



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: EWWR Secretariat
Country/Region: Turkey/ Izmir
Name of nominated project developer: JCI Izmir (Junior Chamber International Izmir)
Name of nominated action: Waste Reduction Awareness Project
Place: Several different addresses in Izmir (Yeşilova, Urla, Alsancak, Balçova) and Istanbul (Bebek)
Town: Izmir
Region: Europe
Country: Turkey
Website: <http://atikazaltimi.com/>
Nominee **category**: Association/NGO
Dates of action: Celebration of the week on 19-27 November 2011 and campaign continued afterwards, and to be continued.

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 (coastal clean-up)
- Action open to a target group (trainings to students, hypermarket booth)
- Action based on the production of communication tools (translation into Turkish)
- Other, please specify: networking meetings, media appearances, waste into art exhibition.



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

We as JCI Izmir (Junior Chamber International Izmir) implemented a comprehensive campaign through our “Waste Reduction Awareness Project”. We translated the communication tools of EWWR into Turkish. We shared the documents with EWWR Secretariat. We utilized these documents in our campaign.

Within the campaign, we gave trainings at nineteen different schools (over 2000 students, school names are available within request) in Izmir together with TEMA (Turkish Foundation for Combating Soil Erosion, for Reforestation and Protection of Natural Habitats) trainers. We prepared a powerpoint presentation in Turkish, matching EWWR communication tools enriched with visuals. We delivered hardcopies of these to 31 different schools in Izmir. We designed the training material according to the ages of students. Also through the trainings we gave practical information about waste management process. These tools and techniques attracted the attention of the students. We are continuing our waste reduction trainings at schools. The number of students we are reaching is growing day by day. Our campaign was broadcasted on 7th February 2012, on the Turkish National Television, also known as TRT with the shootings from one of the trainings we did.

On 24th November 2011, we participated to a Businessmen Meeting on Sustainable Waste Management that David Robert Newman (General Secretary of Assobioplastiche at Assobioplastiche, Vice President at ISWA, Managing Director at ATIA-ISWA ITALIA, Managing Director at CIC) was speaking in Istanbul, Turkey. We promoted our campaign sharing ideas with business people from several sectors, academicians (a meeting of 50 participants). This was a great opportunity for us to announce our project and actions about waste reduction.

On 26th November 2011, we visited an area centred on the problem of waste and made a coastal clean-up (open to public participation). Mr. Ufuk Unal, Chairmen of the Energy Commission within Turkish Businessman Association (TUGIAD) attended the clean-up himself. During the day a national radio channel announced our clean-up. Also TEMA, students and teachers from the schools that we gave the trainings, participated our clean-up activity. The amount and the type of waste was evaluated, reported and shared with Izmir municipality, and with the relevant authorities on the subject. Our clean-up news was broadcasted on two different TV channels on 26th November 2011 and afterwards we participated to a radio program on 9th December 2011, and a TV program live on 17th December 2011, and we gave information about “the importance of waste reduction” and promoted our campaign.

On 27th November 2011, we opened a booth at the biggest hypermarket in Izmir and informed general public (especially consumers) about the economical, social and economic impact of waste. We informed thousands of hypermarket customers (on Sundays the customer number is around 35.000 at this hypermarket). We also made a waste reduction survey to hypermarket customers. We gave them the shopping lists that would guide them when they did their shopping. The customers were informed about waste reduction just before they did their shopping. Our hypermarket booth news was published on a newspaper on 9th December 2011. We prepared a survey report including numbers and evaluations and shared it with EWWR Secretariat.

On 15th February 2012, we joined a “Waste Management Meeting” at Izmir Chamber of Commerce. We presented our campaign to participants from different sectors including President of Environmental and Urban Planning Directorate of Izmir and Representatives from the Foundation of Environmental Protection and Waste Utilization.

Students at one of the schools we gave waste reduction trainings, made painting and sculptures from waste. They reflected their thoughts this way and we opened an art exhibition from these artworks of the students on 19th March 2012 in Izmir. The exhibition will be visited for one week. This is a very nice, tangible deliverable of our campaign. The date is also special in terms of environment because it is celebrated as “forest week” in Turkey. Reporters from press participated to our exhibition. The news of the exhibition will be on TRT news on 21st March 2012.



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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

Our first target audience is students. Our awareness trainings, motivated them develop critical thinking and reflection about the waste reduction subject. We believe in that because they eagerly would like to make paintings and sculptures from waste after our training (in total till now the number of students who got waste reduction training within the campaign is over 2000). Also the schools who heard about our trainings made contacts with us and this interest is also encouraged us to continue trainings.

In our booth at the hypermarket, people from all ages were interested into the subject because we filled a knowledge gap about waste reduction process. We did a survey at our booth and this attracted the attention of the consumers as an analytical work and by the means of this we managed to reach more of them (hypermarket has approx. 35.000 customers on Sundays).

Our coastal clean-up was open to public participation and people were interested while we do the clean-up, asked us about our campaign and would like to be informed and would like to join us (40 participants)

We participated the meetings both in Istanbul and in Izmir (in total approx. 150 participants). We had the chance to announce and promote our campaign among businessmen from different sectors, academicians and state bodies, even international terms. We put the idea "the key element of a precautionary approach, from a business perspective must be the idea of prevention rather than cure." in their minds. That would mean the start of waste reduction projects and the actions to be taken within the network of companies and state bodies.

Media (TV, radio, newspapers) was very interested in our campaign. Our campaign was broadcasted several times on TV and radio. JCI Izmir chapter president and me as "Waste Reduction Awareness Project" director were guests on this 30 minute live TV Program 17 December 2011 on SKY TV. In the program we shared information about EWWR, our goals, the clues about how to reduce waste, our goals and future plans about waste reduction. In the "Posta newspaper" our project was published in 9th December 2011. Posta Newspaper has 470.000 daily circulations. Second best-selling newspaper in Turkey among 35 Newspapers. Our Waste Reduction Awareness Project was on Turkish National Television twice. JCI Izmir's Waste Reduction Awareness Project is on 46 different Internet News Pages. We shared all the visuals, link of the web pages with the EWWR Secretariat. Soon our project will be published on an environmental magazine in Turkey and we will also be sharing it with you. Our campaign was announced on a nation-wide broadcasting radio channel. Also on the same radio channel we were guests on a live radio program with our campaign. People, who watched these programs or read the articles, reached us and tried to get detailed information. This way we believe that we spread the "waste reduction" subject to millions of people in Turkey by the power of media. We also announced our campaign in JCI Izmir and JCI Turkey google e-mail groups and facebook groups. We setup a web page for the campaign and we shared the process details, visuals (videos, pictures), news there. We setup a facebook page for the campaign and we also shared all the information there. Also we shared our project information and photographs on EWWR facebook page. We utilized social media.

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

As we mention in our detailed description of the nominated action above in number 4, we would like to go on spreading waste reduction awareness, we aim sustainability with lasting impact. We want to give the lead with an adoptable example. With this goal, even after the European Week For Waste Reduction ended, we continued our campaign with trainings, meetings, appearances on TV, radio, newspapers and exhibition.

In the following days, we are planning larger scale events. JCI Izmir - locally, and JCI Turkey - nation wide, have official trainers who are also members. We are planning to make the "waste management" a part of our training program. And we are planning to spread the awareness organizing all JCI Turkey chapters (25 chapters) with the workshop we will do in April 2012 at our Spring Summit. Afterwards we are planning to organize all JCI Turkey chapters to join "World Clean-up day" in 12th May 2012. We will help organizing and participate "Zero Waste" meeting in Istanbul in June. We are also organizing a know-how transfer meeting in June 2012 with JCI Braunschweig, Germany chapter (with participants from the state bodies from Izmir and Braunschweig), at our JCI European Conference where there will be 2.500 participants from 40 different countries in Europe. We are currently in contact with Turkish Republic Ministry of Foreign affairs in order to spread our campaign all over Turkey. In the following days we will have a face-to-face meeting with the ministry in Ankara in order to draw our road map. These are important signals of our campaign follow-up in long term and lasting impact.

We also believe that our campaign is a very good practice, it is original and exemplary. The content was qualified and the major focus was on waste prevention. It is also adoptable and reproducible in Turkey and in JCI Turkey and/ or abroad (JCI has a wide network), also with the cooperation of other NGOs, firms, state bodies in Turkey and/ or abroad.

And most of all we would like to be the official organizer of the EWWR in Turkey in 2012. Through this path we need much more visibility so eventually we will have a wider network that could help us reach our goals on a solid basis. If we get the EWWR award it will not only motivate us as JCI project members but also will support us in terms of necessary resources to reach our goals.

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

- JCI Izmir Waste Reduction web page: <http://atikazaltimi.com/>
- JCI Izmir Waste Reduction Facebook page: <https://www.facebook.com/events/202378143170326/>
- JCI Izmir Waste-Art Exhibition Facebook page: <https://www.facebook.com/#!/events/366207063419237/>
- TV news appearance on 26th November 2011, YeniAsir TV: <http://www.youtube.com/watch?v=iG47e2utn5U>
- TV news appearance on 26th November 2011, SKY TV: <http://www.youtube.com/watch?v=dXsqbMng2qo>
- Live, 30 minute long TV Program on 17th December 2011, SKY TV: <http://vimeo.com/34068169>
- TV news appearance on 7th February 2012, TRT News: <http://www.youtube.com/watch?v=s6h09Hkiqgs>
- Live, 60 minute long Radio Program record on 9th December 2011, on Radio Pause is available in EWWR Secretariat.
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