



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: IBGE
Country/Region: Belgium/Brussels
Name of nominated project developer: Mobistar
Name of nominated action: Waste Watchers Green Way of living
Place: Brussels
Country: Belgium
Website: www.mobistar.be
Nominee category: business

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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Mobistar has a CSR policy which ensures to be active on environmental aspects all year round. Taking part in the EWWR is something obvious to them. This year, the diverse activities in the frame of the EWWR were the following:

- In collaboration with the catering partner, Mobistar:
 - Removed disposable tableware during the Week
 - Used porcelain cups during coffee breaks in the meeting rooms
 - Held an awareness raising campaign through posters: reduce food waste
 - Replaced individual packages by products in bulk (sugar, salt, milk...)
 - Offered adapted menus, consuming less energy
- Action “1 cup a day makes your day”: Encouraging employees to opt for fair trade coffee or tea by means of a loyalty card. Once the card is completed, they receive a reusable “KeepCup”: this reduces the use of disposable cups. Encouraging people to use only 1 cup through posters in the coffee rooms. Competition: Employees were invited to personalise their plastic cup. The winner received a bio breakfast for him/herself and 5 colleagues.
- E-quiz about water on the intranet: the winner received a reusable water bottle (0,5l). This reduces the use of disposable cups.
- The eco-copy corners were promoted through posters.
- Dissemination of “No advertisement” stickers to put on the private mailboxes at home in order to reduce the amount of unsolicited mail.
- Mobistar, together with Fost Plus, introduced the EWWR by giving an interview on the radio (regional)
- A film about the Cradle-to-Cradle principle was shown all Week long, on a screen in the sitting area near the meeting rooms.
- Promotion of the possibility to order eco-friendly office supplies through an information session, a display and a stand held jointly with the supplier.
- Launch of the recycling of pens. The money raised by this action is destined for a charity organisation
- One of the eco-ambassadors organised an exhibition about the different existing recycling actions.
- Publication on 21 November about an event which took place in the senate (15 November), at which Mobistar was invited to present the project “PMD recycling: even a child can sort it!” in the frame of solidarity between generations.
- Publication of the e-waste sorting guide on the intranet.
- In collaboration with Bebat (collection of used batteries): information session + information stand in the restaurant of Mobistar.

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



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The target group consisted of all employees of Mobistar based in the main building in Brussels (+/- 2000 employees). Mobistar motivated them through several channels so that all of them would be reached at least one channel.

The target audience was encouraged to participate by:

- Removing all the disposable tableware during 1 Week (“push”)
- Changing the menus in the restaurant
- Coupling participation to winning prizes
- Taking part in competitions
- Being invited to information sessions and stands
- Being confronted to several on-site actions and
- Informative posters

It is not always possible to estimate the total number of participants. A few results are shown below:

- **Catering:** Around 1100 employees who visit the restaurant daily (they have all seen the food waste reduction posters), 516 people ordered the adapted menu, 1000 sets of plastic cutlery were avoided, as well as 300 soup bowls, 400 disposable salad bowls and 300 bowls for fruit salad. The use of 3000 individual milk cups and 4000 individual packed sugar was prevented. In the meeting rooms, 350 extra porcelain cups were used.
- **Action “1 cup a day makes your day”:** 40 Loyalty cards were distributed. This will become a permanent action. 200 hot drinks were served in reusable cup, will also become a permanent action. 12 employees participated in the competition to personalise their plastic cup.
- **E-quiz:** 144 participants
- **Eco-copy corner:** 2000 employees make daily use of the copy corner facilities and thus have seen the poster.
- **No pub-sticker:** 100 stickers were disseminated
- **C2C movie:** No statistics: at least 300 passers-by daily (TV screen close to meeting rooms)
- **Exhibition on eco-friendly products:** a private information session was attended by 25 employees in charge of purchasing.
- **Action: recycling of pens for charity:** this action recently started, no data available yet
- **Bebat – recycling batteries:** 15 employees took part in the information session, a few 100 passers-by have seen the posters.

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



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1) visibility and communicational aspects

Since Mobistar is a high tech company, it can make good use of the communication tools at their disposal. Some of these tools which were used in the frame of the EWWR: intranet (in collaboration with the internal communication team), with the possibility to publish information, actions, menus, calendar, events, tweets,...sending e-cards, publishing messages on Yammer, sending e-mails to target groups, the use of TV screens in the building in combination with stands and posters. The use of paper communication tools was avoided as much as possible.

2) good practice, originality and exemplarity

Mobistar is often a pioneer in introducing good practices. External facility managers, external workgroups,... turn to Mobistar to find out more about such good practices or to collaborate. In this case, it was Fost Plus who contacted Mobistar to organise an on-site radio interview to launch the EWWR.

3) quality of content and focus on waste prevention,

Mobistar carries out actions all year round, which are put in the spotlights during the EWWR.

4) European reproducibility

In principle, every action which was proposed can be reproduced at European level.

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

Mobistar's CSR policy is taken seriously and goes a step further than the strict minimum requirements on a voluntary base. The CSR policy is a reflection of the values of the company and follows the mission and the vision of the company. Mobistar would like to help achieve a change in mind sets by involving team members. Taking part in the EWWR is one way of achieving this. Some of the actions will become permanent. Other actions, like replacing disposable tableware, or not (yet) feasible in the long term because there are too many employees: it would take more time to rearrange the catering facilities (human resources and equipment) and to convince some employees who feel like their freedom was infringed upon.

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.

Radio

<http://www.rtf.be/radio/podcast/player?id=1776528>

17/11: 08.00: 435-545:





During this week,
no disposables
available

