



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: IBGE
Country/Region: Belgium/Brussels
Name of nominated project developer: Red Cross of Belgium
Name of nominated action: Red Cross and Waste Prevention
Place:
Town: Brussels
Region:
Country: Belgium
Website: www.croix-rouge.be/index.cfm
Nominee **category**: Association/NGO
Dates of action:

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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Red Cross Belgium took the EWWR as an opportunity to start 2 new actions: to teach the personnel about the production of ecologic household products and to start composting. In addition to this, the person who took the initiative wanted to reinforce the actions which were already put in place.

Ecologic Household products:

During the week, a general presentation was given about the workshops the Red Cross organises on producing your own ecologic household cleaning products. Those workshops are open to the large public and are organised on a regular basis. 8 different kinds of cleaning products are realised during these workshops: washing up liquid, multi-purpose cleaner, washing product, toilet cleaner and toilet deodorant, cleaning product for wooden furniture, liquid black soap and abrasive cream. During this presentation, the aim of those workshops was presented, as well as 1 cleaning product (abrasive) was produced. Participants could register for one of the following complete workshops, or get inspired by the examples given in a book which was also presented.

Compost:

The members of the Eco team put in place a pilot project on composting. The first day of the Week, the composting association Worms (Waste Organic Recycling and Management Solution) came to present the principles of composting to the employees and a special organic waste bin was placed on every floor of the building. The collected organic waste was then delivered to a nearby community composting site.

Documentary:

A movie about waste was shown, followed by a debate between staff members on how each one can act.

Existing initiatives:

Besides the paper impression on both sides and the use of reusable cups which are already common practices, a cupboard was made available on each floor to store office supplies which can be reused.

The red cross can count on a motivated team, which carries out projects, informs and dynamizes its personnel on waste prevention.

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

- Presentation on composting: 17 participants which showed a lot of enthusiasm and interest. The participants asked a lot of questions.
- Documentary: 10 participants, followed by a debate to discuss what could be improved in the organisation.
- Workshop 'Ecologic cleaning products': 25 participants. Here again, there was a lot of enthusiasm and interest from the participants. The participants especially appreciated the fact to receive information about activities they can also implement at home. Participants had different backgrounds, which means there were participants of all ages, cultures, religions, social backgrounds... which led to rich and fruitful exchanges.

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



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1) visibility and communicational aspects

On Friday before the Week, the eco team paid a visit to all the offices to communicate about the launch of the pilot project on composting, as well as the other actions. The program of the Week was displayed close to the elevators, put on the intranet and forwarded by e-mail. On Monday the organic waste bins were installed, accompanied by a poster which explains which waste can be composted.

2) good practice, originality and exemplarity

For those who find out about composting for the first time, it is easier to discover it this way, together with others (colleagues). It's much more motivating. The organisers are confident that composting will be put in place on a permanent basis. The workshop on homemade cleaning products was attended by participants from different social and cultural backgrounds. So not only the topic of the workshop was proof of good practice and exemplarity, also the audience reached is a plus in this project.

3) quality of content and focus on waste prevention,

Composting is one of the main waste reduction actions within the week. The Red Cross has invited an expert on composting to give a presentation. Producing ecologic products by yourself is also one of the good practices, since it reduces the use of toxic (over packaged) products.

4) European reproducibility

The actions were mainly meant for implementation at the office, but they can be easily reproduced at home.

5) Follow-up in long term and lasting impact

At the end of the Week, Red Cross made a poster to communicate about the results: 10,5 kg of collected organic waste, and to congratulate those who 'fed' the waste bins. The action induced a reflexion and will continue to exist.

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





Semaine européenne de la réduction des déchets
À Stalle

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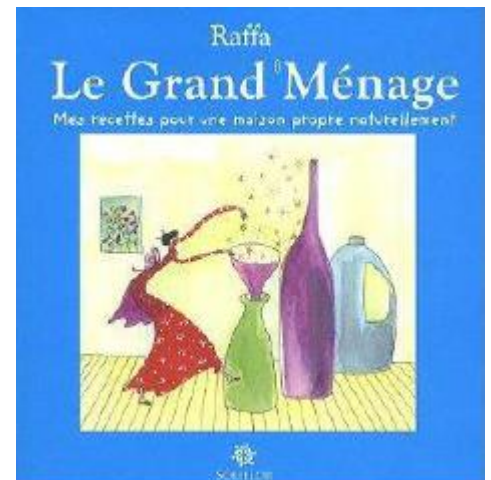
Lundi 19 novembre – Séance d'information sur le compostage
Rendez-vous salle M05 à 12h15
Un maître composteur de l'asbl WORMS (Waste Organic Recycling and Management Solutions) viendra nous expliquer les secrets d'un compostage réussi.

Mercredi 21 novembre – Projection et débat
Rendez-vous salle M05 à 12h15
Nous visionnerons un film sur la thématique des déchets et débattrons des solutions à la portée de chacun d'entre nous.

Vendredi 23 novembre – Atelier fabrication de produits d'entretien écologiques
Rendez-vous salle 503 à 12h15
Des volontaires de la section locale d'Auderghem nous expliqueront pourquoi ils ont décidé de mettre en place une droguerie sociale et nous montreront comment fabriquer un produit d'entretien écologique et économique.

A partir du 19 novembre - Tri des déchets organiques pour le compost
Des bacs spécifiques vont être mis en place à chaque étage pour une phase de test. Les membres de l'éco-team passeront vous en dire plus vendredi 16 novembre.

Pour en savoir plus :
 Nicoletta : 32 22
 Elise : 33 10



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