



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: EWWR Secretariat  
Country/Region: Brussels, Belgium  
Name of nominated project developer: Recycle for Greater Manchester  
Name of nominated action: Watch your Waste  
Place:  
Town: Manchester  
Region: North West  
Country: United Kingdom  
Website: [www.recycleforgreatermanchester.com](http://www.recycleforgreatermanchester.com)  
Nominee category: Administration/Public Authority  
Dates of action: 20th and 27th Nov 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

In Manchester (and the other 8 districts). Recycle for Greater Manchester (R4GM) propose to develop a watch your waste week event to promote awareness of waste prevention activities in order to encourage a change in behaviour by showing how small changes can make a difference without the need to change lifestyle. The watch your waste week campaign would also be a celebration event of what has been achieved to date to reduce waste across Greater Manchester. This would include thanking residents for their efforts to raise awareness of both, their current contribution to waste reduction and of the fact that they are already do it. The campaign is designed primarily to spark an interest in waste prevention activities using fashion (clothes and furniture) as the main driver to reinforce the message of re-use. There will also be a secondary focus on reducing food waste.

##### Campaign Aim

- Increase behavioural change by sparking an interest in reduce and re-use actions using fashion (clothes and furniture) as the main hook

##### Campaign Objectives

- To raise resident's awareness of second hand 'vintage' clothes stores and encourage re-use of unwanted clothes
- To raise resident's awareness of furniture re-use organisations and encourage re-use of unwanted furniture
- To develop closer partnerships with the second hand sector in Greater Manchester to better promote existing services
- To raise the profile of re-use by linking closely with European Week for Waste Reduction
- To gain exposure for the campaign within the local media in order to generate awareness
- To position R4GM as a destination website for re-use across Greater Manchester
- To increase the number of website hits and unique users on the R4GM pages for reduce and re-use actions

##### Campaign Key Messages

All key messages are localised and focus on specific target audiences. The key messages will be delivered in a drip feed manner using positive messages to maximise the call to action. The information will be consistent throughout the region and coordinated to raise awareness an interest in reduce and re-use; promoting convenience and ease of sourcing second hand goods, and provide information easy ways to reduce the amount of waste a household generates.

The following provides a breakdown of all key messages for the campaign:

##### 1. General campaign messages

- Love the Pre-Loved
- Watch your waste, save your pennies
- Visit [www.recycleforgreatermanchester.com](http://www.recycleforgreatermanchester.com) to see what else you can do to reduce your waste

##### 2. Furniture and textiles

- Style You, Style Your Home
- Style never goes out of fashion
- Buying second hand clothes and donating to charity is a positive step in helping people on low incomes
- Buying quality second hand furniture can save you money, without a huge change to your lifestyle
- Locate your local community organisations that collect unwanted furniture

##### 3. Food and Love Food Hate Waste

- Leftovers can be transformed into tasty, nourishing and cost-effective meals
- Making use of the freezer can cut food waste
- Reducing food waste saves you money



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## Promotion and Activities

As waste prevention activities are personal to each individual, a number of activities are proposed for each District:

### 1. Sew Good Workshops

Sew Good is a sewing class to build the sewing skills and confidence of local residents to help them be able to mend, re-fit and re-style their own wardrobes. Each workshop will last three hours and include a discussion on participants' waste and consumption habits, followed by their position on the global fashion industry and consumer responsibility. Participants will bring clothes from their own wardrobes they are no longer wearing or are bored with, or bought something pre-worn from charity and work with TRAIID designers to give it a new lease of life. Each participant turns at least one waste item into something usable and while doing so learns and practices the sewing skills necessary to mend and remake their clothes.

Participants leave with remade clothes and more sewing skills and confidence.

By encouraging more people to sew and mend their own clothes the workshops will enable residents to have a greater appreciation and awareness of their clothes. By learning how to mend and restyle, participants are better able to take care of their clothes, keep their clothes for longer and therefore waste less. Mending and refitting skills also enable residents to shop for second hand as they are no longer limited by the odd tear or slight size mismatch.

### 2. Pre-loved Living Rooms

To promote the furniture re-use services of the various furniture re-use organisations (FROs) across Greater Manchester, virtual living rooms will be established with FROs in districts where they exist. The living rooms will be set up in public places so that passers by can see the quality and type of donated items being re-used.

### 3. Love Food Hate Waste Cooking Classes

The campaign will continue to drip feed the Love Food Hate Waste (LFHW) Messages and deliver a practical, 'hands-on' workshop in each of the nine districts in Greater Manchester. The workshops will be delivered by Elizabeth Wells and encourage and empower individuals to make the best and most cost-effective use of their food, as well as reducing packaging and food waste.

The following session will be repeated across the nine districts:

- A 2.5-hour cooking session with handouts and recipes
- The session will be structured into 3 parts: 1 - demonstration/info (including How to Make the Freezer Your Friend), 2 - cooking activity (Transform Your Leftovers); 3 - brainstorming/group activity (How to Make a Meal of It, 'Masterchef' style)
- The session will incorporate 2 recipes: one that involves 'slow cooking' or a slow cooker and one that involves 'quick' cooking methods; this will demonstrate how easy it is to prepare a healthy meal whatever someone's time constraints.
- The majority of the session will be interactive, with participants making, chopping and preparing foods. Participants will be able to sit down at the end of the session and eat one or both of the dishes.

The slow-cooked meal: chicken broth with chickpeas and vegetables. This is based on the idea that people waste meat by throwing away a chicken carcass after a roast (i.e. they don't know what to do with it) and that by doing so they lose out financially and nutritionally.

The 'fast'-cooked meal: 'Scramble' frittata. The idea here is to bring a variety of different leftovers, including some cheese, vegetables, potatoes, meat to show participants how eggs can bring the whole meal together. They get to choose their own combination of leftovers. We will also discuss what herbs and spices etc can liven up 'leftovers' and transform them into a new meal.

The workshops will be accompanied by blog-posts promoting the 'Recipe of the Day' using leftovers, and 'Store cupboard super foods', showing how quick and easy meals can be made from the foods most people put at the back of their cupboards (i.e. without having to buy more fresh/ready-prepared foods). These will be posted on the R4GM website.



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#### 4. Final Celebration Event and Up-cycled Fashion Show

A final celebration event will be a culmination of all the key re-use messages and activities such as the Sew Good workshops virtual living rooms and LFHW, The fashion show will showcase the up-cycled items made by participants and TRAIID Remade fashions. There is scope to invite local ethical designers and furniture re-use organisations to the event allowing for participants to have the opportunity to learn more about sustainable fashion and re-use in their region. R4GM will also be in attendance with a stall.

Core elements are as follows:

- Fashion show with participants modelling their creations and TRAIID Remade models
- Access to an up-cycling Information Centre
- 15 minute activities e.g. bags and brooches to incorporate an up-cycling element into the event
- TRAIID Remade pop up shop
- Registration for future TRAIID events and news in the NW

The celebration event will also provide space for furniture re-use organisations to show case their re-use services. Give Me Tap (TBC) will also be in attendance promoting tap water over bottled water. Prize winners from the week's prize draws will also be invited to collect their prize at the event. A free raffle will be hosted to draw residents to attend. Prizes would be donated from ethical and sustainable fashion outlets (TBC).

TRAIID will support the event with Live Twitter feeds on the day and Facebook features such as event pictures and updates

Promotion: the promotion of the campaign will be delivered through radio, the website, press releases, Facebook, e-bulletin and through the support of the District Councils.

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

This will be followed by surveys/door knocking carried out in March as part of our bi-yearly brand and key messages monitoring.

By using fashion as the spark to raise an interest in re-use, the campaign is designed to show residents that re-use is fun, easy and does not affect their lifestyle - allowing for lasting behavioral change. The campaign will use the website to continue the drip feed message of re-use and how residents can make a difference.

#### 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

- Two week radio campaign on Capital FM reaching over half a million residents
- Recycle for Greater Manchester website received 1770 visits to the campaign page resulting in an average increase of 23.58% in visits to the re-use pages
- Press releases in 9 local newspapers with a 2 page editorial in Manchester Evening News, reaching a readership of 1,064,380 residents & providing £17,969 worth of free advertising
- Direct local Press and Media Liaison to increase profile of campaign
- Use of Facebook, YouTube, E-bulletins and WordPress to promote the various events

#### 2) Good practice, originality and exemplarity

- The campaign showed originality by capturing the love for fashion and food to bring together 3 simple re-use actions to spark an interest in waste reduction; showcasing the value of waste prevention actions (learn new skills for life and save money)
- Partnership working has been a key feature in delivering best practice. The partnerships established with the community sector helped to strengthen the promotion of re-use. These partnerships provide local residents with more choice when it comes to choosing how to dispose of items they no longer need and provide a real community benefit

#### 3) Quality of content and focus on waste prevention

Focus on Waste Prevention - The campaign promoted fashion and food to spark an interest in waste prevention activities by appealing to resident's sense of individual style. To promote these messages sewing workshops, left over cookery classes, pre-loved furniture display and fashion show were delivered to encourage a change in behaviour towards re-use of clothes and furniture as well as the reduction of food waste.

Quality of Content – Monitoring and evaluation revealed:

- The fashion show inspired 96% of those who attended; with 78% inspired to buy up-cycled, or mend their clothes, 72% to donate unwanted furniture to charity, 65% to reduce their food waste by using left-overs
- Resident feedback – “Excellent teacher: explanations clear and included questions to make students feel involved. Very good ideas & very friendly attitude.”
- Resident feedback - “Thanks for the enjoyable, entertaining, educational evening. I think more of these workshops should be organized. All information learnt through participating is easily remembered.”

#### 4) European reproducibility

- The activities can easy be replicated through the development of activity templates and a communication action plan detailing key messages, activities, monitoring & activity timeline

#### 5) Follow-up in long-term and lasting impact

- Behavioural change monitoring every 6 months across Greater Manchester: results reveal a 9.5% increase in declared waste prevention behaviour to date. Reduce and re-use key messages are constantly delivered in a drip feed manner on the website, press and Social Media to re-enforce the call to action throughout the year.



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

