



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Italian Steering Committee – AICA Secretary
Country/Region: Italy
Name of nominated project developer: High School “Elsa Morante”
Name of nominated action: ‘Elsa reduces, the Earth breathes’
Place: School
Town: Florence
Region: Tuscany
Country: Italy
Website: <http://www.elsamorante.org>
Nominee category: Educational establishment
Dates of action: 19 - 24 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



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During that week we met at school:

- The manager of the Aqueduct (Publiacqua Spa)
- The manager of the Waste Public Service Corporation (Quadrifoglio spa)
- The manager of River Reclamation Authority (Consorzio di Bonifica)
- The Science Research Council (CNR)

These meetings helped the students to understand the 'proper rules' referring to the waste decrease and all the problems concerning the recent increase in waste quantities, especially starting from the students' reality, and to make them aware of their behaviour concerning the environment.

The students met also some experienced people involved in the protection of the environment such as 'I Messaggeri del Mare', where the students were explained about the terrible impact of plastic in the sea.

The students watched some videos about waste reduction or recycling materials.

They watched a video named 'i vestiti di Viviane', where they were explained about the possibility of recycle their clothes in order to help poor children of Kinshasa (Congo).

The students were given some items too:

- "il Rifiutario", a booklet where all the objects are classified in alphabetical order to discover where to throw them away properly, this means in the proper garbage bin or in the storage place.
- "Il Viaggio dei Rifiuti", a booklet where the waste is followed in its stages from the process of collection to the recycling and /or garbage disposal.
- They were showed a new application for mobile phones, called "Trashcube"
- A CD about the advantages of using tap water to reduce the use to get their midmorning snacks. Some students made these cotton bags using recyclable materials.

The students have done some manual works: they removed chewing gum from their school desk and they clean the school garden by cigarette butts. They made posters for the reduction of smoking.

Each class has elected two students to form 'The Council for the Environment' at school in order to analyse, study, evaluate and achieve the different proposals concerning the decrease in waste to save the environment, such as substituting plastic bottles of the vending machine for a water dispenser, that will be distributing free tap water.

To make the students aware, a second-hand market has been organized. The students have brought objects they didn't use anymore, but in good conditions, to sell them for a symbolic price. This is a sort of fund rising to collect money for all the activities for Waste Reduction.

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

Students of high-school, aged from 14 to 19. The students involved were about 800.



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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 students were motivated with a lot of initiatives, and mainly with some unconventional tools of education and teaching: We think that it is quite unusual to organize a second half market during class hours! And the students were given also a lot of useful things in order to reduce wastes and think about the consequences of a better way of consuming. The visibility of the initiative was not only in the school among the students, but also in their families, with which the students spoke about the initiative. The content of the materials given to the students was very high, given also the involvement of the following authorities:

- The Manager of the Aqueduct (Publiacqua spa)
- The Manager of the Waste Public Service Corporation (Quadrifoglio spa)
- The Manager of River Reclamation Authority (Consorzio di Bonifica)
- The Science Research Council (CNR)

The European reproducibility is very high: we think that the duty is only to translate the materials and that's it! The follow-up in long term and the lasting impact is the main motivation that pushes teachers and others to invest in education: the present students are the future adults and society actors!

We appreciated the fact that they have made the students work hard and made them doing some manual work, instead of teaching them how to reduce through lessons or normal teaching.

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.

<http://www.gazzettinodelchianti.it/articoli/minutoperminuto/427/notizie-su-bagno-a-ripoli/premio-elsamorante.phphttp://>

<http://www.greenreport.it/new/index.php?page=default&id=%2019433>

http://www.elsamorante.org/images/phocadownload/primo_premio/primo_premio.pdf



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