



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: EWWR Secretariat
Country/Region: Belgium
Name of nominated project developer: DPD (Belgium) NV & DPD (Luxemburg) Sarl
Name of nominated action: Dopjes actie/ Less waste
Place: Mechelen
Town: 2800
Region: Mechelen, Aalter, Courcelles, Flémalle, Bettembourg (LU)
Country: Belgium & Luxemburg
Website: www.dpd.be, www.dpd.lu
Nominee **category**:
Dates of action:

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

Helpful advice on waste prevention. (Please see additional material)

1st step: Collection of plastic caps. Handed over to a collection point. They sell the plastic caps to a recycling company and the money is handed over to an organization that educates Guard dogs for blind people.

2nd step: Introduction of water dispenser at all DPD depots – approximately 220 PMD bottles are avoided per week. No one should use plastic cups anymore- everyone has to use glasses and to offer glasses to visitors/ people coming in at DPD.



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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

Participants had been our employees: approximately 200 DPD employees who received information how to generate less waste within the company. They had also the possibility to collect plastic caps at our depots. The plastic caps had been brought to a collection point for the BGC. At the end of the week, we changed our system of buying plastic water bottles needed during meetings. Water dispensers had been bought and every employee is obliged to use water glasses and to offer visitors a glass of water instead of a small plastic bottle. The feedback of employees had been fantastic as ideas how to avoid waste came up during the waste week.

On the other hand, we tried to distribute the information as far as possible. For example: An email signature banner with a direct link to the homepage of the EWWR had been added to all emails. The target had been to encourage all contact persons receiving an email from someone working at DPD, to click on the email signature banner to access information about the EWWR. This could be encouraging for other companies. We hope that we were able to start a sort of thinking process about companies responsibility to produce less waste/ to avoid waste. (DPD has a lot of contact to customers and business partners. Therefore it could be estimated that more than 2000 persons saw the email banner).

Further DPD is working with subcontractors. We printed posters and stick them visible to everybody (DPD subcontractor and DPD employee) on the walls in all our depots. The posters remained there until February 2012.

6. Please explain why you think this action is suitable for a EWWR Award, following the main criteria listed here below

- ✓ visibility and communicational aspects
- ✓ good practice, originality and exemplarity
- ✓ quality of content and focus on waste prevention,
- ✓ European reproducibility
 - ✓ follow-up in long-term and lasting impact

Visibility and communication aspect:

Every day, information on the EWWR had been distributed via email to our employees. We developed an own poster to describe our action (1st collection of plastic caps 2nd no more water bottles because of the introduction of water dispensers in all our sites). The posters remained until February 2012. Communication material had been self-created, created by our mother organization La Poste in Paris, prepared by the EWWR team.

We communicated our actions taken also within our network (DPD, La Poste, GeoPost, SEUR etc.)

good practice, originality and exemplarity

Our action is a good example how to avoid and reduce waste. We proved to business partners and customers that we are trying to decrease our impact on the environment. And we still kept the concept. Less water bottles are bought because of the water dispensers.

quality of content and focus on waste prevention

It is estimated that appr. 220 PMD bottles are less bought/ used per week. Employees received info on waste prevention and took the info also home. We tried to give helpful and simple advice f.ex. to bring a "boite à tartine" instead of other packaging. Easy to reuse.

European reproducibility

I think that there are no restrictions on water dispensers in EU countries; therefore is this a great idea that could be used in every country and every company.

follow-up in long-term and lasting impact

Water dispensers are daily used. But we are still collecting plastic caps but there aren't so much as in the beginning. The target is that there are no more target caps. (But we think that employees bringing plastic caps to DPD because they use plastic bottles at home)



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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.

