



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: Odile Le Bolloch, EPA Ireland  
Country/Region: Co. Monaghan, Ireland  
Name of nominated project developer: Nial O'Connor  
Name of nominated action: Launch & promotion of Food Waste = Money Waste  
Place:  
Town: Monaghan  
Region: Co. Monaghan  
Country: Ireland  
Website: [http://www.youtube.com/watch?v=VGTPKKOVoz4&feature=player\\_embedded](http://www.youtube.com/watch?v=VGTPKKOVoz4&feature=player_embedded)  
Nominee **category**: Administration  
Dates of action: All week

### 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 action

Launch and promotion of 'Food waste = money waste' internet video which has been produced by Monaghan County Council. The video can be found on YouTube at the following link:  
[http://www.youtube.com/watch?v=VGTPKKOVoz4&feature=player\\_embedded](http://www.youtube.com/watch?v=VGTPKKOVoz4&feature=player_embedded)

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

Target audience was general public and hospitality business managers. Aim was to make people aware of food waste and to make the link between waste and money.



With the support of  
the European Commission

[www.ewwr.eu](http://www.ewwr.eu)





**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

We think this video demonstrates how a clear, concise communication tool, using social media can demonstrate waste prevention. It is easily usable throughout Europe as it can be understood in any language: to Hospitality Managers you are throwing away money at different stages in your restaurant when you waste food, to the general public, food thrown away is wasting money.

**7. Please provide us with photos, videos, weblinks or any other material**

[http://www.youtube.com/watch?v=VGTPKKOVoz4&feature=player\\_embedded](http://www.youtube.com/watch?v=VGTPKKOVoz4&feature=player_embedded)

<http://www.stopfoodwaste.ie/index.php?id=34&nid=138>



With the support of  
the European Commission

[www.ewwr.eu](http://www.ewwr.eu)

