



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Agência Portuguesa do Ambiente
Country/Region: Portugal
Name of nominated project developer: DECO - Associação para a Defesa do Consumidor
Name of nominated action: PhotoConsumption
Place: on the internet (www.deco.proteste.pt/decojovem)
Town: on the internet (www.deco.proteste.pt/decojovem)
Region: on the internet (www.deco.proteste.pt/decojovem)
Country: Portugal
Website: www.deco.proteste.pt/associacao/
Nominee **category**: Association/NGO
Dates of action: 21-11-2011 to 27-11-2011

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

The action aim is to create a photo gallery with behavioral information that demonstrates (using real images) which practices are correct and that the general consumer should take to consume in a sustainable way and focusing on waste prevention. Purpose of the gallery: educate consumers about waste prevention, highlighting the importance of choosing the correct packaging and demonstrating sustainable purchasing criteria, possible to adopt in our daily lives. The gallery will be housed in the DECOJovem area and can be downloaded by teachers and students (belonging to the DECOJovem network of schools) and will be publicized on the website of the Association, during the week of 21 to 27 November 2011. It is therefore intended to reach the general public and the school community in particular. This feature can be used in schools, creating a multiplier effect of the message. Additionally, in the space devoted to the gallery, visitors can find and download the materials designed within the European Week for Waste Reduction.



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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

Target audience is General Public.

The gallery will be illustrated by a familiar context, so that the general consumer identifies itself with the initiative. The aim is to bet on the image, showing the better choices for the adoption of a sustainable behavior.

This action was estimated to have 2500 participants.

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 action was nominated because of its visibility and communicational aspects, quality of content and focus on waste prevention and European reproducibility.

According to the proponent aspects that should be taken into account are:

Originality: The gallery will be accessible on the network, both nationally and internationally, and may be a working tool for the school community and the general consumer.

Follow-up: The gallery will be held by the Department of Education and New Initiatives of DECO. The disclosure is made through the website of the Association and of the schools "DECOJovem". Recording the number of visits to the gallery will estimate the positive impact of this initiative. There will be a final report, which shall appear the number of views in the photogallery.

Adoptable: The gallery will be available on the network, as such, is a tool for easy access. May be discharged by the school community anywhere in the country (mainland Portugal and the autonomous regions) and viewed by any consumer, regardless of their geographical location.

Lasting impact: The photo gallery can help guide consumers' choices when buying products. This is an initiative with an important multiplier effect among all age groups of consumers and an increased focus via a digital communication, the added benefit of not producing waste.

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

Please go to the link to access to the application:

<http://www.deco.proteste.pt/consumo-sustentavel/fotoconsumo-sustentavel-s661991.htm>



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