



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Public Environmental Management Company of the Basque Government, IHOBE SA
Country/Region: Basque Country
Name of nominated project developer: SEUR
Name of nominated action: "Give it a second life" campaign
Place: The whole of SEUR's network: 85 delegations in Spain and Portugal, with the following BUs in the Basque Country
Town: Bilbao / San Sebastián / Vitoria-Gasteiz
Region: Basque Country
Country: Spain
Website: www.seur.com
Nominee **category**: Business/industry
Dates of action:
- From 19th to 27th November, collection of used shoes and clothes Campaign,
- Collection and recycling of plastic caps, until the goal is achieved.
- Permanent site for the "Buying,Selling,Exchange"

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

Our program has had two differentiated parts: SEUR Foundation campaigns and another initiative (the internal site) that has been implemented in some of our delegations.

SEUR Foundation's Campaigns

In order to obtain a more active participation, SEUR Foundation launched several collection campaigns during those weeks to give a second life to different materials and prevent their waste. All of them had the support of a renowned NGO that will take care of the restoration and distribution of the material collected.

Used clothes and shoes

During two weeks and coinciding with the EWWR 2011, all SEUR staff had the opportunity to contribute with their used clothes and shoes to reduce waste as well as to help people in need. This option, which is developed in some SEUR depots during the whole year, took place in all SEUR depots, hubs and PUDOs during these weeks.

The clothes and shoes collected will have a different use:

1. Second hand shops with the aim of getting money that will be invested in charity actions.
2. Associations which will distribute the clothes/shoes amongst people in need.
3. Factories that will recycle and use them as raw material to make different products (mattress, sofas...)

But, of course, all these actions have the same aim: Give it a second life, with more than 10.000 kg collected during this campaign.

Plastic caps

This campaign needs to gather 100 tons of plastic bottle caps to help a girl called Aitana, to get the money for an expensive surgery which would save her life. Due to the huge amount of plastic needed for this campaign, this has been working for several months, and it was re-launched during the EWWR. As of 30 November: 50.000.000 plastic caps= 100.200 Kg collected. SEUR participates in this campaign not only carrying the caps to the recycling plants, but also collecting the caps given by SEUR employees.

Internal site & Quiz

- Related to the awareness actions, we created a specific site which includes information about waste reduction and tools (wallpapers, advises, etc) and can be used by employees as an exchange platform of used products. This not only prevents waste by giving a second life to those objects, but it also gets employees to interact for the same cause as well as it allows our employees to buy, sell, exchange items and to rent or give them for free and also to share their cars to come to work.

- This site also motivated employees by starting a contest that consisted in a quiz composed of several questions (using the official EWWR "Waste Quiz" as a base) and several prizes for the winners, related to the subject matter (reusable shopping bag, ecologic torches, USB, Memory Card, plants, flasks to avoid the use of plastic bottles, recycled notebooks...)



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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

“Plastic caps”: “Aitana Campaign” developed by SEUR Foundation, is aimed at the 7.000 SEUR employees and suppliers as well as 1.2 million clients. Through this initiative, all SEUR employees, clients and people in general can recycle their plastic caps in different containers located in SEUR depots, offices, hubs and PUDOs, at the same time that we collaborate with Bottling Companies that give their defective plastic caps, and with other companies and organizations. So that everybody can participate (in fact every week there are new business, schools, NGOs....contributing to the campaign. In fact, by January 2012 around 5 million people have participated directly or indirectly in this initiative.

“Used clothes and shoes”: this campaign developed by SEUR Foundation, is aimed at the 7.000 SEUR employees and suppliers. Through this initiative, all SEUR employees and providers can recycle their used clothes and shoes in different containers located in SEUR depots, offices, hubs and PUDOs,

Internal site & Quiz: this initiative is directed to 1500 employees, involving 18 delegations, one of them in Bilbao.

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



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1.- Both internal initiatives (Used clothes and shoes campaign and internal site & quiz) have been designed under ecological criteria, both for the development of the ideas as for the carrying out of the environmental friendly activities (IT tools were used to communicate, avoiding the use of paper, the prizes promote the use of the ecological items and avoid waste...)

The external campaign "Plastic caps" has been developed in a different way, because without publicity investment, the high participation has been obtained thanks to the "word of mouth" of the participants. To know the social goal of the initiative and the opportunity to collaborate in a free way, sending the plastic caps for free with SEUR, has been enough to achieve this successful result.

2.- This initiative can be considered original for two reasons. On the one hand, the whole program has been designed under ecological criteria. On the other hand, SEUR counts on the whole of its crew and suppliers (7.000 people) and even clients, to participate not only in the awareness actions, but also in the recollection campaigns with social, economic and environmental impact.

However, what makes this initiative distinct from the rest is that it has been able to join all types of companies, organization, people in general with the same aim.... Help people through an environmental commitment (reuse avoiding waste)

3.- The results obtained, by January 2012, recycled 192.862 kg of plastic caps (around 100 million caps), as well as the 10.000 kg of used clothes and shoes collected, give a good idea about the waste avoided.

The internal site, not only gives the employees the opportunity to save and obtain money from their used products, but it also makes them aware of the environmental impact of their actions (avoiding waste, fuel, and giving a second life to their useless things)

4.- Any company can implement similar actions. Collection campaigns can be performed in every country and context. An NGO assessment is recommended in order to know which kind of materials (i.e. book, food, etc) are mostly needed and how they can be processed and given.

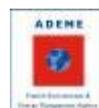
On the other hand, social issues have a strong engaging effect for employees and public in general, as they see how waste has a real value. SEUR Foundation's experience and reputation is, as well, a good engaging tool. Last but not least, the contest that some of the delegations are going to develop is another way of motivating the target audience and it is very easy to develop

5.- The internal site is ongoing, the plastic caps campaign has been so successful that the Company is considering to change the objective once obtained, but with the same process, and the used clothes and shoes campaign is ongoing in some depots too (with the aim of extend its scope to the rest of the delegations once a year).



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

"GIVE IT A SECOND LIFE" CAMPAIGN

Collection plastic tops: Aitana Campaign



with more than 50.000.000 plastic tops recycled = 100.200 kg





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