



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: WasteServ Malta Ltd  
Country/Region: Malta  
Name of nominated project developer: EkoSkola (run by Nature Trust Malta)  
Name of nominated action: Green Meetings: Minimal waste during Annual EkoSkola Award Ceremonies  
Place: St. Benedict College Boys Secondary,  
Town: Kirkop  
Region: N/A  
Country: Malta  
Website: [www.ekoskolamalta.com](http://www.ekoskolamalta.com)  
Nominee **category**: Association/ NGO  
Dates of action: 24/11/11

### 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: open to school children and professionals from the private and public sector

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

EkoSkola annually organizes two Green Flag Award Ceremonies- one in Malta and one on the sister island of Gozo. During 2011, these ceremonies were purposely organized during the European Week for Waste Reduction. Refreshments organized during these ceremonies were planned in a manner to produce the least waste possible. In fact:

- to provide refreshments a switch to reusable cups and saucers, glasses, plates and teaspoons was made. Thus disposable items were only limited to paper napkins for hygienic purposes;
- sugar and coffee were bought in bulk and presented in containers rather than sachets or portion servings;
- milk and juices were bought in large containers;
- food was homemade to reduce as much as possible packaging waste and to make it possible to buy in bulk;
- to make the least possible use of paper, rather than printing the programme, the team projected the programme on screen during the ceremony as necessary;



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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**

Around 250 students, teachers and senior management from around 80 different schools attended the Award Ceremony on the 24<sup>th</sup> of November.

The fact that the event was organized to a large number of people showed those present that it is only a matter of actually putting into practice what is preached during environmental campaigns.

During this event, teachers and students attending could get first hand experience of how waste reduction can be achieved by adopting and adapting to new simple procedures. Thus, the audience attention could be attracted to these waste reduction practices which can inspire one to replicate the same procedures during their scholastic events especially during the Christmas parties which were due in a month's time.

**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

The award ceremony opened with a presentation including information about why the event was taking place during this week, what the EWWR entails, and the waste reduction actions taking place on the day during that Award Ceremony.

The fact that we are living in a highly consumerist society might alienate people, even schools, to adopt green practices. But organising refreshments in this way and showing all those present how this can be done with the least waste generation possible was a very tangible and encouraging approach of showing how easy it can be to switch to reusable items, buy products in bulk, reduce packaging waste as well as reduce printable material.

This action is easy to follow by any entity and not only schools. Thanks to the investment in the material purchased (such as reusable cups), which will be used as an effective visual tool to waste reduction, EkoSkola team will continue to lead by example in forthcoming events.

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



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