



## EWWR good practices and case studies

### 1. Details of Action:

**EWWR Organiser:** COGERSA  
**Country/Region:** Asturias/Spain  
**Name of nominated project developer:** Abierto hasta el amanecer  
**Name of nominated action:** "Eco Fest-R"  
**Place:** Playa de poniente  
**Town:** Gijón  
**Region:** Asturias  
**Country:** Asturias  
**Website:** <http://www.abiertohastaelamanecer.com/>  
**Nominee category:** Association / NGO  
**Dates of action:** 20

### 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

Abierto hasta el Amanecer is a youth association which main objective is to promote healthy lifestyles among young people: through an alternative leisure program based on cultural and sport activities during the nights of weekends.

The action was developed on 20 th November in an open space and it has several activities, wich try to achieve different objectives in an attractive, fun and new way.

Activity 1: Exchange of clothes and books

Objective: To extend the life of resources.

- Create a space where people could donate things they no longer used.
- Provide an area where people could freely purchase any of these resources.

Activity 2: Talk «waste prevention, the use of 3R and planned obsolescence»

Objective: To raise awareness of excess waste and raise awareness about 3R´s philosophy.

It was presented by two student of IES Matajove who had accepted to collaborate with the association.

Activity 3: Workshops on recycling

Objective: To inform on the proper way to recycle and to emphasize the importance of waste reduction.

Development: Several workshops were developed : glass jars with different salt colors, doll with growing hair and cardboard puppets.

Activity 4: Seegway riding

Objective: to inform and demonstrate new clean transportation.

Development: With the collaboration of Eco-Logical Gijón, a company who hires seegways and with the help of one qualified monitor, people was offered to get a ride on a seegway for free.

Activity 5: Point of information

In addition to all the activities, an information point was installed in the nerabies, so that people could ask any environmental issue. Some reusable bags and leaflet with interesting data were handed out.

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

Despite of being an association who work with and for youth, this action was open to general public. The presence of the seegway gave a lot of visibility to the action and was the main attraction.

Adding people participating in all the activities, the total of participants is 155 people.



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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

For the asturian jury this actions was interesting because of the main target public: young people.

They found a way to make the action interesting for youth, and they were able to stablished collaboration with local companies, so that these seegway were lent for free.

It is a punctual action, but as it is a very active association, giving them the chance to go to Paris for the finale and meet some other associations and project developers can be also very interesting.

The action is based on a simple concept: make things interesting, so that young people can get interested on them.

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

