



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: Avfall Sverige  
Country/Region: Sweden  
Name of nominated project developer: Tyréns AB in collaboration with Region Skåne  
Name of nominated action: From Product Choice to Waste  
Place: Internet  
Town: Kristianstad  
Region: Skåne County  
Country: Sweden  
Website: [www.tyrens.se](http://www.tyrens.se)  
Nominee **category**: Business/Industry  
Dates of action: 21 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:



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

**Targets.** Each year more than 5 000 tonnes of waste arise from the hospitals in Skåne. Despite the objective 'to reduce waste volumes' the increasing levels have continued. *Region Skåne*, head of healthcare in Skåne, have together with *Tyréns* accepted the challenge to try to change this trend. The common goal of this project is to develop working methods that lead to reduced material usage and reduced amounts of waste.

**Prevention of waste requires new thinking.** To succeed in reversing the trend of increasing waste volumes, new thinking is required. It also requires a willingness to raise the ambition, the ability to see the big picture, collaboration between people with various skills - and it requires a change of behaviour in all of us. In order to know where various interventions would be most effective, it was important to have a current picture of the material processes. The first step in the project was therefore to describe the different parts, from the specification of products, procurement, logistics and transport and use of products to the generation of waste and its management.

Next, they gathered a variety of disciplines to analyse the current situation picture. The issue in the analysis was: why is the amount of waste increasing? The main results of the analysis were that there was a need for incentives, improved communication and the development of the purchasing process, focusing on requirements definition.

**Approach from several directions.** The project continued with a number of subprojects. They worked, for example, with incentives and that it should be easy to do the right thing in every part of the product flow. Waste management must be user friendly in order to make the staff also think about prevention. They also worked to develop communication, among other things, to improve the purchasing process.

**Lean-inspired waste minimization.** As a subproject, Tyréns have developed *lean-inspired waste minimization*. This method examines the flow of a selected product aiming to identify problems and find possible solutions. Similarly, communication between different actors, such as procurement, operations and logistics functions is mapped. The work is carried out as a collaboration between people with several different skills and leads to everyone getting a common picture of flows, problems and possibilities for improvements. Problems are prioritized and joint action plans are developed which clearly present what should be done and who is responsible.

***Waste prevention is a long-term work based on co-operation within the entire business or organisation. It automatically includes business development and better communication. The results of the project will be submitted to the Region Skåne in March 2012. Region Skåne will then continue efforts to prevent waste.***

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

The development project *From Product Choice to Waste* participated in the EWWR, in November 2011, through a press release. The target audience for the press release was the general public, companies and organizations. The goal of the press release was to make the audience aware of the ever increasing waste volumes, in this case within Region Skåne. The goal was also to disseminate information on the waste hierarchy and remind everybody that we all must ensure that waste is minimized and as harmless as possible. By the press release, where the development project was presented, we hope to inspire others to work for waste prevention by showing that 'it's possible'!

The participants in the activity were project members from Tyréns AB, and Region Skåne, a total of 5 persons.



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**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

Tyréns AB and Region Skåne is nominated for their strategic efforts to reduce waste in hospitals. The press release on this work reached nearly 800 journalists. The project to reduce waste in hospitals is also useful in other institutions, in elderly care or child care for example. To be effective, it must be a long time work.



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