



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Merseyside Recycling and Waste Authority
Country/Region: UK, Merseyside
Name of nominated project developer: Wirral Metropolitan Borough Council
Name of nominated action: What lies beneath?
Place: Bidston Moss
Town: Wirral
Region: Merseyside
Country: UK
Website: www.wirral.gov.uk
Nominee category: Educational establishment
Dates of action: 20 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

The purposes of the event was to raise awareness of the issues that surround waste and the need to reduce this waste whenever possible, to set the participating schools with targets to reduce waste (monitored pilot project) and eventually extend the project to all schools in the district of Wirral and encourage a reduction in the amount of waste they produce. The focus of the event was a night-time lantern procession onto a closed landfill site.

Prior to the main event, six schools made lanterns from recycled materials. The lanterns were then used to lead up a lantern procession onto an old Closed Landfill Site (Bidston Moss, approximately 70 years old and still being environmentally monitored by MRWA). The event was publicised across the region of Wirral and the general public were invited to attend. The event was also supported by Wirral Conservation Rangers and Lairdside Together Community Group who made animal lanterns to add to the procession and Veolia Waste Management Services (volunteer stewards).

The event began with a meet up at the site, which involved the schools, children and the general public. Those in attendance formed a procession headed up by the lanterns and walked to the top of the landfill site. A discussion took place as to what lay beneath the feet of the visitors (70 years of discarded waste). At the end of the discussion, attendees were asked to make a pledge to help reduce the waste generated by their schools. Pledges were collected and deposited at the Education Centre at the Multi Recycling Facility adjoining the Closed Landfill Site.

The pledges made by the children were the start of a concerted campaign to get their schools to reduce the amount of waste they generate. As a result of the event and pledges, participating schools will be set waste reduction targets, which will be monitored during the academic year.



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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

There were 2 target audiences. Firstly, the event, which was attended by approximately 300 people. The second target audience was six schools, whom have approximately 5000 children attending them. The action motivated a significant number of schoolchildren to sign pledges on behalf of their schools.

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 event was highly visible, attracting a significant number of people to attend and encouraging them to make pledges to reduce waste. The pledges were an excellent use of a communication tool and can be accepted as a commitment to act.

Pledges can be seen as an example of good practice. The event – a procession onto a closed landfill site was original and an example of demonstrating to people what happens to their waste when they no longer want it. The quality of the event and the follow up commitment to set targets to reduce waste and to focus specially on waste reduction was excellent. The project is suitable to be replicated in other context and European Regions.

Following the event schools will be set targets to reduce waste, which will be monitored during the academic year. The impact will be measurable and most likely to be lasting as school begin to realise how much waste they throw away specially when the waste could have been re-used or recycled or even composted.

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.



