



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: **Lipor**
Country/Region: **Portugal/Porto**
Name of nominated project developer: **Secondary and Basic School Domingos Capela**
Name of nominated action: **"Do you want to be an EHE (environmentalist, healthy and economic)?" Reusing Workshop**
Place: **Silvalde**
Town: **Espinho**
Region: **Porto**
Country: **Portugal**
Website: **<http://www.aedc.pt>**
Nominee category: **Educational establishment**
Dates of action: **21 to 25 November 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:



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4. Please give a detailed and precise description of the action

This action consisted in Customizing water bottles with labels to reduce their consumption and encourage the use of tap water.

An awareness campaign was made prior to the action, which was duly announced and publicized, both with the official poster of the EWWR, as with poster held by Club Hedera Helix (Club of students involved in the development of the action).

In this activity, the Club students separated into three groups: one in the city hall of Espinho, another in the vicinity of the José Marmelo e Silva Municipal Library customizing bottles, and a third group spreading out the "Tree of Wishes". These actions featured in the school journal "Barquinho de Papel" (paper boat) and in the Espinho Journal "Defesa de Espinho".

The action "Tree of Wishes" was based on the assembly of a natural Christmas tree, adorned with 700 coffee capsules of various colors, offered by readers of José Marmelo e Silva Municipal Library and the general population. This initiative held on 23/11/2011, between 2:0 pm and 5:0 pm, allowed to reuse the material, avoiding its disposal and purchase of new raw materials, fulfilling the previously proposed objectives.

Students, together with the staff, helped readers of the Municipal Library and the general population to put the capsules in the tree, asking at the same time a wish for the new year 2012. The Lees of coffee capsules served as a plant fertilizer. Everything was reused, avoiding unnecessary spending, helping the environment.

It should be noted the commitment of employees and readers, as well as the public at both activities. These were very pleased with the actions and promised to enlarge them in their day to day. It was prepared posters for disclosure of the actions as well as exposed posters of the EWWR, on the slogan "Together reducing is to act". The initiatives were recorded in local newspapers, giving emphasis to the European week for waste prevention, as well as alert and sensitize others to this reality.

As one of the goals of the campaign was the re-use of coffee capsules and as membership was huge, it was decided to prepare small Christmas trees for the library service desks and Mayor, reusing old paper and capsules.

Due to the success of this activity and motivation of students, the Club continued to reuse materials, either of performance of Christmas postcards, both to the drawing up of various materials for Christmas, such as fair, Christmas trees with Stoppers, little angels with Nespresso capsules, Santa Claus and lady pins.



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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

Description of motivation:

The initiatives had great effect with the public by its originality, because they are actions whose goal is the preservation of the environment and by the fact that the actions have been developed and driven by young students. Each participant in this action will be Messenger of it to the school community and the general public (visitors of José Marmelo e Silva library).

N.º participants: 250

Description of the target audience:

The general public, teachers, students, school staff, and the Town Hall Library

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

Our decision was due to the fact that they are young students joining around an issue as important as prevention and have managed to mobilize a varied and diverse audience and to even engage directly this same public under the developed activities.

The action is focused on prevention (reuse of different materials), which will, in the short and medium term impact on public behavior and mentality covered, which became more sensitive to environmental issues and at the same time to the economic benefits deriving from the re-use of different objects (bottles, corks, capsules of coffee, paper) with the consequent saving of natural resources.

The fact that the shakers are young people is an asset because they will have these behaviors and attitudes for life outside.

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

