



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: IBGE  
Country/Region: Belgium/Brussels  
Name of nominated project developer: Centre Scolaire Saint Vincent de Paul – Enfant Jésus  
Name of nominated action: Operation Smart Jars  
Place: Brussels  
Country: Belgium  
Website: -  
Nominee category: Educational establishment

### 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 project "Operation Smart Jars" mobilised the pupils of the first and last year (12-13 and 17-18 years old). The aim was to collect used jars and to fill them with ecological cleaning products which were made by the pupils themselves. Therefore the senior pupils of this school followed a workshop about the production of ecological cleaning products: washing-up liquid, all purpose cleaner, cleaning products for the floor and toilet. The products were used in the school afterwards.

The younger pupils were given the task to collect the jars/bottles by organising a real communication campaign. This was done orally as well as written. They had to be original and try to find convincing arguments in order to mobilise the other pupils. They paid a visit to each class and explained the project, they created posters with shocking slogans and they wrote an article for the monthly school paper.

In order to do so, they:

- Observed advertising slogans and their language techniques
- Checked the creation of slogans around a name and the objectives of the forthcoming operation
- Observed posters (the presentation, the information contained in the form of answers to six common questions, the positioning of the logos of the participating associations, etc.)
- Constructed a plan for personal posters
- Created logos and chose one of them to represent the action
- Drew posters in A3 format in Indian ink and with coloured pencils or felt tips
- Observed each one and displayed them in the corridors and strategic places in the school (entrance, library, Oxfam shop, etc.)

At the same time an article was published in the school paper and one of the mother's from the parent's association (APEEJ) raised awareness among the parents by sending reminders by email.

During the week, the younger pupils raised awareness in all classes (learning to speak to an audience of the same age or older), and collected the bottles/cans/jars, bringing everything together.

They assessed the results in different ways:

- Sorting and counting the packaging according to its capacity (a small group of pupils decided on the criteria and established calculations)
- An estimation of how much new bottles would have cost
- Collecting packaging in blue bags to estimate how much was prevented from being thrown away.

The results were satisfying: no less than the contents of 6 blue bags of plastic jars were collected and reused. This dynamic and original project permitted to motivate teenagers and to raise awareness about waste reduction. By doing it themselves, the pupils became aware of the amount of financial gain as well as the environmental gain.

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

The school's pupils: active participation of three classes mainly from the first cycle (50 pupils): in general, they reacted enthusiastically: the requested actions were a fun way of learning arguing techniques and information techniques.

The other classes (pupils, teachers and parents) received this information more passively but they acted as a team (bringing in the bottles/cans/jars and their questions proved this)

The beneficiaries were:

- Directly: the pupils from the whole school: avoiding jars to be thrown away and using environmental friendly cleaning products
- Indirectly: the families of the pupils



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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

1) visibility and communicational aspects

The school put a lot of effort in communication. It was even a priority: the younger pupils had specific classes on how to carry out a campaign, creating posters, thinking about slogans, etc. They even presented the project orally in other classes and wrote articles about the project in the school paper.

2) good practice, originality and exemplarity

The pupils raised awareness among the whole school regarding issues concerning the ecological and economical reuse of packaging often automatically thrown away. The production of ecofriendly cleaning products serves as an example. It was a project in which the whole school was involved, including the parents of the pupils.

3) quality of content and focus on waste prevention

The purpose of the assessment and the article in the school paper informed people and raised awareness concerning waste reduction. The operation was carried out with the aim of working with this in mind in a more practical, concrete and supportive way.

4) European reproducibility

The action carried out within this framework can be transferred to other places and other special actions, according to a new target audience but also other needs and objectives. The objective of this project was to encourage a more long-term action in the school.

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

The action doesn't aim to be continued among the same pupils or within the context of the school, but to influence them in small everyday actions, such as thinking about reusing everyday objects before buying new ones. It is part of a longer term commitment in this school such as organising 'zero waste' school meals, which have been very successful over the past year. They have also launched different actions concerning recycling and the environment (in particular, this year, within the framework of the international year of water)



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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 EWWR action. Where possible, provide basic translation into English.

