



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Brussels – Wallonia Region
Country/Region: Belgium/Hainaut
Name of nominated project developer: Isabelle Heymans
Name of nominated action: Les Grands sensibilisent les plus jeunes
Place: Institut Saint Joseph
Town: Saint Ghislain
Region: Hainaut
Country: Belgium
Website: www.terretous.com
Nominee category: Educational establishment
Dates of action: 19-23/11/12

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

Through various events and activities appropriate to the age of children in the primary section (6 to 12), 25 future environmental technicians will be aware of the importance of waste management. The idea is to give tangible tips and solutions for children to make good habits. The impact is even more important because it is older students that educate smaller children.

Come with a bread box, choose fruit as a snack, buy bigger packaging and avoid the overpackaging are examples of concrete actions that we will propose. We hope they breed these actions not only at school but also at home.

To do this, the 'leaders of the day' have prepared games and workshops so that the message is received in a good mood:

- After a short introductory film and a series of questions about the habits of children, the children are divided into groups to facilitate exchange and questions.

The workshops offered are the following: the game of goose SERD, a quiz on general life of waste and good habits to a composting workshop, a hockey-based waste sorting, fishing for ducks.

Each group will participate at 3 workshops and children will receive a diploma and a book to give to their parents at the end of the activities, so they can discuss at home.



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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

135 children and their teachers were aware during this period.
Photos of children during these activities will be visible during open days March 23, 2013.
The 25 leaders shared the highlights of these days via the fan page and blog terretous (www.terretous.com) .
Many parents of children came to thank the students for their enthusiasm and since the sensibilisation their sons and daughters have been using the bread boxes.

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 blog allows us to offer high visibility actions taken during the week of waste reduction (+/- 80 visitors per day)
- 2) good practice, originality and exemplarity
The originality of tutoring, smaller children are attentive to the advice given by adults. Leaders feel valued by advocacy.
- 3) quality of content and focus on waste prevention
The reduction is the mainstay of the sense of scale in waste management. Educate younger is a guarantee for the future because they will repeat their actions throughout their lives.
- 4) European reproducibility
The experience can be carried out on all schools as long as there is higher and elementary cycle on the same site.
- 5) Follow-up in long-term and lasting impact
Good habits start young and it is promising that older students are leading by example the younger ones.

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://terretous.com/environnement/la-semaine-europeenne-de-reduction-des-dechets-chez-nous-cest-toute-lannee.html>

<https://www.facebook.com/media/set/?set=a.495739037116788.119253.169419063082122&type=3>



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