



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: **Lipor**
Country/Region: **Portugal / Porto**
Name of nominated project developer: **Rio Tinto Parish**
Name of nominated action: **Let's make noise for Prevention!**
Place: **Rio Tinto**
Town: **Gondomar**
Region: **Porto**
Country: **Portugal**
Website: **www.jf-riotinto.pt**
Nominee category: **Administration/public authority**
Dates of action: **26 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:

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

The action named "Let's make noise for Prevention!" consisted of a workshop, promoted by Rio Tinto Parish, in partnership with the Parish's Band (local music school), directed to users of the Day Care Centre to elderly people to create a Convivial/friendly percussion whose instruments are produced through the waste re-use.



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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

Description of motivation:

The activity carried out was very encouraging, and there have been a great receptivity by all the people present. All participants were involved in the initiatives and showed availability and interest in participate in future initiatives as well. With this activity were able to apply the knowledge they have gained in training actions that go with every day of his private life and in the development of activities in the institutions in which they are inserted, contributing decisively to the waste reduction both in their homes and in the Centre of conviviality. The practical Workshop has allowed the participants to “give wings to their imagination”, so as to save natural resources and the economy.

N.º participants:

~50 Participants

Description of the target:

Employees and clients (elderly) day care.

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

Our decision was due to the fact that it is a public institution, Parish, concerned with the environmental theme and that one of their valences (Day Care Centre for elderly people) took care/concern for instilling those concerns in the employees and clients of the Centre.

These concerns are inherent to the Parish Mission, while public entity, with a strong concern for the environment. The mobilization of the different actors of society contributed to the recognition, visibility and the institution's influence on the community. With all this we have to think in the ability to influence the population, nurturing it good behaviors.

To enhance the dissemination and involvement of various age groups of the community that interacted actively with the Parish services, providing them with leisure education in a nature kind.

Given that this was an educational and formative action the avoided waste accounting has not been carried out at the time. The result of the action will be evaluated throughout the year, in the course of which provides for the waste collection, whose fate would be the common trash, to be transformed into musical instruments to be used in both internal activities such as community-oriented activities.



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

