



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Bulgarian Association of Municipal Environmental Experts – BAMEE, Bulgaria
Country/Region: Bulgaria
Name of nominated project developer: Eco Club Shrek in Secondary School Vasil Levski in Razgrad, Bulgaria
Name of nominated action: “Eat a fruit, save garbage, save the nature”
Place: Razgrad
Town: Razgrad
Region: Razgrad
Country: Bulgaria
Website: <http://vlevski.com/>, and the book <http://book.vlevski.com/>, <http://ewwr-en.vlevski.com/>
Nominee category: Educational establishment
Dates of action: 17-23/11/12

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

The goal of the project was to help for the reduction of the amount of garbage, thrown away in the school and in home of the students and educate students and their parents for better behaviour for protecting nature, helping for sustainable climate on the planet.

For the days of the EWWR students were not getting packaged food but just fruits. In that way were reduced big amount of packaging waste. Specially developed electronic message was distributed in the social networks and school website. The message had been sent to many other people – friends and relatives of the students. Special WEB site had been created as well. Many people, institutions and business had been approached and many of them shared the action and supported its activities aiming good environmental education.

Activities had been implemented in school classrooms. Students were acquainted with the composting techniques and new composter was set in the school's garden.

The students also painted on shopping bags different environmental pictures and messages. The painted bags had been exhibited in the school and many parents came to see it.

A fashion review had been organized from smaller students with toilettes developed from recycled materials.

During the week, the carbon blue print was calculated for all the activities.

All activities had been described in the special diary on <http://book.vlevski.com/>, <http://ewwr-en.vlevski.com/>



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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

The project was aiming to reach students and their parents, teachers, all friends of their families and the general public as a whole.
Also local, regional and central institutions had been addressed.
Directly in the actions, more than 750 students and teachers took part. In the social network had been registered 2867 users that took part in the activities. They also send information to their friends and relatives. In this manner, more than 7000 people had been reached with our message and get informed for our activities, including people on other continents.
Big informational campaign had been introduced. Local and national media were receiving information and announced our activities. 6 newspapers and many electronic media presented our project and other 4500 readers, listeners and viewers were addressed.

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

Along with above we think the project is interesting because it is simple and easy to implement in many schools. The enthusiasm among students was high and the results were great!

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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http://dariknews.bg/view_article.php?article_id=997038
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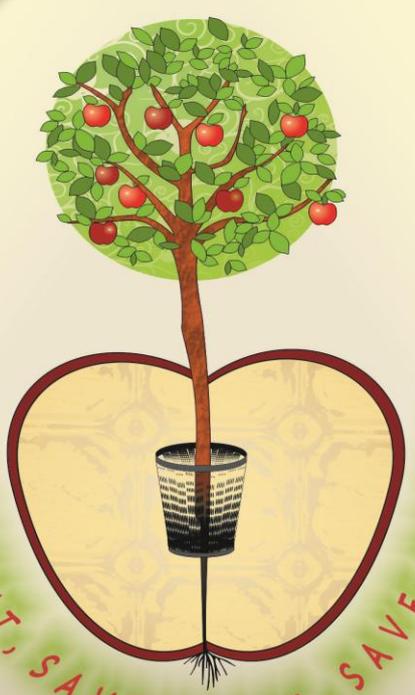
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ECOCLUB SHREK



EAT FRUIT, SAVE WASTE, SAVE NATURE!



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ЕВРОПЕЙСКА СЕДМИЦА ЗА НАМАЛЯВАНЕ НА ОТПАДЪЦИТЕ

ОБЩИ ДЕЙНОСТИ ЗА НАМАЛЯВАНЕ НА ОТПАДЪЦИТЕ



НАМАЛЯВАНЕ НА КУХНЕНСКИТЕ ОТПАДЪЦИ



НАМАЛЯВАНЕ НА ХАРТИЕНИТЕ ОТПАДЪЦИ

COMMON ACTION

Theme of the Common action

Опишете вашите дейности

Кратко описание на вашата идея и предвидени дейности, Опишете целите, мястото датите и графика за провеждане



ПОПРАВКА И ПОВТОРНА УПОТРЕБА



НАМАЛЯВАНЕ НА ОТПАДЪЦИТЕ ОТ ОПАКОВКИ



За повече информация:
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