



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Bulgarian Association of Municipal Environmental Experts
Country/Region: Republic of Bulgaria
Name of nominated project developer: Association 'Ecoworld Rhodopes' Smolyan.
Name of nominated action: Екоседмици Смолян 2012
Place: Region of Smolyan
Town: Smolyan
Region: South-Central
Country: Bulgaria
Website:
Nominee **category**: Association
Dates of action: 17-25 November 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

Our campaign started one week before EWWR by printing and delivering of posters and flyers, meetings of volunteers with students, municipality and citizens, adverts on Facebook and with presentation.

During the EWWR, we achieved the following:

1. Popularization of the purposes and the EWWR itself by the volunteers through series of get-togethers.
2. Presenting in front of 58 students from different ages in two schools.
3. Spreading of advertises, bags, pens made up by bio-degradable materials, by the organisers.
4. Sewing of bags for multiple use by the students with the help of private factory
5. 46 bags have been made up which were exposed in the exhibition.
6. Special activities including 26 children from 'Yurii Gagarin' Elementary School explaining them the advantages of waste reduction.
7. All 47 articles have been show at the exposition.
8. Campaign on the cleaning of the courtyard and surrounding area of the school alongside talks with the students in which 22 students were part.
9. Exposition of objects made of recycled materials as well as bags at the Youth House Smolyan between 23-29 November. 17 essays were presented, fairy tales and 2 pictures of children and youth, which have been created during EWWR on waste reduction. After 30 November the exposition has been moved out as a permanent one in the aforementioned school.
10. Charitable bazaar of the sewed bags, held by the school. All of them have been sold and 236 leva were gathered which have been used for providing socially disabled one boy and one girl with free meals at school.
11. Popularizing of the EWWR achievements.



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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

Our target group has been the wide community of the Regional city of Smolyan with accent on work with children from Yurii Gagarin School. Motivating the participants to take part in EWWR started before the commencement of the event. 6 volunteers delivered 26 posters with the EWWR logo and 200 flyers were handed out on the streets and at schools which event took place during the entire week.

Our participants were 64 youths, 26 students, 23 citizens of Smolyan, 4 workers at private enterprises and 6 servants at the Municipality.

Others more than 120 visitors who attended the exhibition of bags for multiple usage including more than 40 participants at the charity fair were also included in our initiative on the EWWR.

Non-direct participants are 1200 fans on Facebook, where all the purposes have been presented.

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

1) visibility and communicational aspects

A preliminary proclamation of the event did take place by handing out flyers and delivering posters both on the streets and the internet. Press lists have been sent alongside with photographs and publications in the medias.

2) good practice, originality and exemplarity

It is a good practice sewing of bags for multi usage which has not been quite spread out in our country. Showing the nice bags at the exposition convinces the people on the use of such bags as well as rises in some kind of awareness of the citizens on the waste reduction. Added value makes the charity fair which we organized.

3) quality of content and focus on waste prevention,

A focus on the prevention of waste formation through presentations, discussions, posters and flyers on the EWWR matters. Sewing of such bags came to be quite useful as part of preventing the use of plastic bags as well as providing good example of the usage of recycled bags.

4) European reproducibility

All our presentations were accessible and easy to understand by students from different countries. What has been done by the Bulgarian students could easily be used as example in Europe.

5) Follow-up in long-term and lasting impact.

Association "Ecoworld Rhodopes" has traditions both in the work with children and youths also in the ecological education and campaigns. Permanent effect of what has been done is to be awaited cause through the activities of the Youth Information Center operated by us is permanent in providing the population with lots of information on various matters affecting our life as well through our numerous campaigns



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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.

<http://smolyanpress.net/?p=25009>



EUROPEAN WEEK FOR WASTE REDUCTION

GENERAL ACTIVITIES ON WASTE REDUCTION

- REDUCE THE FOOD WASTE
- REDUCE THE PAPER WASTE
- REDUCE THE PACKAGING WASTE

Association "Ecoworld Rhodopes" Smolyan

17-22 November –making up shopping bags for multiple use from recycled materials – from students, parents and sewing factories
19-22 November - Activities including children from V Elementary School "Yurii Gagarin" in Smolyan on the use of recycled and waste materials
22 November 2012 Exhibition in the "Youth House" of articles made from recycled waste
23 November 2012 r. – Fair-exhibition of the shopping bags made up from recycled materials for charitable purpose supplying children with food.

More information on:
Facebook Ecoworld Rhodopes



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