



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: COGERSA
Country/Region: Spain/Asturias
Name of nominated project developer: The Children's Palace
Name of nominated action: Sostenibilidad en el Palacio
Place: The Children's Palace, a leisure centre for young people
Town: Oviedo
Region: Asturias
Country: Spain
Website: www.palaciodelosninos.com
Nominee category: business
Dates of action: 17-25 November

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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The Children's Palace is a leisure centre for children and young people, visited every year by thousands of children accompanied by adults. The leisure centre produces a large quantity of waste materials and the management of the centre is conscious of the need to reduce this volume. As a result, it was proposed that the staff and visitors of the centre themselves should identify the defining factors in the generation of waste material and propose viable alternative practices to be integrated into the day-to-day running of the centre.

In the first instance, the project was put forward to the staff members on the 17th November. A small theatrical performance was given, in which a mad scientist and a superhero fought for a better world, a planet without rubbish. The public (our workers) were, without their knowledge, represented in the performance; each and every one of the workers was shown on-stage. Various statistics were shown, the average weight of daily rubbish generated at the centre having been calculated from previous days. Subsequently, all participants examined alternatives to achieve the desired reduction in waste generation.

Secondly, the project was brought to the attention of the centre's clients: children and their accompanying adults, with the aim of increasing awareness of excess waste material and of how to prolong product life. During the week, 2 activities were organised which involved the participation of all visitors: a theatre production in which visitors became the protagonists and had to find solutions to the excessive production of waste materials, and a re-use play area created by the staff using old and unusual clothes for dressing-up in and for the creation of small reusable toys.

Thirdly, at the start of the European Week for Waste Reduction (EWWR), the changes proposed by the staff and visitors of the leisure centre were put in place permanently:

- 33cl water bottles have been replaced by large 1.5l bottles
- Disposable Piñatas have been replaced by reusable piñatas.
- All disposable batteries have been replaced by rechargeable ones.
- Aluminium foil is no longer used to cover food, and has been replaced by washable plastic covers.
- Used coloured paper is now used when possible.

Work is ongoing in the improvement of waste reduction methods.

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

This project was aimed both at the company's own staff and at the visiting public, especially the younger members of the public who represent the main focus of the leisure centre's activities.

The conversion of staff members and visitors into activists in the identification of the problems stemming from leisure-related waste and their solutions afforded an extra incentive for the participants to get fully involved in the project.

The use of less conventional tools such as theatre also increased the degree of motivation among participants.

Total number of participants: 160

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

Good practice, originality and exemplarity



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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.

<http://www.cogersa.es/metaspaces/file/51714.pdf>



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