



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: Agência Portuguesa do Ambiente  
Country/Region: Portugal  
Name of nominated project developer: Lar Especializado de Infância e Juventude "Casa Alberto Souto" – Segurança Social - Escola B. 2,3 de Aradas - PIEF  
Name of nominated action: Keep what you have, you will find what you do not have"  
Place: Bonsucesso-Aradas  
Town: Aveiro  
Region: Centre  
Country: Portugal  
Website:  
Nominee **category**: Others  
Dates of action: 21-11-2011 to 25-11-2011

### 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

Presentation and explanation on the treatment and disposal of the Municipal Waste in the city of Aveiro - ERSUC (Solid Waste Company of the Center), through the "House of the Environment," a mobile "house" that goes to schools and institutions, explaining the circuit of the potentially recyclable urban waste as well as the best way to separate them and putting them in "Eco-spots". Provides a game with a motion capture system and 3D graphics, which enables up to four players simultaneously, trying to recycle as much waste as possible, such as cardboard/paper, metal, plastic and glass. Throughout the week various materials are collected to transform and reuse, such as plastic bottles for Christmas trees; paper recycled into decorative items, newspapers and magazines reused as wrapping paper for holiday gifts, milk and juice packages for building games and gifts. The goal of this action is to sensitize the participants to reduce consumption and promote more sustainable consumption habits reducing environmental impacts.



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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**

Target audience is Schoolchildren/students.

No decorrer das aulas, motivando para a realização de materiais com utilidade e que diminuam as despesas, não comprando prendas ou objetos . Divulgação de notícias a nível mundial de prejuízos para o planeta e qualidade de vida, com as atitudes irrefletidas que o ser humano tem para com o ambiente.

Estimated 30 participants

**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

Originality: Proporcionar aos participantes uma estratégia de aprendizagem através do jogo e descobrir a criatividade de cada um ao transformar materiais recicláveis noutros de utilidade.

Follow-up: Questionários; envolvimento e participação na acção e avaliação dos resultados.

Adoptable: Sim, em qualquer contexto.

Lasting impact: Não havendo despesas. Guardando os materiais necessários à realização da oficina e reutilizando-os. Motivando os participantes a divulgar e a criar hábitos de aquisição de produtos de forma sustentável. Os questionários enviados/entregues por correio electrónico



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