



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: Finnish Solid Waste Association in cooperation with Tampere Regional Solid Waste Management Ltd and Ecofellows Ltd  
Country/Region: Finland  
Name of nominated project developer: Hukan Teillää  
Name of nominated action: Vihnusjärvi "Keep all lake clean" exhibition of pick up garbage  
Place:  
Town: Tampere  
Region: Pirkanmaa  
Country: Finland  
Website: [www.saunalahti.fi/hukan](http://www.saunalahti.fi/hukan)  
Nominee category: educational establishment  
Dates of action: 19.-27.11.2011

### 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

Harri Viitanen has made a construction of all the waste he picked up from the Lake Vihnusjärvi and the lakeside during only one summer day. The Lake Vihnusjärvi is 69 ha. The Lake is in the middle of the town of Nokia and popular recreation and swimming place. The drinking water of the citizens of Nokia get also their drinking water from the lake.



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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 target audience were the students of The Adult Education Center of Tampere. Exhibition wakes up the inhabitants to see how beautiful and precious the environment and nature around them is and the Lake Vihnusjärvi or any other lake is the most important to the welfare of the inhabitants of the town of Nokia. About 50 people signed the "visitor's book" in the exhibition.

**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

It is easy to adapt anywhere in Europe and anywhere in the World. Just do it! The immediate impact is to wake up people to see the amount of waste and lasting impact to avoid it and take care of the surrounding nature. Follow-up is complicate or organize.



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