



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: WasteServ Malta Ltd
Country/Region: Malta, Gozo
Name of nominated project developer: GozoMosaic
Name of nominated action: Let's make mosaic
Place: Main Square
Town: Xaghra
Region: Gozo
Country: Malta
Website: <http://gozomosaic.com/>
Nominee **category**: Other
Dates of action: 26/11/11

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

A Gozitan resident, Ms Mary Portelli, contacted Xaghra Local Council to join forces and organise an action within the Local Council's waste reduction action on the 26th of November 2011. Ms. Portelli is a mosaic artist and wanted to show the general public that beautiful art can be made out of waste by producing something which will be utilised by the locality hosting the event. In fact, Ms. Portelli encouraged the public present to cover a flower pot with broken crockery which they would have brought from homes.



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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 action was targeted to the general public and people attending the stand amounted to around 40 people. The hands-on activity was positively received especially from children since it could be noted that the young citizens were returning to the stand with their parents for a second try at fixing the broken pieces onto the pot before heading back home from the morning errands.

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 activity was organised on a Saturday morning at the main square of the locality, a popular day and place where locals run their errands. The headmaster of the local primary school had encouraged children to attend by word of mouth.

The process of mosaic making was explained as a means of minimising waste by giving new life to broken items. People are used to throwing away their broken crockery but such a demonstration will help them realize that some broken items which may easily be considered as waste can have a second life and be reused for other purposes, such as to create beautiful art.

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

