



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Avfall Sverige
Country/Region: Sweden
Name of nominated project developer: Gästrike Återvinnare
Name of nominated action: Think before! (Tänk före!)
Place: Six grocery stores in the Gävle area
Town: Gävle
Region: Gävleborg County
Country: Sweden
Website: www.gastrikeatervinnare.se, www.tankfore.se
Nominee **category**: Administration, Public authority
Dates of action: 22-26 November

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

During the 2011 Week For Waste Reduction Gästrike Återvinnare cooperated with one of Sweden's largest supermarket store chains, Coop, to pay attention to the fact that 56 kg edible food per person goes to waste every year in Sweden.

Gästrike Återvinnare had exhibition stands at the entrance of Coop supermarkets. There they talked to Coops customers about the problems of food waste and handed out information, together with advice on how people can reduce their waste. In total six supermarkets in five different municipalities were visited during the week.

Inside each supermarket customers could participate in a quiz walk with questions about food waste reduction. Hopefully the questions throughout the store contributed to customer's own shopping behavior and acts of waste reduction.

The cooperation between Gästrike Återvinnare, as municipal actor talking about food waste reduction, and the supermarket selling the food was a new way of working with waste reduction. The approach was much appreciated by Gästrike Återvinnare, by Coop and by the customers visiting the supermarket.

During the campaign Gästrike Återvinnare had a website: www.tänkföre.se ("Think before", also available at www.tankfore.se), on which they published information about waste reduction. Among other things they had a video blog where known and unknown people were telling stories about how they reduced their waste. The most popular video was an interview with Andreas Dackell, the captain of the local ice hockey team Brynäs (Currently nr 2 in Sweden's national hockey league).

The website contains tips and advice on how people can reduce their waste with headlines as "Advice on second hand shopping", "Exchange or give away", "Rent and borrow" and "Fix and repair" among others. The visitors on the webpage could also answer a quiz with questions about how to act to reduce ones waste.

Gästrike Återvinnare had three different tv-commercials with different themes concerning waste reduction: food waste;; to sell and buy second hand;; to buy things with good quality instead of disposable or low quality items. The commercials also encouraged people to visit the website www.tänkföre.se for more information on waste reduction. The commercials were broadcasted in the region which consists of five municipalities, and shown on Sweden's largest commercial TV-channel, TV4, and on channel 7.

The campaign has made an impact on how people think about waste reduction. In the yearly client survey, made by Gästrike Återvinnare, the amount of people answering "yes" to the question "Would you be willing to consume less for the environment?", has increased from 56.6% to 72,9 %.

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

The campaign's target audience was the inhabitant of the five municipals of the region: Gävle, Hofors, Ockelbo, Sandviken and Älvkarleby. The cooperation between Gästrike Återvinnare as a municipal actor educating about food waste reduction, and Coop, a supermarket chain, was a new way of working with waste reduction.

Gästrike Återvinnare visited six supermarkets in five municipals, where they met, spoke to and handed out material to a lot of people visiting the supermarket.

331 persons finished the quiz walk inside the supermarkets.

435 unique visitors visited the website www.tänkföre.se during the European Week for Waste Reduction.

The TV-commercials were broadcasted in five municipals in total 70 times, on TV4 and channel 7. Approximately 151 000 people had a chance to see each commercial every time they were broadcasted.



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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

Gästrike Återvinnare, Gavle, and their activity, "Think before" is a creative, conscious and long-term project for waste minimization in their region. The activity attracted much attention and can easily be copied elsewhere in Europe. The cooperation between the local waste organization and the great food chain was innovative and gave results. Gästrike Återvinnare also deserve attention for the good work of communication around the event.



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