



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: WasteServ Malta Ltd.  
Country/Region: Malta  
Name of nominated project developer: WasteServ Malta Ltd.  
Name of nominated action: Launch of food waste reduction booklet and seminars as part of Pre-Waste project national event.  
Place: Malta Conference Centre  
Town: Valletta  
Region: na  
Country: Malta  
Website: [www.wasteservmalta.com](http://www.wasteservmalta.com)  
Nominee [category](#): Administration/ public authority  
Dates of action: 19<sup>th</sup>, 20<sup>th</sup> 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

This action consisted of a combination of activities that joined forces with another European project – the Pre-Waste project on waste reduction. The main activity was a national event held during the European Week for Waste Reduction, which took place at the Mediterranean Conference Centre. During this event a booklet about food waste reduction was launched and seminars to the general public were organized. A rice cup measurer and spaghetti measurer were also distributed to the public to use and keep at hand as a visual tool.

The **booklet on waste reduction** contained information about:

- what should be taken in consideration while doing one's shopping
- how to preserve local seasonal vegetables
- a calendar showing local vegetables in season to encourage more seasonal dishes
- preparing home-made baby food
- preparing the correct portions to avoid excessive cooking
- recipes based on food leftovers.

Details about the **seminars**:

- seminars were delivered by a popular Maltese chef
- a total of 6 seminars were delivered during the weekend
- each seminar was one hour long
- more practical examples to those presented in the booklet were given to the public present
- a display of food items was prepared to help the people visualize better the subject
- people could interact with the chef and share their experiences about the topic.

A **stand** at the conference centre about waste reduction in general was also set up where people could get a lot of information about waste and food waste reduction from WasteServ staff manning the stand. Information about composting was also included since the focus was food waste.

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

The fact that this event joined forces with another waste management event helped to attract a wide variety of age groups.

Children present were particularly interested in the informative boards, most notably the boards giving information about waste reduction during the Christmas Season, at school and also how to make compost at home. The older generations were particularly interested in the booklet about food waste reduction and the gadgets promoting correct portions of food, while the seminars were also popular.

Since the seminars were highly educational, a circular was sent to the Education Ministry to invite all secondary students in Malta following Home Economics and Environmental Studies subjects, as well as their teachers, to attend the seminars during the weekend.

The event was also given wide media coverage since Waste Management Promoters employed by WasteServ were attending Radio and TV programmes in the previous days to talk about waste reduction and promote the event. This coverage helped to attract the public in general.

It is estimated that around 60 persons attended the seminars during the weekend while another 300 people visited the stand.



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**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

To ensure high visibility, the seminars were delivered by a popular Maltese chef who is well established and followed on media programmes. During the seminar, the chef was making use of a variety of food items on display to help the people understand better the concept of food waste reduction practices. The people were free to interact during the seminar and share their experiences with all those present as well as the chef.

Communication was further enhanced by having the stand constantly manned by a WasteServ representative and this too gave the opportunity for one-to-one interaction and discussion about waste reduction.

Food in itself is a highly appealing subject and the way the information was presented on the informative boards encouraged people to stop and obtain more information. Moreover, people were highly attracted by the gadgets distributed, which helped to raise more questions and discussions between the public and the company's representative on the stand.

This was the first time that the topic on food waste was introduced to the general public. Thus, the content of the booklet was highly appealing to the Maltese public since it gave information about seasonal local produce to encourage seasonal dishes, how to prepare homemade baby food to avoid all waste and the carbon footprint generated by its importation, preparing a shopping list, storing local produce, recipes from food leftovers, etc. Other countries have already been working on this topic and the most important thing is that each country adapts the information to its particular context.

The same informative boards, as part of the Pre-Waste project, are being and will continue to be exhibited in various other fairs including local fairs as well as the annual Malta Trade Fair attended by 1/3 of the Maltese population. The brochures and rice/spaghetti measurers will also continue to be distributed during future events. Furthermore, in the months to come, a webpage will be set up on the company's website where information on food waste reduction will be published and regular recipes will be set up.

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



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