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EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: National Steering Committee

Country/Region: Italy

Name of nominated project developer: Azienda Agricola Antonio Manco , Azienda Agricola Faraioli, Coop. Agricola San Gaetano, Azienda Agricola Imbriani - Olio Casale Marchesi

Name of nominated action: QR-code - SERRevOIL

Place:

Town: Alliste (Le), Casarano (Le), Racale (Le), Casarano (Le)

Region: Puglia

Country: Italy

Website:

Nominee **category**: Business

Dates of action: 24th – 27th 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:

4. Please give a detailed and precise description of the action

During the period of production of extra virgin olive oil for the 'current year, important on the farm in the rural town of Salento greenhouses, takes place the action "Qr code SERRevOil". This action involves the awareness of entrepreneurs of the industry and consumers about the quality and reducing waste in the kitchens of people who make daily use of the vegetable fat. Qr code SERRevOIL aims, in 'Producing an environmentally-friendly" to the awareness of producers of extra virgin olive oil in terms of eco-friendly system to encourage the use the Qr code on the labels on the bottles oil, in order to reduce the number of indications and consequently reduce the size of a few cm of the labels having a substantial savings of paper, of material resulting from petrochemical while still allowing a wider communication to the final consumer.

Jointly in connection with actions " A Life for Products " and " Less Waste thrown Away " through the use of Qr code will start an information campaign linked to an indication of the best techniques for storage of extra virgin olive oil in their pantries, lengthening the shelf life of the product and consequently also of the bottle.



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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

The action during the EWWR involved nearly 300.

The action aims to raise awareness of businesses and consumers by promoting the use of new communication technologies, the latter the subject of considerable interest to a majority of the community.

The sustainable impact is focused in the reduction of adhesive paper constituting the label present on the thousands of bottles of oil produced annually.

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 action was extended during a period of tourists and tasters of olive oils attend oil producers and oil companies, at Autumn. It was an occasion to raise awareness among stakeholders (companies, professionals) and consumers, making them aware of the validity of the European Week for Waste Reduction associating it with a main staple of the Mediterranean diet, recently named as Unesco patrimony.

The action links the EWWR to a main product of the Mediterranean diet, involving the business of GAL territory of "Serre Salentine" and the consumers of oil e.v. of olive.

This action is reproducible wherever there are manufacturers of olive oil and other similar kind of products. This kind of action could be apply also with other products, promoting the QR code and paying attention to packaging and labeling of the product.

7. Please provide us with photos, videos, weblinks or any other material

Some links:

<http://www.scoop.it/t/qr-code-italy/p/731526460/qr-code-a-sassuolo-il-codice-nelle-bottiglie-dell-olio>

English article:

<http://enviinfo-english.blogspot.com/2011/11/qr-code-for-serre-salentes-extra.html>



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