



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Fundación Centro de Recursos Ambientales de Navarra (CRANA)
Country/Region: Navarra/Spain
Name of nominated project developer: Traperos de Emaús
Name of nominated action: Reuse more, throw less
Place: Reuse shops
Town: Sarasa, Estella and Pamplona
Region: Navarra
Country: Spain
Website: www.emaus.net
Nominee category: Association/NGO
Dates of action: 19 - 23 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



With the support of
the European Commission

www.ewwr.eu





The “Reuse more, throw less” campaign (formerly known as the award winning Waste Watchers Campaign), involving RREUSE members from Belgium, France and Spain, was a great success this week. In total, over a period of one week, the reuse centres and second hand shops saved over 1200 tonnes of materials through collection and sales.

The principle of the campaign: an object collected, repaired and reused is a resource saved. This is the Reuse more, Throw less campaign.

Reuse centres/shops in 3 European countries belonging to the network RREUSE weigh the items they sell. These items sold by Reuse more, Throw less campaign participants are from the collection of bulky waste by social enterprises. These reuse centres – Ressourceseries, Recyclers, Envie – repair and repackage the items they collect.

During the EWWR, shop assistants and volunteers working in all participating reuse centres weight every product sold or donated, including bulky waste, furniture, appliances, clothing and small items, like toys, bazaar objects, and so on, collected by social enterprises.

The weight of these products were recorded, aggregated and reported daily to both, customers and the general public. The aim was to track how many tons of waste was diverted from dumps during that week and how many tones were collected from all participating centres in Europe.

Shop assistants emphasized the importance, on the other hand, to buy second-hand products.

Those kinds of eco-deeds help us to do our best for the environment and the development of social economy.

This event aims to the general public. The amount of waste avoided at European level serves to illustrate and disseminate eco-actions or eco-deeds for waste reduction. The poster and weighing serve to open dialogue with citizens in the shop. When it's established, the shop assistant can promote eco-friendly gestures. Example: simple gestures like give/reuse can reduce the volume of waste we produce daily.

“Reuse more, throw less” take place locally, even if it's a coordinated action around Europe, under the umbrella of a European organisation, RREUSE.

Each visitor or client of the reuse centre or shops will be able to weight the items they donate or buy and watch the amount of CO₂ they contribute to avoid. They will also see the whole amount of CO₂ avoided around Europe in all the reuse centres and shops participating in Reuse more, throw less.

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

The target audience is the general public and more specifically re-use shops customers, but also the employees.

Description indicators: N° kg reused 1904 kg

Estimation participants: 1500

The motivation came through active discussion with customers reuse stores, as well as the distribution of brochures and promotional tools designed to educate citizens and help change their habits regarding waste issues. The action release also encourages more people to frequent reuse stores and give a second live to your products and belongings.

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



With the support of
the European Commission

www.ewwr.eu



“Reuse more, throw less” campaign is the only initiative taking place at the same time all around Europe; it involves reuse centres of 6 partners among 5 European countries. It is a specifically designed tool for reuse and repair actors and the action takes place in reuse shops across Europe. It is a simple action that encourages general public to participate in waste prevention while they can immediately visualize the amount of waste avoided with their action. They can be sensitized, as well, about how simple actions they can make every day, contribute towards waste reduction efforts, including giving a longer life to items, the problem of too much waste, the avoidance of depositing tonnes of material in landfill as well as the unnecessary production of new items. So, we have nominated it because the quality of content and focus on waste prevention, good practice, originality and exemplarity and its clearly European reproducibility.

2) good practice, originality and exemplarity

In Spain the results for the Waste Watchers actions (2010) were: 10 organizations and different localisations participating, 45757.12 kg of waste avoided during the actions in the reuse centres participating, more than 9348 visitors and 19 press mentions. Furthermore, the whole project was presented at the Spanish National Environmental congress that took place during the same week in Madrid. In Europe more than 1250 tonnes of waste were avoided during the EWWR.

4) European reproducibility

“Reuse more, throw less”, in the wake of its antecedent Waste Watchers, has been designed for reuse and repair centres at a generic level and therefore can be easily transferred to any country in Europe where there are shops or reuse centres.

5) follow-up in long-term and lasting impact

“Reuse more, throw less” already involves reuse centres of 6 partners in 5 European countries. It is meant to gradually encompass all European countries and to become a lasting event.

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.





PESAJE DE LOS OBJETOS REUTILIZADOS (VENTA DE SEGUNDA MANO)



DESDE EL DÍA: LUNES 19

HASTA EL DÍA: MIERCOLES 21

TOTAL KG 5.854 kg

Con motivo de la Semana Europea de Prevención de Residuos, Traperos de Emaús Navarra difundirá diariamente los datos de los pesajes de todo los objetos vendidos en sus instalaciones para su reutilización.



With the support of
the European Commission

www.ewwr.eu

