



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Odile Le Bolloch, EPA Ireland
Country/Region: Ireland
Name of nominated project developer: Michelle Green
Name of nominated action: SMILE Resource Exchange Event
Place: Radisson Blu Hotel, Ennis Road
Town: Limerick
Region: Co. Limerick
Country: Ireland
Website: www.smileexchange.ie
Nominee **category**: Business
Dates of action: 23 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

SMILE Resource Exchange is a free service for businesses that encourages the exchanging of resources between its members in order to save money, reduce waste going to landfill and to develop new business opportunities. Potential exchanges are identified through networking events, an online exchange facility and a support team to assist throughout.

The event was an opportunity for businesses to:

1. Hear businesses case studies, i.e. how cost savings have been made and waste reduced.
2. Network with other business in order to identify potential resource exchanges.



With the support of
the European Commission

www.ewwr.eu





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

This event was targeted at businesses. The workshop was designed to introduce neighbouring businesses to each other and help them identify potential exchanges. The action motivated businesses to:

1. Saving businesses money
2. Possibility of identifying businesses opportunities
3. Reducing waste sent to landfill
4. Helping the environment

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

This event encouraged businesses to manage their waste/surplus produce more resourcefully through use of a website and the networking event. It also facilitated business opportunities while saving them landfill levy charges and reducing amounts of waste being sent to landfill thus reducing CO2 emissions, helping to protect the environment. The model started in the Cork Region and this is was one of the first events to apply the same model in a new region.

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

<http://www.smileexchange.ie/gallery>

<http://www.smileexchange.ie/events/post/smile-event-november-2011>



With the support of
the European Commission

www.ewwr.eu

