



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: A14 – Abfallwirtschaft und Nachhaltigkeit, Stmk. Landesregierung  
Country/Region: Austria/Styria  
Name of nominated project developer: ARGE Müllvermeidung  
Name of nominated action: Waste prevention on farmers' markets  
Place: Bio-market Alt Grottenhof  
Town: Graz  
Region: Styria  
Country: Austria  
Website: [www.arge.at](http://www.arge.at)  
Nominee **category**: Association/NGO  
Dates of action: 2-6-9-16-23 November 2012 // 19-20 October 2012

### 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 nominated action



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The project “Waste prevention at farmers’ markets” end of November 2012 was successfully completed after a period of 8 months. The project stakeholders were identified from farmers’ markets, contacted and encouraged to network. Two networking workshops were held, in which not only was established contacts but also concrete actions on waste prevention strategies were discussed and developed. The measures were part of a pilot phase between 19 October and 23 November in the form of campaign days on selected farmers’ markets, partly implemented and the public. The days of action were carried out on the following dates and markets with the support of the market speakers, as well as internal market suppliers of organic crop Styria:

- Citypark Graz Freitag, 19 October
- Geidorf Samstag, 20 October
- Liebenau Freitag, 2 November
- Herz-Jesu-Kirche Dienstag, 6 November
- Kaiser Josef Platz Freitag, 9 November
- Feldkirchen Freitag, 16 November
- Alt-Grottenhof Freitag, 23 November

A project logo and the slogan “buy sensibly – avoid waste” were presented during the campaign days and, subsequently, to ensure the sustainability of the project. Slogan and logo can be found on various information materials, and in particular the so called “shopping sensibly – cotton bags” that have been printed in addition to practical tips to avoid waste when shopping at farmers’ markets. In the days of action further, a survey of market suppliers and consumers on waste prevention was conducted, who participated in the 66 internal market suppliers and 248 customers. The results of this survey have confirmed the assumption that farmers’ markets indicated a high awareness on waste prevention as a readiness for the practical implementation of prevention measures is.

These results in concrete actions and policy proposals, which in the context of an Action or pilot phase was implemented. This had the aim of the actual sustainability to check such actions in practice and possibilities of its extension to other municipalities to identify in Austria and even in the cities of the EU.

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

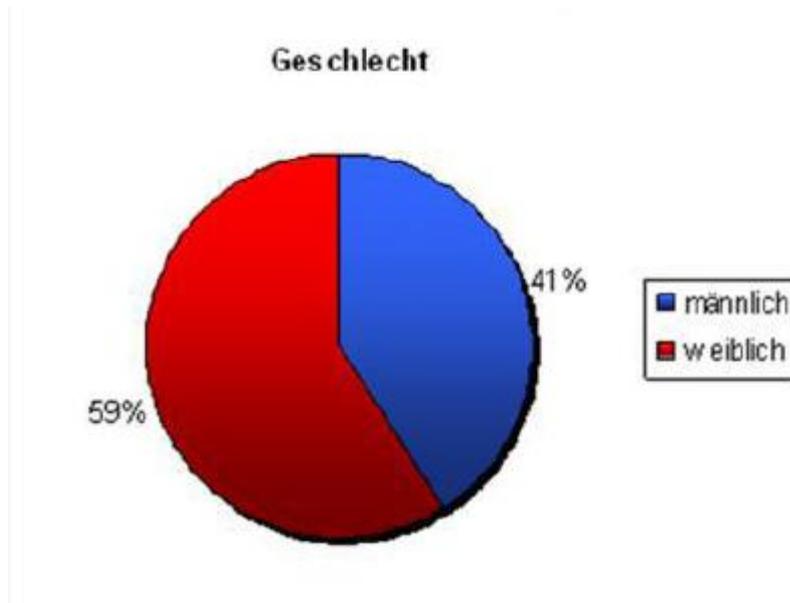


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Over the entire project period were a total of seven farmers' markets in Graz and surroundings 66 Market suppliers and 248 customers on the theme "Prevention at farmers' markets", interviewed.  
41% of the Respondents were male and 59% female:



One of the interview questions was: **How important do you see waste in food packaging?**  
53 (77.94%) of 66 respondents answered this question with "very important", 12 (17.65%) answered with "important" and 1 person (1.47%) with neutral. The majority of respondents (96%) see a very large potential for waste prevention at farmers' markets. The market traders that were interviewed were convinced that prevention is very important to encourage the customer to avoid waste. The distributed fabric shopping bags with the prevention tips were very helpful.  
During the project period, between 800 and 1000 market traders and customers were reached.

**6. Please explain why you think this action is suitable 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

In addition to the networking of relevant stakeholders could publicity measures (action days, sensibly shopping cotton bags) can be implemented experimentally. Most players are on a long-term implementation of policies and strategies interested.

The ARGE therefore operates “buy sensibly-avoid waste” already working on a continuation of the initiative under the slogan of logo developed in the project and in the development and implementation of follow-up projects (as in other municipalities and regions). An awareness of both internal market suppliers and consumers by means of the action days could be achieved in any case.

With regard to follow-up projects and the continuation of the initiative as part of the project consultation carried out a high priority, as they contain important information about the general attitude of the interviewed stakeholders on prevention as well as some give personal preferences.

The results of the survey confirm the assumption that farmers’ markets have a high potential for waste prevention, which can be attributed both to the internal market suppliers as well as the customers who visit the farmers’ markets. It was developed during workshops concrete approaches for prevention and forwarded in the days of action and information materials and direct advice to the customers. Furthermore, an information paper with tips and hints to avoid waste for market suppliers interior was developed that meets all the farmers’ markets, which took part in the action, provided.

Finally, it should be noted that the project also for networking and collaboration among different actors/ stakeholders motivated by farmers’ markets and contributed. The developed strategies and actions are a joint product of the project, to which each party has made his contribution. The conditions for a continuation and sustainable impact of the measures obtained are therefore judged quite positive. The excellent project support and comprehensive project report make EU-wide transportation easily possible.

**7. Please provide us with photos, videos, weblinks or any other material that would help the jury to better understand the nominated EWWR action. Where possible, provide basic translation into English.**



