



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Portuguese Environment Agency
Country/Region: Portugal
Name of nominated project developer: Valorlis – Valorização e Tratamento de Resíduos Sólidos, SA
Name of nominated action: Domestic composting is ideal for you!
Place: Junta de Freguesia de Pousos (Leiria)
Town: Leiria
Region: Centro
Country: Portugal
Website: www.valorlis.pt
Nominee category: business
Dates of action: 22 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

Awareness action on home composting with subsequent delivery to a composter to participants. The action has a theoretical and practical nature, transmitting good practices on how to use a composter as well as home composting benefits. During the session participants learn how to make compost, in practice. At the end of the action, each participant receives a composter, a manual and a certificate on composting expertise. Periodically composter users are contacted through visits. Emails are sent to the mailing list of the participants with tips and suggestions on composting. It was created a Facebook page dedicated to composting. It provided a contact telephone number and email address to which users can connect to answer questions.

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

The action was designed for the general public.
The proponent believes that this is an appealing action, which is disclosed on social networks, parish councils and the media will have a large membership.
The number of participants reached with this action was 95



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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 criteria that we used were the following:

1. Number of participants in the action
2. Disclosure tools used
3. Quality of content
4. Focus on prevention of waste
5. Possibility of reproduction of any action in another EU country
6. Sustainability of the impact of the action
7. Innovation

Choosing this action caught up with the fact that it obtained the highest score according to the criteria. The action sustainability present a high potential to the extent that will potentially lead to a reduction of waste. It is noted that the delivered composters are made by recycled plastic. The compost manuals which were distributed are produced on recycled paper.

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.





facebook Pesquisa pessoas, locais e coisas Cidália Martins Encontrar amigos

Estás a publicar, a comentar e a gostar como Valorlis — Alterar para Cidália Martins

Valorlis Valorlis Cronologia Agora Painel de Administração

208 pessoas viram esta publicação Promover

Valorlis Valorlis 16/11

A Valorlis vai participar na Semana Europeia da Prevenção da Produção de Resíduos com duas ações: "O seu gesto faz a diferença" e "A Compostagem Doméstica é ideal para si!".

Gosto · Comentar · Partilhar 2

Guida Gomes, M Emília Pais, Alexandra Cardoso e 6 outras pessoas gostam disto.

Valorlis Escreve um comentário...

227 pessoas viram esta publicação Promover

Valorlis Valorlis 9/11

Hoje comemorou-se o Magusto na VALORLIS. Castanhas acompanhadas de porco no espeto e boa disposição.

Gosto · Comentar · Partilhar

Bela Flor e Rui Estrela gostam disto.

Valorlis Valorlis 16/11

De 17 a 25 de novembro comemora-se a Semana Europeia da Prevenção da Produção de Resíduos. Serão desenvolvidas a nível europeu várias iniciativas com o objectivo de alertar para a importância de REDUZIR a produção de resíduos. Fique atento às nossas publicações.

Deixamos algumas dicas para reduzir os resíduos que produz diariamente. Partilhe connosco as suas sugestões e ganhe prémios.

- Prefira a documentação em formato digital
- Utilize produtos com recarga
- Imprima frente e verso



Gosto · Comentar · Partilhar

Nuno Macedo, João Rodrigues, Isabel Azevedo e 5 outras pessoas gostam disto.



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