



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: RESSOURCES asbl
Country/Region: BELGIUM Wallonie-Bruxelles
Name of nominated project developer: Grande Collecte de vêtements Solid'R
Name of nominated action: Solid'R
Place: Wallonia - Brussels
Town: All towns and villages
Region: Wallonia- Brussels
Country: Belgium
Website: www.res.sources.be – www.solid-r.be
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



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Every year in Belgium, the equivalent of 10kg of clothes per person are put onto the market. The network of collection points operated by social enterprises (containers for clothes on the streets as well as direct in-store donations) allows around 50% of this to be collected, equivalent to 23,000 tonnes per year in Brussels and Wallonia. Through the collection of used clothes, Solid'R organisations carry out activities on benefit to the environment and society by reducing the volumes of waste generated, developing solidarity projects and creating sustainable employment in Belgium for those people distanced from the labour market and at most risk of socio-economic exclusion.

During the entire EWWR, Solid'R organisations carried out an awareness raising campaign and actions related to the Solid'R label, the actors involved and their work.

About the program:

- A large clothing collection via the existing collection network together with a challenge: to collect the maximum number of clothes possible in good condition. 3360 containers were thus placed around Wallonia and Brussels with around 100 shops accepting direct donations.
- An exposition of textile collection containers, 'relooked' by artists to attract the attention of the general public and to launch the Solid'R textile collection week in Namur (15 containers at the top of Rue de Fer in the heart of Namur) and in Brussels (3 containers in Avenue Paul Heger on the ULB Solbosch campus)
- The windows of the station of Namur were decorated by the Saint Joseph School de Jambes which visited a textile sorting centre and second hand shops to better understand what happens behind the scenes of textile sorting and reuse.
- Every day during the EWWR, the collection results were communicated via a dedicated website, via facebook, the press as well as a special geo-location tool which allowed a donator to find the collection point nearest to him/her.

Result: 507 tonnes were collected in 1 week! The success of the action is significant...

- The action touched a significant number of people which allowed the Solid'R organisations to explain the details of their work and mission to a wide audience. In short the message was that by donating your used clothes to Solid'R organisations, you guarantee the possibility of giving your clothes a second life, whilst at the same time supporting solidarity projects and creating employment opportunities in Belgium.
- With 500 tonnes of clothes collected, Solid'R organisations can secure job opportunities for 22 people or 3150 additional sheltered nights for the homeless – in summary: great news!

Solid'R, the ethical label for actors active in reuse

The Solid'R label identifies Belgian actors of the social economy who collect second hand goods and who made the choice to put ethical principles at the heart of their work, around which they conform. These organisations sign up to a charter which guarantees transparency with what happens with the generated income. This engagement is verified by an independent organisation, Forum Ethibel, which guarantees that these principals are respected. The organisations involved are Terre, Les Petits Riens, Oxfam Solidarité, Oxfam-Magasins du monde, La Poudrière, De bouch a Oreille – Laressourcerie, Carré, Rouf, La Fol'Fouille. These actors engage more than 4500 people, of which 600 employees or workers have little or no formal qualifications, 400 trainees and more than 500 full time equivalent volunteers in Wallonia and Brussels. The total annual volume of collected textiles was 23,500 tonnes in 2011. More information can be found on www.solid-r.be.



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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

Target audience: General public.

Used media:

- Website: www.solid-r.be – www.res-sources.be
- Facebook
- Newsletters
- Two press conferences: one to announce the action, one for dissemination of results
- Inauguration of the container exposition in Namur with a drinks reception offered to the Solid'R partners and artists who had collaborated in the action
- Creation of a poster (around 600 copies)

The Results:

- 507 tonnes of clothes were collected: on average 400 tonnes/month are collected so 107 tonnes in addition was extremely good for the month of November
- More than 51 articles and emissions in the written press, radio and TV which followed the event

Number of people touched by the action: data unavailable

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 EWWR is a great communication opportunity for the general public. In 2012 RESSOURCES, the federation of reuse actors from Brussels and Wallonia decided to promote the work by actors from the social economy working with textiles.

The idea was to communicate information about their activities around the Solid'R label directly towards those who donate clothes: the value and importance of the collected goods, creation of jobs in Belgium, support for solidarity projects and the importance of transparency in their activities. The actors using the Solid'R label respect a charter to engage in the ethical management of the donated goods and each year they are audited by an independent certifier, Forum Ethibel.

This is the first time that 9 organisations from the social economy active in the collection of used textiles collaborated together around the same objective: to promote the Solid'R label – which differentiates them from private commercial actors! Their work 'behind the scenes' has significant results (23,000 tonnes collected each year) but is little known. The commercial competition sometimes affects their work negatively and so it is important for social economy actors to promote and show the benefits of their activities. A document outlining the profiles of the different employers in the sector was created in response to this issue. An awareness raising campaign was carried out together with the help of schools but also among the artistic community (via the decoration of the textile collection containers for the exposition).



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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 EWR action. Where possible, provide basic translation into English.

<https://picasaweb.google.com/112862691524659105273/SERD2012ExpoBullesSolidR>

<https://picasaweb.google.com/112862691524659105273/SERD2012ToutesNosActions>



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