



## 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: CEP KANPAZAR LHI  
Name of nominated action: "Used toys market and Campaing for the reduction of the use of toys that work with disposable batteries".  
Place: the school  
Town: Portugalete  
Region: Basque Country  
Country: Spain  
Website: [www.kanpazareskolablogspot.com](http://www.kanpazareskolablogspot.com)  
Nominee **category**: Educational establishment  
Dates of action:  
- From 22<sup>th</sup> to 25<sup>th</sup> 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

The action consist on the celebration of a used toys market. Also, there will be a survey aimed to know families habits; inform to the families about the need to reduce the consumption of disposable batteries and the alternative of using rechargeable batteries; analyzing toys leaflets to prioritize those without batteries.

Our School is working in a project about sustainable consumption in the framework of the Scholar Agenda 21, together with other schools of the municipality. We decided to participate in the EWWR with a campaign aimed to reduce the use of toys with disposable batteries.

A week before the EWWR we ask students to bring leaflets of toys, which in those days (before Christmas) were being deposited in the mailboxes of the houses.

After that, we made a survey with all of the students. They had to fill it with their parents, to gather information about the consumption of toys. 63% of the participants declared to have more than 20 toys. We also knew that 72% of them uses to repair the toys when they get broken, and that 92% of them have toys with disposable batteries. Also, 75% of the kids have toys that are never used.

We gave the parents a document to aware them about the necessity of reducing the use of disposable batteries, because they are responsible of water pollution and mercury release to the environment. Since we thought that it is very difficult not to use batteries, we suggested them to use rechargeable batteries.

In the EWWR, from 21<sup>th</sup> to 25<sup>th</sup> of November, we worked in all the classrooms with the collected leaflets of toys, evaluating which toys we like, which ones we do not like, which are ecological, and which of them are able to play in group. After that, students made wallpapers to show the results on the walls.

Also, during the EWWR, each student brought a toy (without batteries) not in use to exchange it in a market celebrated the 25<sup>th</sup> of November. This action was aimed to promote the reuse and the reduction of consumption.

After this activity we send another survey to the parents to verify if the consumption of batteries had been reduced.

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

The objective was to raise awareness about the excessive generation of waste by students and their families, making them conscious that it is necessary to take care of the environment.

Another objective was to reduce the use and consumption of toys with batteries. 585 students had been involved in this actuation, and also their families.

We tried also to promote correct attitudes towards the reduction of consumption by the second hand market.

#### 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



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- 1.- This action involved the participation of all of the members of the scholar community: parents, teachers, students, association of parents)
- 2.- The programme promoted good practices in the reduction of the use of dangerous substances, dangerous for the environment. Children became conscious of the importance of individual behaviour when there is a collective involvement.
- 3.- The actuation promotes the reduction of use of batteries and the use of rechargeable products.
- 4.- It is easily reproducible in all of schools in Europe, involving a wide range of children and their families.
- 5.- This campaign is able to have an influence in habits related with the sustainable consumption.

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

