



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Agência Portuguesa do Ambiente
Country/Region: Portugal
Name of nominated project developer: Eurest Portugal, Lda
Name of nominated action: Conscious consumption, Respects Environment
Place: Refeitório da Mota-Engil (Rua Mário Dionísio, n.º 2 2799-557 Linda-a-Velha)
Town: Oeiras
Region: Lisbon
Country: Portugal
Website: www.eurest.pt
Nominee **category**: Business/Industry
Dates of action: 21-11-2011 to 25-11-2011

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

Fulfilling its social role, which is to bring information to their consumers and collaborating to achieve the sustainable development of our planet, Eurest developed the campaign "Conscious consumption, Respect the Environment" (CCRA). The campaign's goal is to encourage the fight against food waste/ leftovers combined with a social action. The campaign aims to raise awareness among Eurest consumers on the importance of reducing waste in our daily life, to ensure our planet sustainability, not only with reducing the natural resources usage but also the amount of waste produced. The dynamics of the campaign is based on the Consumer incentive to take on its meal tray only the amount of food strictly necessary to meet its nutritional needs and/or appetite. If at the end of the meal, the tray (soup, dessert and bread) is shown empty/ without remainders, the consumer receives a poker chip equivalent to 10g of non-perishable foods that are donated to charity institutions.



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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

Target audience is professionals/employees (private sector). Mobilization was made by the campaign's success is mainly due to the comprehensiveness of the campaign: environment, social and nutritional component. To date of entering the action, this project has 59% of compliance rate (76% in the latest edition) and 3 tons of donated food non-perishable. This action was estimated to have 150 participants.

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 action was chosen namely because of the quality of content and focus on waste prevention as well as European reproducibility.

According to the proponent, aspects that should be taken into account are:

Originality: It is an innovative solution to reduce the production of organic waste, in particular of waste from the non-intake of the whole meal. With the implementation of this action consumers ask the team, the proponent, only the amount of food they want to consume. This goal is easily achievable since co-exists a social objective. In nutritional terms, people are encouraged to the consumption the strictly necessary amount of food.

Follow-up: Monitoring of the activities is carried out daily by calculating the% adherence to the campaign. After the campaign a summary report of the action is done.

Adoptable: The reproducibility of this action is easily attainable in either country, or European. This requires the approval of the client for its implementation and reproduction of promotional materials and communication with the same consumer.

Lasting impact: According to consolidated data for 2010, it was observed that daily are produced about 3.6 tons of organic waste, which represents 1.316t per year. In order to reduce the production of this type of waste it was devised this campaign. Following the implementation year, with 37 units of catering, it was observed a reduction of about 30% in the production of organic waste.



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