



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Specialised Division FA19D Waste and Material Flow Management
Country/Region: Styria/Austria
Name of nominated project developer: Waste management association Voitsberg
Name of nominated action: *Clevere Jause* (“Clever Snack”)
Place: Schools
Town: Köflach, St. Johann
Region: Styria
Country: Styria
Website: -
Nominee **category**: Others – joint action between schools, companies and the waste management association Voitsberg
Dates of action: 21 – 25 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

The waste management association Voitsberg, supported by the company Saubermacher, initiated the project **“Clevere Jause – Clever Snack”** during the European Week for Waste Reduction. The project addressed around 1,200 pupils of different ages attending different types of schools of the Styrian district Voitsberg (grammar school, vocational school and technical school in Köflach and primary school in St. Johann Köppling).

The aim was to change the pupils’ usual eating habits by offering more “sustainable” snacks, e.g. replacing single-use cups for soda machines with multi-use cups. Drinks and snacks were provided by regional farms and companies of the district.

All involved persons gave a very positive feedback about the action, and the responsible headmasters agreed to continue the project in their schools after the European Week for Waste Reduction.

The waste management association Voitsberg promised to supply the participating schools with multi-use cups and will try to implement the project in other schools within the district Voitsberg, too.



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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 focused of course on the approximately 1,200 pupils of the participating schools, but also included teachers, headmasters, school buffet owners as well as suppliers of food and drinks. Pupils attended waste-related presentations in their schools and were informed about the amount of waste they help avoid by participating in the action, both incentives boosting their motivation to join.

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

1+2+3) These criteria were successfully met by informing pupils about the waste they help to reduce and by integrating the waste topic in their lessons. During a follow-up meeting among the classes, all pupils were really surprised to see how much waste they had actually help avoid within just one week. Spontaneously they all declared to be willing to contribute in the future, too **(please see the attached photos)**.

Since pupils from as many as 25 municipalities of the district Voitsberg attend the grammar and vocational school in Köflach, the transregional importance of the project must not be underestimated.

- 4) The project can easily be launched in other schools at the national and international level.
- 5) A long-term continuation while keeping efforts to a minimum is possible.



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

