



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: National Steering Committee
Country/Region: Italy
Name of nominated project developer: Associazione RELOADER ONLUS
Name of nominated action: Un quartiere per l'ambiente: Il buon esempio viene dalle Scuole
Place: Spinaceto, Roma
Town: Roma
Region: Lazio
Country: Italy
Website: <http://www.reloaderitalia.it/>
Nominee **category**: Association
Dates of action: 25th and 26th 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

The focus of this action is to diffuse the best practices about the electronic and electric waste (WEEE) reduction and the prevention of their indiscriminate abandonment. The target focus are the students, schoolchildren and professors of the Spinaceto neighborhood of Rome, but the action is also addressed to the rest of population: families, producers, to many operators of distribution in this area, entrepreneurs and local authorities.

This initiative is the natural continuation of the Project "ScuolAmbiente", organized in the last school year at the Institute Majorana, in which Reloader has made 8 workshops about WEEE. At the end of the project there was a workshop to present the excellent work produced by students of high school. The same day there was a free collection of WEEE, which was attended by representatives from academia and industry, families and a lot of young of the neighborhood.

This year the project was expanded and the event calendar was spread over several parallel sessions, through actions aimed at different objectives:

1. The first action is about information and scientific dissemination focused of WEEE: two workshops conducted by the students, who have participated to the Project "ScuolAmbiente" (year 2010-2011), they present the project conclusions.
2. The second set of actions are addressed to the population to communicate and promote good practices and knowledge:
 - a. a multimedia exhibition (video and photos) retrospective "ScuolAmbiente" and related events;
 - b. the distribution of a pamphlet on how to reduce and how to dispose of WEEE;
 - c. an example of spending to "impact 0" with products and packaging Km0 biocompatible.
 - d. 2 competitions for students of all schools involved, which include first and second prize winners:
 1. a photo contest is open to high schools, focusing on the prevention of rejection and abandonment of WEEE;
 2. a competition to design posters, open to inferior schools, aiming to show "creative" with the principles of sustainability in order to motivate the public to a proper action, environmental and social, in accordance with the objectives of the project.
3. The third action is the operation "Clean up the park," a time to liberate waste bordering the park. The task force of students will be active in the morning on Saturday and will also see the involvement of local leaders;
4. The fourth operational action will consist of a free WEEE collection session, at the Institute Majorana active on Saturday, after promotional leaflets for students in the district. The initiative had have the support of the Ministry of Youth and ENEA - which has already given his patronage to the previous project - and will work closely with the Foundation's "Sister Nature" of Assisi.



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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:

Active involvement of students of all ages as promoters of change: young people are the primary actors of the event, thus developing their skills and their communication skills, relationships with others and problem solving. The deal also sees the involvement of an entire neighborhood, in all its forms and levels. It is considered important to work on the land because the event remains in the history of the neighborhood enters its social fabric, thanks to the chance to speak directly with residents.

This encourages and facilitates the dissemination of the culture of reuse and recovery, as a source of valuable raw materials, together with the transmission of an approach to the most careful and responsible consumption and the connection between excess / abandoned waste, in particular WEEE, and damage due to climate and health.

The results are:

- 6,000 flyers, 40 posters, 20 custom posters EWWR and 1,000 informative brochures were distributed.
- 12 pictures participated in the race and 29 working original groups have been produced for the art contest
- 4 tons and 13 kilograms of WEEE were collected

The number of participants were at least 2,000 students in the school population of the district in addition, to our demographic projections, other participants in 5000-6000, overall the two days.

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



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The project can be repeated in other areas, so you can develop a model of peer education designed and conducted by students. The action is reproducible throughout the country and in other European countries, implementing the videos and presentations with the most common languages (English, French, Spanish and German) and modifying any action in relation to the characteristics and local requirements. Complementary study of legislation and national habits and customs of individual countries

METHODS OF DISSEMINATION

- Leafleting performed by students in the district and neighboring areas.
- Networking Internet events, products and award-winning works.
- Information directly to the government.
- Information directly to teachers and non teaching body of the same school district by the teachers of the Majorana.
- Dissemination of results and invitations in the national media.
- Distribution of the brochure informative, live and on-site and national media.

We liked the fact that the association Reloader have involved the students and schoolchildren to communicate the waste reduction, in this case focused in WEEE, to all the neighborhood using different kind of projects made during the year, hitting the final event of the complex during the EWWR 2011.

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

This is the link of their website, where you can find all the materials and information of this action
<http://www.reloaderitalia.it/index.php?PG=serr2011&lang=&action=>



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