



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: LifeSkills Central
Country/Region: Scotland, UK, Haniilton
Name of nominated project developer: Anita Brown
Name of nominated action: Best Waste Reduction Idea Competition and Waste Awareness Training
Place: Wick, Stranraer, Perth, Shetland, Orkney, Inverness, Invergordon, Hamilton, Fraserburgh, Forth Valley, Fife, Elgin, Dumfries and Galloway, Borders, Ayr, Aberdeen
Town: Various
Region: Nationwide
Country: Scotland, UK
Website: www.lifeskillscentres.com
Nominee category: business/industry
Dates of action: 19-23 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

Life Skills is a national provider covering all areas in Scotland in also on the north east of England, providing quality, client driven training, coaching and occupational health to allow sustainable employment.

The EWWR themes they supported were 'Too much waste' and 'Less waste thrown away'.

To drive home The European Week of Waste Reduction messaging they hosted a range of staff training workshop throughout the waste reduction week. The aim of the workshops was to raise awareness on how to reduce their office waste across all of their centres.

LifeSkills Central Limited held a competition that ran in conjunction with the training workshops, to determine which one of their sixteen Scottish centres could implement the best waste reducing idea for the organisation.

As they are an office-based organisation with a great deal of administration, the winning idea, put forward by a staff member was a challenge for each office to use only one ream of paper during EWWR. It was chosen as it was simple to implement, communicate and measure. As they are also England-based, they extended the competition to include English offices.

Their total 20 offices were therefore challenged to consume only one ream of paper. On average each office typically used a full box. As each box contains 5 x 500 pages, that was a weekly consumption of 2500 pages reduced to 500. Staff was asked to rely on email or handwritten notes instead of just 'pushing print'.

In simple terms, they cut consumption 2000 pages a week.



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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

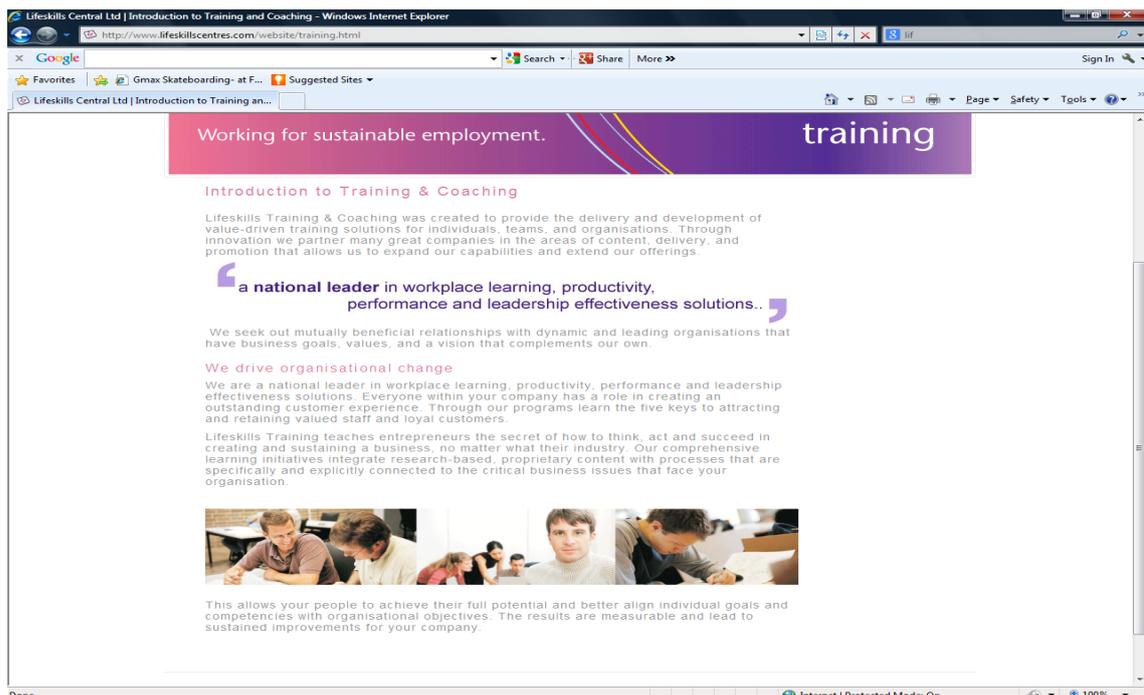
150 staff members across the organisation in the UK including Scotland and England. Staff is office based in a typical office environment. LifeSkills now has representation throughout the UK with over 29 years experience in their sector. Their concepts and processes have been translated into over 10000 sustainable jobs per annum. They believe that their concepts resonate with people, they make sense, and they work.

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

When notifying us of their action, the organisation had committed to the winning waste reduction idea being rolled out to all centres and measured on an ongoing basis. Staff rose to the challenge for the week and while it is not a stipulation, the awareness of reducing paper and reducing waste has remained. Over a course of a 50 week year, that's a potential saving of 2500000 pages. Furthermore, the company sends out weekly environmental updates to all staff. Each week there is a new idea about how to reduce waste. Over the course of time, staff have a heightened awareness of the environment and the impact we can have on reducing waste, with ongoing tips for them to reduce their personal impacts.

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.



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