



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: Southport Eco Centre
Name of nominated action: A journey in time and waste
Place: Southport Eco Centre
Town: Southport
Region: Merseyside
Country: UK
Website: www.southportecocentre.com
Nominee category: Other
Dates of action: 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

The purpose of the activity was to raise both the profile of EWWR and highlight to the public the importance of waste prevention. To do this and attract visitors to the event, the organiser was able to secure the support of a TARDIS time machine and a Dalek which are synonymous with the BBC TV's Doctor Who programme at the Eco Centre.

The TARDIS and Dalek are international iconic images and are recognisable to children and adults alike. Having such iconic images at the centre enabled the event developers to attract and disseminate key waste prevention messages to the widest possible audience.

The TARDIS was used to support facts about waste and applied the Doctor Who 'timeline' as a learning tool to educate visitors on the issues that surround waste, not only in the past and today but how waste should be dealt with in the future. Besides the attraction of the TARDIS and a Dalek on the day, key messages were exhibited in the public area of the Eco Centre prior to the event in order to build momentum towards the event day and further raise the profile of EWWR.

Using the TARDIS and Dalek as an attraction, encouraged families to attend as well as individuals. In effect, the event became a positive family 'learning' day out. In addition to the major attractions, online games/quizzes from the EWWR website were also displayed on the day utilising the onsite IT resources. Again, families and individuals were able to personally interact and learn about waste issues whilst having fun together.



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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

A specific audience was not directly targeted. The aim of the event was to attract the widest possible audience. The audience consisted of unaccompanied young children, teenagers, families, adults and the elderly. It was important that messages about waste were conveyed to all ranges of people as they all in some way or another contribute to the waste problem.

On the day, more than 120 individuals visited the centre to view the attractions and took home with them important messages about waste and waste prevention. Approximately, 300 people had the opportunity to interact with staff and the icons, and participate in games and quizzes and learn directly from the event.

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 reason why this event has been nominated is because it made use of internationally recognised TV icons, interactive games and quizzes to visibly communicate the important messages about waste issues and waste prevention. To our knowledge, this is the first time that TV icons have used to first attract and then secondly interact and disseminate very important messages about waste to the public.

The event stood out for its originality and was an excellent example on how to be innovative in order to attract large audiences to an event. It was considered over and above good practice.

The quality of the content available was excellent (internationally recognised iconic images) and the event solely focused on waste prevention.

This activity lends itself effectively for replication by using recognisable imagery, which could be nationally, European or internationally recognised.

A key objective of the event was to collect visitor data in terms of contact details. The database will enable the organisers to 'pass-on' additional information and messages on a regular basis.

Centre staff was available on the day for direct public engagement and to issue literature and information. It was expected of those that were engaged, would adopt the principles of waste prevention and take the message home and re-evaluate the impact of their current lifestyles and make adjustments for the better where necessary.

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.flickr.com/photos/southportecocentre/sets/72157632100764206/>



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