



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Merseyside Recycling and Waste Authority
Country/Region: UK, Merseyside
Name of nominated project developer: Halewood Arts Association
Name of nominated action: Arty Waste
Place: Halewood Environment Centre
Town: Knowsley
Region: Merseyside
Country: UK
Website: www.halewoodarts.blogspot.com
Nominee **category**: Association/NGO
Dates of action: 21st 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

Prior to the main event, Halewood artists displayed art work that had been created using waste materials such as plastic bottles, paper, card and glass. Mixed amongst the waste material was willow, a natural resource. The art work was used to advertise the forthcoming event as the environment centre is open to the public on a daily basis.

The purpose of the event was to create a new piece of artwork, which would be done by the children from the Junior Artists Club (7-12 years). In addition to the art work, the club members were encouraged to lead on providing waste re-use and reduction information, quizzes, games and questionnaires, later on in the day when the general public arrived. The organisers believe that being linked with a major European waste reduction campaign raised the profile of the Junior Artists Club and would encourage more children to join the club in the future.

The event began with the children coming up with ideas on how to reuse plastic noodle containers and milk bottles, before sending them to be recycled. The children came up with ideas such as using the pots and skittles, flowerpots, cups and ball games and telephones! The plastic bottles were re-used as scoops, toys (Halloween bats), glue pots and water holders for their paint brushes, scoops and pourers as well as door stops. They also created a stunning artwork that promoted re-use and reduction by creating an Iris pattern of recycled birthday wrapping paper.

It is believed that the pre-event publicity and the new piece of art work produced by the children encouraged a significant number of visitors to the centre on the day.



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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

In the afternoon, the children provided information and hosted quizzes, (including one on earthworms and composting) and making things using recycled materials. Visitors spent an enjoyable afternoon finding out about how to re-use and reduce waste and joining in the games. The group were joined by families, friends, and visitors from a Recycling Venture in Kirkby, Merseyside. The children were thanked by the visitors for an entertaining event and promised to do more with regards to reducing the waste and what waste they do produce they would recycle. There are 30 children in the Junior Artists Club and approximately 50 visitors attended the event.

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

The pre-event material was very attractive and highly visible and original. Encouraging the children to lead with the information and the quizzes was exemplary. The quality of the art work was excellent and the event focussed strongly on waste reduction with the added benefit of promoting recycling when waste products are no longer wanted. The project is suitable to be replicated in other contexts and European regions. Through the influence of EWWR, Halewood Arts will, in the future produce more art work using unwanted households waste and actively promote waste re-use and waste reduction.



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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.





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