



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: **Lipor**  
Country/Region: **Portugal/Porto**  
Name of nominated project developer: **Ready Mind / ERP Portugal**  
Name of nominated action: **WEEE Parade**  
Place: **Porto**  
Town: **Porto**  
Region: **Porto**  
Country: **Portugal**  
Website: **<http://www.readymind.eu/>**  
Nominee category: **Association/NGO**  
Dates of action: **19 to 27 November 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

WEEE Parade - Exhibition with several WEEE (waste of electrical and electronic equipment) decorated with different themes, making it more appealing and attractive pieces that apparently would be discarded. In this way, and through the visual impact combined with the creativity of artists, we will sensitize visitors to this theme. At the same time, and with the aim of strengthening the social component of the project, we will donate the equipment to local charities.



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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**

**Description of the motivation:**

Part of the celebration of the annual European week for waste reduction (EWWR), ERP Portugal, focused on the pillar of reuse and recovery equipment, in particular waste Stream of electrical and electronic issues (WEEE). Since 2007, Lipor has in its facilities a unit that "transforms" the WEEE in EEER (electrical and electronic issues Recovered) and donate them to various institutions in EEER partnership with ERP Portugal (managing body of waste).

This action aims to differentiate itself through the addition of a declared value aesthetic, performed by associated Ready Mind (non-profit association for waste reuse through art and Design), recovery/reuse of WEEE in the sense of awakening and sensitize visitors for the possibilities of reusing and visual reinterpretation.

The use of WEEE in order to carry out a "parade"/awareness exhibition managed to captivate the attention of everyone who passed during the European week for waste reduction, by Bombarda shopping centre.

The realization of this initiative has enabled alert and sensitize the population to the waste produced in their everyday life, exemplifying the possible options to prevent and/or reduce the amount of waste, by giving them a new life.

The social order to ally to the event also caught the attention of the public visitor (recovered equipment will be donated to charities: e.g., vacuum cleaner, iron, Toaster, columns, etc.) These EEER at the end of exhibition will be donated to institutions that declare interest in usage.

Through the concrete and visual impact, what we can all do to reduce the amount of waste disposed, promoting reuse.

**N.º participants:** not accounted for

**Description of the target:** population in general (all Bombarda Centre visitors)

**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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Our decision was due to the fact that it is an original initiative that, through creativity, calls for a cause of great relevance: waste accumulation.

For us it is very important to warn against good and best environmental practices that lead to a more sustainable development of society. In today's society it is very important that citizens and organizations work on issues of reuse and waste reduction. It is important to realize the role of organizations and society at large on the theme of waste reduction and recycling. With this initiative were able to involve various stakeholders: citizens, associations, agencies and raise awareness about waste reduction theme.

Effectively today to extend the life of the products is imperative both in a perspective of sustainable consumption and waste reduction. This project addresses the theme of waste electrical and electronic equipment, which is one of the streams that have reflected a continued growth.

WEEE Parade (in Portuguese WEEE-waste electrical and electronic equipment) endorsed, in particular, impact based on creativity, leading visitors to reflect on the theme and find different ways to give new life to equipment which would have completed their life cycle. Reusability is one of ways to value and waste is most often combined with projects that have a social component, like this. The exhibits will be donated to charities. Reuse alia to social solidarity, alerting you to waste prevention, the main goal of this European project!

The exhibition can be exploited by all visitors of the Bombarda Centre, with free admission. Equipment recovered were placed and distributed by the Centre's spaces (hall and shops), having been placed in visible locations and identified with the image of the campaign. At the same time, and with a view to obtaining a more active participation, was available a washing machine so that the visitors could decorate it.

In this way, and to highlight the problem of the treatment and recycling of WEEE (waste of electrical and electronic issues), we considered it appropriate to seize the European Week for Waste reduction and alert to raise awareness on this issue, reinforcing the importance of reuse and all the work done in partnership with Lipor (EER workshop).

The area of education and awareness is crucial in the work done within the framework of the activity of entities involved, inasmuch as no information citizens do not fulfil their function (prevention/reduction/waste recycling; through separation and routing of the correct channels for this purpose).

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

