



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Agência Portuguesa do Ambiente
Country/Region: Portugal
Name of nominated project developer: Câmara Municipal de Montemor-o-Novo
Name of nominated action: Used material, decorated trade / Christmas 2011
Place: Câmara Municipal de Montemor-o-Novo
Town: Montemor-o-Novo
Region: Alentejo
Country: Portugal
Website: <http://www.cm-montemornovo.pt/>
Nominee **category**: Administration/public authority
Dates of action: 21-11-2011 to 25-11-2011

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:

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

This action concerns a contest of shop windows entitled "Used Material, Decorated Trade/ Christmas 2011", promoted by the Municipality, in which a total of 15 classes in 13 schools and 15 businesses participated. Thus, from 21-25 November, the participating schools will deliver the works done by students to the merchants. These works will be used in the Christmas decorations of the participating stores and will be subject to vote by local people in December. To carry out the work, it was decided that it is mandatory to use clothes that no longer were possible to recover or donate, as well as other recyclable materials they want. The municipality, through the "Lojinha" (a Santa Casa da Misericórdia of Montemor-o-Novo's social shop that collects and donates used clothes) made used clothing (which was unable to be given) available for some schools to use in the contest. The winning showcase will be awarded. Everyone involved will receive a certificate with the logo of the EWWR and referring to each one's contribution for waste reduction in 2011 Christmas.



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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

Target audience is Schoolchildren/students.
 The action motivates the target audience by contacts with the involved institutions and schools, disclosure on the Internet and local media and production of posters.
 The estimated number of participants was 270.

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 was nominated for a EWWR award because of its originality and visibility.

According to proponent, aspects that should be taken into account are:

Originality: Promotes interaction within community and schools, having also as results to contribute to and create awareness to the reduction of waste, in what refers to local population, encourage students' creativity and promote local trade and sustainability.

Follow-up: Report of the action, photographs of shop windows, a brief note on the implementation of the work done by the school / class of students.

Adoptable: Yes, in any town or village with traditional shops;

Lasting impact: Through the reuse of clothes that had no possibility to be donated.

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

Photos of the action

