



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: IBGE
Country/Region: Belgium/Brussels
Name of nominated project developer: Sustainable neighbourhood Wiels
Name of nominated action: Give box
Place: Brussels
Town: Cospicua
Region: -
Country: Belgium
Website: www.rqd-dwn.be/quartiers/wiels
Nominee category: Other

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

A give box is a large, open cupboard, placed in a public area, where people can drop off and pick up second hand goods (clothes, books, tools...) there is no surveillance, people can come and go as they please, 7/7, 24/24. The persons in charge of the sustainable neighbourhood Wiels in Brussels saw this initiative elsewhere, and decided to also install a Give Box in their neighbourhood.

During the EWWR, the persons in charge organised 2 information sessions where advice was given to interested people. Also a collection march was organised during the Week, which enabled the collection of reusable goods and which gave the opportunity to meet people to let them know about the existence of the Give-Box initiative. It was rather a symbolic march, since the Give Box is open to the public at all times. There was also collaboration with a local technical school.

Although the Give Box doesn't need a strict surveillance, the person who took the initiative pays a visit in a while just to keep an eye on things, and to rearrange and present goods in a nice way. The initiative received a lot of positive feedback from the inhabitants, and was an item in several media (written and television). The Give Box is still active and has not become a 'dump site' (which some sceptics were afraid of). On the contrary: the initiative was an impulse to the social cohesion and makes sure that a street which was a bit neglected has been upgraded. People are proud of the Give Box in their neighbourhood.



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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 people who came to the information sessions (7) were members of other sustainable neighbourhoods. They wanted to learn about the concept of Give Box in order to install one in their own neighbourhood. It was explained that apart from the waste reduction, the Give Box also gives the opportunity to create a solidarity and conviviality in a neighbourhood.

The Give Box in the Wiels neighbourhood permitted to revalue the streets where clandestine dumps were daily business. The situation is improving.

Participants are enthusiastic about this concept which is easily put in place at a very low cost. The informal contacts also permitted the exchange of information about other types of waste which can be recovered.

A quick evaluation shows that the goods which are dropped off at the Give Box, never stay long: there is a constant turnover of products. Given the nature of this action, it is hard to estimate the exact number of participants. But estimates are that a few 100 (can) make use of this initiative, sooner or later, once or several times.

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



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- 1) visibility and communicational aspects
The Give Box will stay in the neighbourhood where it has a good visibility. It was broadly discussed in the media (newspapers, radio and tv)
- 2) good practice, originality and exemplarity
The Give Box is a project made by and for citizens; it is original because it is the first in Brussels (and in Belgium). It serves as an example; therefore the people in charge put their advice in a newsletter on the website of the network of sustainable neighbourhoods in Brussels and on their own Facebook page.
- 3) quality of content and focus on waste prevention
A lot of goods would end up in an incinerator if they were not donated to the Give Box. Every object which is put and taken away permits to reduce the waste and will be reused. According to the project developer, even goods like plastic caps – used to learn to count, old cassettes and videotapes, torn clothes are taken.
- 4) European reproducibility
This concept is easily transferable in other countries.
- 5) Follow-up in long-term and lasting impact.
Once the Give Box is installed, it can stay there. It only requires a superficial check every once in a while to range the goods. The Give Box is filled and emptied alone.
There are multiple positive impacts:
 - Waste reduction
 - Reuse
 - Solidarity
 - Conviviality
 - Meeting people
 - It's free
 - Improvement of a neglected site
 - It encourages to make a daily walk, out of curiosity
 - And last but not least: no pollution because the cupboard has been made out of reused materials.

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.

Website of the sustainable neighbourhood Wiels:

<http://www.rqd-dwn.be/quartiers/wiels/>
<http://www.rqd-dwn.be/2012/10/qd-wiels-dw-givebox/>
<http://www.facebook.com/group3701623/s/26400008>

The action in the media (newspaper, tv,...):

<http://www.dhnet.be/regions/bruxelles/article/419754/la-caverne-du-quartier-du-wiels.html>
http://www.standaard.be/artikel/detail.aspx?artikelid=DMF20130104_00422969
<http://www.tvbrussel.be/nl/video/4/spullen-teveel-stop-ze-de-give-box>
<http://www.brusselnieuws.be/artikel/give-box-geven-en-nemen-vorst>
http://www.nieuwsblad.be/article/detail.aspx?articleid=DMF20130104_00422850
http://www.rtf.be/tv/revoir/detail_on-n-est-pas-des-pigeons?uid=145099015668&idshedule=c5434b20815a58ce7e8b512dc07f950a&catchupId=12-TIJIR001-178-PR-1&serieId=12-TIJIR001-000-PR

The action embedded in an initiative of complementary money:

<http://www.ecoiris.be/nl/ecogedrag/afvalpreventie-en-hergebruik/plaats-een-give-box-je-wijk>
<http://www.ecoiris.be/fr/eco-geste/prevention-des-dechets-et-reemploi/installez-une-give-box-dans-votre-quartier>



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