



## 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: Colm Munnelly  
Name of nominated action: Total Waste Prevention Workshop  
Place: Dublin  
Town:  
Region:  
Country: Ireland  
Website: [www.preventandsave.ie](http://www.preventandsave.ie)  
Nominee **category**: Association  
Dates of action: 23 November (Dublin); (Outside EWWR week: 16 Nov (Galway); 1 Dec (Cork))

### 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

As part of the week's activities in Ireland, the Packaging Waste Prevention Programme managed by Repak teamed up with Greenbusiness and Sustainable Energy Authority of Ireland to organise an event aimed at helping companies reduce costs associated with Packaging, Energy, Water and Solid wastes. Experts spoke about ways in which companies can reduce waste, thereby leading to resource reduction. We also heard from companies who have put the theory to the test which resulted in substantial savings.



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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**

When businesses know where to receive knowledge and information regarding waste prevention they will continue to use those contacts and using the case studies illustrate how tools have been used to prevent waste.

**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 displayed a unique approach to offering resource efficiency information at businesses by teaming up with Government Agencies & initiatives to offer a single one stop event. As businesses are already busy doing their business, this meant they only had to take a single morning out of their schedules instead of having to attend 3 separate events. In addition to the benefit to the businesses, this also saved on emission to the environment associated with hosting seminars and travel to these events.

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

**[http://www.preventandsave.ie/EWWR\\_2011\\_Review.html](http://www.preventandsave.ie/EWWR_2011_Review.html)**



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