



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Italian Steering Committee
Country/Region: Italy/Campania
Name of nominated project developer: Augustea Holding SPA
Name of nominated action: R2R (Recycle to Reload)
Town: Napoli
Region: Campania
Country: Italy
Website: www.augustea.com / www.societariciclona.it
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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Augustea invited its employees to propose an action for the EWWR. We received 18 projects, all of them very interesting, so we decided to accept 12 of them instead of only one. We asked the 12 project developers to create a team of colleagues and develop their actions. This choice was very good to create a team spirit which gave strength to good result of our environment.

Team 1: This team launched the recycle of used cooking oil in the kitchen of our office; created a leaflet informing about the environmental damages when cooking oil is poured down the sink of toilet; distributed the leaflet to the neighbours and to the colleagues for their families; informed all employees about the location in the town where wasted oil can be consigned.

Team 2: This team replaced disposable plastic drinking glasses (which are used in big quantities in our office) with long use glasses and personalised them by hand writing the name of each colleague.

Team 3: This team got in touch with suppliers of ecological, FSC paper. The slightly higher cost for the new eco paper will be compensated during the year by reducing the use of paper alerting people to the use of printers. This team also made a partnership with the nearby American Consulate together with whom will reach the quantity of 650 kg of wasted paper in 2-3 months, the weight required by a company who will collect the paper to reuse it without any cost.

Team 4: This team put in our condominium a poster showing good practices for waste reduction; got in touch with the neighbours of our building informing them about the EWWR and offering them to recycle for them for five days objects that they had difficulty to get rid of; we took the objects to the ecological platform.

Team 5: This team put at the disposal of all colleagues bins for collection of batteries, lamps and medicines that they can take to the office from their home (in Naples not all the city is provided with points for the collection of this material and sometimes people have in their houses this material until they have time to go to the nearest place available to throw them)

Team 6: Launched the activity of car pooling offering people who use the garage paid by the company a bonus for fuel if they managed to reduce the cars parked.

Team 7: Created a library where all colleagues can bring books they have already read and from where they can take books left by others.

Team 8: Studied the possibility of installing solar panels at our premises

Team 9: Got in touch with retailer of unpackaged products as spilled soap to reduce wasting material. Both the purchases of our offices and for employees.

Team 10: Created a website with the description of the 12 projects.

Team 11: Common action in a public park in Naples. A group of employees with their families and children realized a banner with recycled material: Azienda Virtuosa e Riciclona (a company of some virtues...which is for recycling). This action took place when there was a market and many people occurred and showed the interest to participate to the EWWR 2013 leaving us their e-mail addresses.

Team 12: We sent to all our contacts the link to the web site realized to describe our participation to the EWWR and invited them to take part to the EWWR 2013. Among the companies we have relations with, there are: La Doria, Ansaldo, Alenia, JP Morgan, Cisalpina tours, Pricewaterhouse Coopers, CAP, Pastificio Gafafalo, MSC Crociere, Jcoplastic, Unicredit, Europea Microfusioni Aeroespaziali, Griffin Travels, DHL, Assocarboni, Steamship, Int. L Salvage Union, Les Henokiens, Christie's, Beretta, StarHotels Hospital AORN Santobono Pausillipon, Tagowner association, Amarelli, Mellerio, Archiworld, Progetto Ippocrate. Some of them enthusiastically agreed.



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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:

The actions were carried out in our office, involving colleagues who had also to involve their families - oil recycle; batteries, lamps and medicines recycle; purchase of unpackaged products; common action in the park. The actions were addressed towards the neighbourhood, the condominium (30 families and some offices) and the nearby American Consulate (communication of the EWWR; recycle for them; invitation to take part to the event; reuse of paper).

The actions were addressed to business and commercial partners (e-mail) and to the local community, with the common action in the public park of Naples, Villa Comunale in Mergellina.

Motivation of audience:

All the actions motivated the public a lot. Naples suffers a great crisis for garbage and its management, people is desmotivated and good practices for waste reduction are not common (if one checks Campania Region, only 8 actions were carried on in the EWWR). But citizens suffered the crisis a lot and they are eager of transformation. With the public action in the park we understood that people was very angry and that it is very important to show them a confidence in good practices in a live inspired by sustainability not as a particular gesture but as a philosophy so that reality can change also if institutions cannot always help.

Number of participants:

Augustea has 11 companies over the world with 136 employees and 360 maritimes, this means 500 people. This year the employees involved were only 100. Then you can add 3 persons of their family for each one.

E-mails we sent to our contacts were 250, people in condominium were 30, people in the park were 100.

This means about 700 people involved.

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

Being a quite big company whose history is very old we achieved credibility by the international community and we think we have a good force of communication we can put at the service of a praiseworthy event as EWWR.

2) good practice, originality and exemplarity

Those who manage a company have responsibilities towards the environment their business acts in because a company originates from the same demand of the community and grows thanks to it. As internationally known, Naples is a difficult reality in Italy for the waste reduction and unfortunately due to the bad management of garbage the community lost its confidence in good practices for sustainability. This is why we wanted to realize a good practice which is our duty and showed to be original and exemplar.

3) quality of content and focus on waste prevention

We calculated that with the actions we are carrying on, a great amount of waste will be reduced.

4) European reproducibility

We have offices and partners located in Europe

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

Almost all the actions are long term and lasting impact and they have positively influenced our employees who are proposing new actions. Apart from the actions described, after the EWWR we have given to employees personalized bags to use instead of plastic bags, put a bin for used mobile phones, collected non expired medicines to take them to the nuns, contacted a person who makes toys with recycled materials to show children in an association of disadvantage families how to make them.

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.

Photos and Video on: www.societariciclona.it
http://www.youtube.com/watch?feature=player_embedded&v=rnz_CaQSxg



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