



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: NVRD
Country/Region: the Netherlands
Name of nominated project developer: Gemeente Groningen
Name of nominated action: Minder afval, dankzij mij
Place:
Town: Groningen
Region:
Country: the Netherlands
Website:
Nominee **category**: Public Authority
Dates of action: Kick-off 23-11

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

In the city of Groningen approximately 12,000 children receive primary education. Many make use of the possibility to stay over at school during the lunch break and bring their own bread and beverage. In most cases plastic bags and disposable packaging is used for this purpose. The City of Groningen decided to offer a reusable cup and a school lunch box (with the name of school printed on it) to all these children. By doing so the city ensures that disposable food packaging will become history in the primary education of children. In addition, the action also provides for a cleaner school environment, since part of the litter around the schools is caused by the disposable packaging that the children bring from home.

The city offers all schools (public, and special education) to supply all their students with the reusable cup and lunch box, including all the students that will enter the school in the next four years. This way after four years the entire young generation of the students has no other knowledge than that a (sustainable) reusable packaging for your lunch is the standard is. indirectly also the teachers and parents are affected with this message. This action is supported with various other communication tools, such as information packages for parents and promotion material for the participating schools. The Action has been named "Less waste, thanks to me". This slogan is printed on the reusable cup and lunch box are. Schools can sign up for the action or they may combine it with other projects. The kick off of the action was during the EWWR on November 23, 2011 in the Vensterschool Vinkhuizen. In the first week in total, over 1000 pupils from 4 schools participated in the action week. The students on the other 50 schools in Groningen have four years to use the offer and its promotion.



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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

The target audience are pupils in primary education. They are targeted through the schools which are all directly approached by the City of Groningen. In the first week 1.000 pupils participated. The action continues for the next four years, during which many more pupils will be reached.

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 action is directed to young pupils, and can potentially have a lasting impact on their attitude. Because this action will be continued in the next four years it has the ability to reach the majority of the pupils in the city of Groningen.



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