Solid Waste Management Ltd & EcoFellows Ltd
Name of nominated action: Launching the YouTube video competition on waste reduction “Hukkapätkä”, “Waste Shortie”
Place: Internet
Town:
Region:
Country: Finland
Website: www.ekokumppanit.fi/hukka and the “film for start” also in YouTube
http://www.youtube.com/watch?v=OfFOwZ8-6qE&feature=mfu_in_order&list=UL
Nominee **category**: administration/public authority
Dates of action: launching 19th November (competition ends 31st of March 2012)

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:

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

YouTube video competition on waste reduction “Hukkapätkä”, “Waste Shortie”: We launched the video competition on 19.11. 2011. This is the second year we launch the competition. This is open for all, but target audience is schoolchildren/students/teenagers. The idea is that we have a beginning for the film on the website and participants should make an ending to the film. We have produced new beginning for this year. So they produce the end for short film about waste (prevention, recycling, too much waste etc.), put in to YouTube and register it to the competition. In the first part of the film (that we made) the waste bins are fed up with the people that produce too much waste and don't separate and recycle at all. What happens when the bins take a flight and start to have a holiday? We preselect the films and we won't accept films concentrated on other topics than waste. The best films will be awarded later.



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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

By the competition we want to rise and promote the awareness of “YouTube generation” about the waste issues. The pupils and students may produce films on their own or at schools with the support of teacher. The idea of the film is more important than the technical quality. The best films will be awarded. The beginning of the film has been watched about 240 times so far (15th of February 2012). We haven’t received any videos yet, but last year we got 8 videos on last week of competition.

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

This is a visible and communicational action. We have invented the competition by ourselves and we launched the competition for the first time last year. We encourage to waste prevention, but we won’t discard films with recycling etc. It’s hard to separate the recycling, waste prevention, reuse etc. from each other especially when young pupils make films. On the webpage is said that the theme is waste minimization. This action is reproducible in other countries in Europe. Unfortunately it’s almost impossible to evaluate the lasting impact.



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