



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Avfall Sverige
Country/Region: Sweden
Name of nominated project developer: Förbundet Agenda 21/Ungdomsting för hållbar utveckling
Name of nominated action: Spreading Awareness from the Youth Conference on Sustainable Development
Place: Västerås
Town: Västerås
Region: Västmanland County
Country: Sweden
Website:
Nominee **category**: Association/NGO
Dates of action: 20-27 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

More than 120 young men and women and 12 teachers from all ten municipalities of the county of Västmanland participated in a Conference about sustainability in Västerås. Inspiration, knowledge and commitment was the motto of this year's coolest Youth Conference on Environment and Change and the theme was "Sustainable Society - you matter and can make a change!".

The aim was to inspire and deepen the participants' knowledge of sustainable development and recycling. Behind the event is the Association of Agenda 21 (FA21), the County Board, Landstinget and all the municipalities in the county. The conference is designed to increase interest in and commitment to environmental and social issues among the county's young people. The overall aim is to engage and educate, create a meeting point where the county's young people deal with their issues.

- The goal of the day was to increase knowledge and understanding that their own actions are meaningful, to be inspired to work on issues at home such as at the school, says Sara Wallentin, project manager. Several issues such as climate change, environment, democracy, entrepreneurship were treated and woven together throughout the day.

This year, artistry and culture had a place of their own during the day.

– We organised a creative work-shop called "Pimp my trash" where the students could make art out of things that we otherwise only would have thrown away.

The program was creative, all the students got an introduction to the EU waste hierarchy and the difference between recycling and reuse. All students also saw the movie "A world without garbage" as inspiration for their own project ideas that they discussed in small groups during the afternoon. They also got inspired by listening to other young role models in the field of environment.

Creative workshop where old things became new

The day started out with refreshments and the opportunity to submit old clothes in a swap corner as well as making bags out of old movie posters. There was also a possibility to try to create energy via biking to cool down a Fairtrade soda. Erik Dahlquist, professor of energy, opened the day and talked about renewable fuels. Then students were divided into two groups. One was to create new things from old junk and learn more about the waste hierarchy. The other listened to an inspiring talk about what young people find is necessary in order to improve the environment and reduce climate change around the world and also how to gather up here in the county.

Save the world as a business concept

After a vegetarian and organic lunch, all students were divided into even smaller groups for now it was time to come up with their own ideas about what they want to do in their daily life. Four young committed environmental entrepreneurs introduced themselves and their business ideas; the students were then free to create project ideas based on their ideas in workshops "Re-design the world".



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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

The target audience was students from secondary school, mainly from second until third grade, all around Västmanland. The idea is that the students bring their knowledge back to the school and municipality and organise some kind of activity for their school or local society.

Examples of ideas that were born during the day were:

- Music Festivals with a recycling theme
- Football Charity Cup
- Plant trees in Africa
- Publish a book with green tips
- Exhibition on endangered animals
- Arrange a city race "green run", where the profit goes to charity
- Arrange for a week to get as many people as possible to ride horses and walk on motorways
- Arrange a horse show where the profit goes to the WWF

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 Conference attracts young people and teachers from all around Västmanland, a county in the heart of Sweden with over 250 000 inhabitants. Experiences from the conference were then spread on to youth throughout the county. The conference is an engaging and creative meeting place for young people. By starting with an introduction by the EU's waste hierarchy, the conference focused on waste prevention, reuse and recycling. The Conference can be a role model for all European countries and help young people to meet across borders, and discuss issues as sustainability, climate and waste prevention. The conference is arranged every year and is therefore a long time work.



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