



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Public Environmental Management Company of the Basque Government, IHOBE SA
Country/Region: Basque Country
Name of nominated project developer: ALHÓNDIGA BILBAO
Name of nominated action: "WASTE, CREATIVE REUSE FESTIVAL".
Place: Alhóndiga Bilbao
Town: Bilbao
Region: Basque Country
Country: Spain
Website: WWW.ALHONDIGABILBAO.COM
Nominee **category**: Others
Dates of action:
- From 21st to 27th 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:



With the support of
the European Commission

www.ewwr.eu





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

Alhondiga Bilbao participated in the EWWR celebrated from 19th to 27th November of 2011. For that purpose, we prepared "Waste 2011", a multidisciplinary programme with activities open to all kind of publics, and aimed to show different manners to reuse waste, material and immaterial, generated by our way of life, contributing with new visions promoting more ecological attitudes.

At the same time, we wanted to become in a space of knowledge and experimentation, so different creators could show parallelisms between different disciplines, and also propose questions about sustainability in cultural creation.

The programme consisted in the following actions:

1.- Workshop on recycled receipts

It is not always possible to avoid food waste, but there is a opportunity to make use of them to prepare another meal without reducing its quality. The workshop proposed the preparation of 3 courses (first, main and dessert) with ingredients coming of rests of food.

2.- Workshop: COLLAGE OF WORDS

Old newspapers, scissors and glue were the necessary materials to select words and phrases to create poems.

3.- Workshop: M.I.C.S.A.A. (Customize your life)

Master on Intergalactic Construction of Sustainable and Amazing Artefacts. The proposal consisted on reuse of furniture, signalling the installation "Imagine Bilbao", which was part of the exposition "Trans/Formations, the city: spaces and times".

4.- Trash-formations. Secondary Education Students.

Workshops aimed to secondary education students, with the objective of developing the creativity by the transformation of materials thrown away. We celebrated 2 workshops: creation of masks and creation of musical instruments. Before each workshop we offered a conference informing about waste reuse, with examples of reuse actuations in the Basque Country and Europe.

5.- Concert "Torn de nit" (Cabosanroque)

It is a serenade born from the dismantling of a production line in a biscuit factory, from which was reused a great part to make a full mechanic orchestra.

6.- Theatre: "Mondo Flurss" (Extrange colours)

Flurss is the sound of plastics bags when they collide. It is a very visual play aimed to children between 3 and 5 years old, almost without text, where, by the manipulation of plastic bags, different animals, landscapes and objects are generated.

7.- In the fridge (Amasté)

Symposium aimed to professionals and people who consume culture, in which the subject is the lack or the abundance of ideas and their exploitation in a sustainable manner. The speakers were:

- Laurence Rassel, (Director of the Antoni Tàpies Fundaion of Barcelona)
- Fernando J. Echevarrieta (Director on Development and Technology of the Platform Digital ideas4all)
- Ricardo Antón (Co-director of Amasté)

8.- Exchange Market ("Whithout Money Association")

9.- Talking with rubbish

Different associations involved in recovery exchanged their ideas and showed their actions aimed to the artistic and creative world.



With the support of
the European Commission

www.ewwr.eu





5. Please describe the target audience and how the action motivated its public/target audience, as well as the number of participants

ACTIVITY	SESIONS	ASOCIATIONS/ COMPANIES	DAYS	ASISTANTS
In the fridge	3	AMASTE	22/11/2011	40
Recicled receipts	1	YANDIOLA	23/11/2011	13
Conference: Experiences on recovery	1	DRAP ART MAKEA TU VIDA	24/11/2011	35
workshop M.I.C.S.A.A.	2	MAKEA TU VIDA	25-27/11/2011	10
Collage of words	3	DRAP ART	25 and 26/11/2011	12
Exchange Market	3	DIRURIK GABE ELKARTEA	27/11/2011	200
Scholar workshops Trashformations	15	ZARAMARI TRUCA REC TUNIPANEA	21-25/11/2011	181
Concert "Torn de nit"	2	CABOSANROQUE	24/11/2011	100
Theatre "Mondo flurss"	2	KOLORE BITXIA	26/11/2011	106
9	32	10	7	697

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



With the support of
the European Commission

www.ewwr.eu





WASTE 2011 has been the first creative reuse festival in the Alhondiga Bilbao, and also in the Basque Country, so it is a pioneer actuation. It has been useful to think about our way of life. It is a very original and creative way to aware consciousness about the necessity of reducing waste and changing the consumption and production model. It is a fun manner of spreading this message. It is not common to see actuations in which culture and environment are put together.

The festival has been incorporated to the permanent programme of the Alhondiga Bilbao, so its durability is granted, and it is expected to improve it successively.

It is a way to create a dispositive that will allow exploiting the material and immaterial waste that pass by the centre of Alhondiga Bilbao.

The participation in the EWWR is a way to show this activities to all the institutions involved in recovery and reuse of waste.

To spread the festival, the festival had an important presence in media: newspapers, radio, TV, the website of the Alhondiga Bilbao, the social networks...

The reproducibility in Europe in high, it is only necessary to have imagination and resources to organize a such a wide range of activities, involving prestigious speakers, important recovery companies, artistic companies, etc.



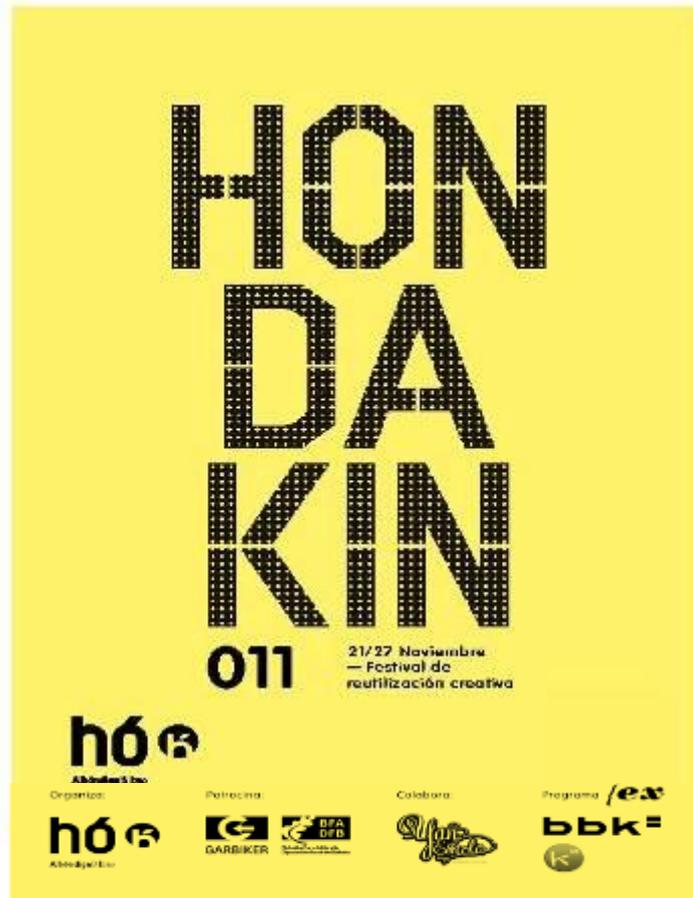
With the support of
the European Commission

www.ewwr.eu





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

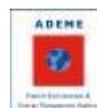


**Announcing the festival –
WASTE 2011**
21/27 November
Creative Reuse Festival



With the support of
the European Commission

www.ewwr.eu



HONDAKIN

011

— Festival de
reutilización creativa
— Festival de
reutilización creativa

AZR
21/27
NOV

PARA PÚBLICO GENERAL PARA PÚBLICO GENERAL		Teatro Kalea Bixia Teatro Kalea Bixia "Mondo Flurss"		En la nevera Sobre el archivo y reciclaje de inorgánicos		PARA ALUMNADO SECUNDARIA PARA ALUMNADO SECUNDARIA	
*****		*****		*****		*****	
23 AZR NOV	Taller "Recetas recicladas" Taller "Recetas recicladas" Yaneskola 20:00 - 21:30 h Yan Eskola. Yandira	26 AZR NOV	Truke Azhoka Dirurik Gabe Sin Dinero Elkartea 10:00 - 14:00 h Atrio de las culturas Atrio de las culturas	22 AZR NOV	En la nevera Sobre el archivo y reciclaje de inorgánicos En la nevera Sobre el archivo y reciclaje de inorgánicos	21 a 25 AZR NOV	Reciclajes creativos Reciclajes creativos Zaraman 9:30 - 10:30 h Sala Basilio, -2 Solairua Sala Basilio, Planta -2 9:30 - 10:30 h Sala Polivalente Sala Polivalente
25 AZR NOV	Taller "Collage de la palabra" Taller "Collage de la palabra" Drop-Art (taller senior) 18:30 - 20:30 h Medialab2 (taller infantil) 12:00 - 14:00 h Mediateka, Medialab2, Planta -2	27 AZR NOV	Charlando con la basura Experiencias de reutilización creativa en Hondakin Charlando con la basura Experiencias de reutilización creativa en Hondakin	22 AZR NOV	Esto no es una nevera* Esto no es una nevera* Ponentes Ponentes: Laurence Rassel Fernando J. Echevarrieta Ricardo Antón 10:30 - 14:00 h Sala Basilio, -2 Solairua Sala Basilio, Planta -2 * Cocktail hondakin: Los asistentes al encuentro podrán disfrutar de la degusta- ción de platos reciclados elaborados por el restaurante Yandira. * Cocktail hondakin: Los asistentes al en- cuentro podrán disfrutar de la degustación de platos reciclados elaborados por el restaurante Yandira.	21 a 25 AZR NOV	Taller de creación de máscaras Taller de creación de máscaras Iruca Rec 10:30 y 11:30 h Sala Polivalente Sala Polivalente
25 a 27 AZR NOV	Taller M.I.K.A.S.A.* Taller M.I.K.A.S.A.* Makea lu vida 10:00 - 14:00 h / 15:30 - 19:00 h Atrio de las culturas Atrio de las culturas *Muestra de los resultados del taller el día 27 a las 18:30 h Atrio de las Culturas. Entrada libre *Muestra de los resultados del taller el día 27 a las 18:30 h Atrio de las Culturas Entrada libre	24 AZR NOV	Presentación del programa Hondakin Presentación del programa Hondakin. "15 Años con la Basura" "15 Años con la Basura" Drop-Art "M.I.K.A.S.A." "M.I.K.A.S.A." Makea lu vida 19:00 - 21:00 h Sala Basilio, -2 Solairua Sala Basilio, Planta -2	22 AZR NOV	Plato Hondakin** Plato Hondakin** 14:00 - 15:30 h Restaurante La Fiorinda Restaurante La Fiorinda Un prototipo de nevera Un prototipo de nevera 15:30 - 18:30 h Sala Basilio, -2 Solairua Sala Basilio, Planta -2 ** Para asistentes a Un prototipo de nevera Plato elaborado a partir de comida sobrante de otros recatos. ** Para asistentes a Un prototipo de nevera Plato elaborado a partir de comida sobrante de otros recatos.	21 a 25 AZR NOV	Taller de construcción de instrumentos musicales Taller de construcción de instrumentos musicales Iunipanea 10:30 y 11:30 h Sala Basilio, -2 Solairua Sala Basilio, Planta -2 10:30 y 11:30 h Sala Polivalente Sala Polivalente
24 AZR NOV	Concierto CaboSanRoque Concierto CaboSanRoque "Torn de Nil" 21:00 - 22:00 h Auditorio Auditorio						

Organiza

hó

AhmedgaBilbo

Patrocinado

Colabora

Acta en vivo en



Photos of the activities

