



## EWWR good practices and case studies

### 1. Details of Action:

**EWWR Organiser:** COGERSA  
**Country/Region:** Asturias/Spain  
**Name of nominated project developer:** HC Energía  
**Name of nominated action:** HC Energía & its Stakeholders. An integrated communication strategy  
**Place:** Several places  
**Town:** Several cities  
**Region:** Asturias  
**Country:** Asturias  
**Website:** <http://www.sostenibilidad.hcenergia.com>  
**Nominee category:** Business / industries  
**Dates of action:** 21,22,23,24,25

### 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



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HC Energía is a global energy company operating in Spain, whose main shareholder is EDP (Energias de Portugal), a top-tier multi-national utility. Its core activity is the production, distribution and trading of electricity. Thus, the identification of Stakeholders in HC Energía is directly related to the activity of the company: the fact of being an energy utility operating several power generation plants and distribution networks, most of them with important social and environmental impacts, involves the identification of stakeholders like our clients, employees, suppliers and society.

For each stakeholder, in HC Energía have been established different channels of participation and dialogue. It makes our sustainability strategy grow up and mature, managing our stakeholders expectations ... and this enhances our perception as a main local sustainability player.

In this way, that position allowed us spreading the European Week for Waste Reduction purposes: an integrated campaign to raise public awareness on waste reduction involving all our stakeholders.

According to this, during the EWWR all the communication channels were used to contact and inform all our stakeholders on waste reduction measures, valuing all the activities developed by the company, and describing what they could do to assume the challenge by their own and in parallel with us.

A total of 12 specific actions were developed under the program “HC Energía and its stakeholders; an integrated communication strategy”.

In summary, the company employees were involved in a selective collection of household goods. Clothes, toys, furniture and so on were collected for its donation to social entities to reuse and distribute to disadvantaged groups.

Clients were informed by the company main website and by different newsletters about the EWWR objectives and how “*electronic billing*” reduces paper waste and green house gases emissions (GHG).

In a wide information strategy for Society, waste reduction measures were included in the company specific sustainability website and in the educational program “Energy and sustainability” currently ongoing for children between 6 and 9 years-old in all the regional schools.

Moreover, our employees’ children participated in the 1st Recycling workshop, a life-work balance initiative that reduces our domestic waste turning them into toys.

And finally, our suppliers were called to an exchange of initiatives about waste reduction in a working session, with the aim of improve their environmental performance.

Everything drove under the main statement: **the best waste is the not produced waste!**



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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**

During the European Week, HC Energía developed its program through 12 specific actions, each one designed according to the stakeholder environmental performance. The whole company was involved in different actions and all the communication channels were working on them.

**Employees:**

4 actions were launched to involve employees on the EWWR targets. In order to mobilize them, an internal communication strategy was developed using the corporative intranet and e-mail, as well as all the tools provided.

1,200 employees involved; 7 different workplaces; 800kg of household goods collected (or waste reduced!)

**Clients/Customers:**

One electronic newsletter sent to 159.936 customers describing the EWWR purposes and our “*electronic billing*” program to reduce paper waste and GHG emission.

**Society:**

6 actions concerning educational and informational aspects were taken.

The mobilization was made through the corporative website ([www.hcenergia.com](http://www.hcenergia.com)) and the corporative sustainability website ([www.sostenibilidad.hcenergia.com](http://www.sostenibilidad.hcenergia.com)).

In particular, the educational program “living our energy” was performed for 395 children, and the recycling workshop had 100 participants. Other actions were coordinated with the HC Energía Foundation.

**Suppliers:**

One work session was developed with our suppliers, called directly by the organization and by mail/email.

More than 40 people were involved from 27 different companies.

**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

The asturian jury chose this action because of its massive visibility. It was also remarkable its good identification of their stakeholders and because of the graphic quality of the material designed for the EWWR.

The commitment of the company with the EWWR was clear and the jury found important to involve this big companies, as they have a important paper in waste reduction and they have a high exemplarity power to other companies in the region or across Europe.



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