



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Avfall Sverige
Country/Region: Sweden
Name of nominated project developer: Medveten Konsumtion
Name of nominated action: Social Media and the Waste Hierarchy
Place: The internet (www.medvetenkonsumtion.org, www.skankes.se, www.twitter.com/MKSverige)
Town: Stockholm
Region: Stockholm County
Country: Sweden
Website: www.medvetenkonsumtion.org
Nominee **category**: Other
Dates of action: The whole week, 19-27 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

Background

The ambition of Medveten Konsumtion's participation in the European Week for Waste Reduction (Europa Minskar Avfallet) was to explore how social media could be used to promote awareness of the Waste Hierarchy. Medveten Konsumtion (Translation: Conscious consumption) works to raise awareness about the effects of consumption and stimulate discussions on the topic. Emphasis is put on consumer power and that by putting some more thought into what we buy, quality of life can be just as great when consuming a little bit less.

During the EWWR, Medveten Konsumtion wanted to explore how social media could create a network of different actors in society such as businesses, NGOs, municipalities and consumers who together could contribute more efforts to the Waste Hierarchy's top two layers: by reusing and preventing waste from arising.

Action

During the EWWR, Medveten Konsumtion teamed up with an inspiring group of organisations: all different but with the same ambition: reducing waste. Employing Twitter as the main source of communication, one week was devoted to discuss waste reduction and the Facebook-application Skänkes.se to encourage the reuse of material resources.

a) Twitter (@minskaavfallet)

In a cooperation with Avfall Sverige that set up the Twitter-account with the tag @minskaavfallet (@reducewaste) Medveten konsumtion actively celebrated participating projects in the "European Week for Waste Reduction" and quickly spread advice on how to reduce and prevent waste. The tag also generated possibilities to discuss methods of reuse and to share experiences on the topic.

b) Facebook (Campaign: One million giveaways)

Facebook was transformed into a "Reuse spot" when one million Swedish households were challenged to find one item each they no longer needed and then advertise for new lucky owners on *Skänkes.se.

*Skänkes.se is an interactive Facebook-application created by Medveten Konsumtion. It allows users to give away belongings that they no longer need to their friends on Facebook. The ambition with the platform is to encourage both consumers and businesses to re-evaluate what constitutes waste. A lot of what we throw away today could be reused instead.



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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

Facebook: Consumers

Target group: consumers, male and female aged 20-35, who take some interest in the environment and who rent/co-rent or own a household.

On Facebook, a campaign page (Event page) was created in order to motivate the target group to use the reuse tool Skänkes.se.

The campaign page gave room for different ways of interaction with the project:

- A) Use Skänkes.se to give away something they no longer needed
- B) Participate in discussions about recycling or consumption on the “discussion wall”.
- C) Simply promote the challenge by
 - 1) Inviting friends to the challenge
 - 2) “Liking” Skänkes.se
 - 3) Sharing comments or ads on Skänkes.se with friends.

Twitter: Swedish Business, governments and NGOs

Target groups: SMBs, large enterprises, municipalities and NGOs.

Twitter was used to link different societal actors together with our consumer-focused activity on Facebook.

Twitter opened up a transparent discussion about waste management and stimulated interaction between the different target groups. It also strengthened the feeling that many actors were working together to reduce waste.

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

Medveten Konsumtion has through the service and the Facebook-application skänkes.se encouraged consumers to take advantage of resources. Medveten Konsumtion also made a contribution to the campaign's visibility by actively twittering during the campaign week.

It is fairly easy to put up a website and start this “business” in any country and within any area – all or more niched to special goods, special ages, interests etc.



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

Website Skänkes.se: <http://apps.facebook.com/skankes/>

Challenge page: <http://www.facebook.com/events/246310342089008/>

Prezi- Presentation: Case and pictures from the EWWR.
<http://prezi.com/hymstyqcsgot/copy-of-skankesse/>



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