



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: LIPOR – Intermunicipal Waste Management of Greater Porto  
Country/Region: Porto  
Name of nominated project developer: Matosinhos Local Health Unit – USLM, E.P.E.  
Name of nominated action: EWWR 2012 at USLM  
Place: Matosinhos Local Health Unit – USLM, E.P.E. – Pedro Hispano Hospital  
Town: Senhora da Hora  
Region: Matosinhos  
Country: Portugal  
Website: [www.ulsm.pt](http://www.ulsm.pt)  
Nominee category: Other  
Dates of action: 17 - 25 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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The “EWWR 2012 in USLM”, featured the dynamization of various actions in several areas of the Hospital:

- Building musical instruments with reused material;
- Music hour – music made with the instruments built;
- Laughter session – “the 4 R’s”
- Time of theatrical history Tale, referring to the subject of waste and with reused props;
- Interactive Exhibition – “Water Bar”
- Patients direct Awareness to Tap Water Consumption;
- Indirect Awareness – EWWR 2012 movie viewing and exhibition of posters in several areas
- Multimedia – site and corporate TV disclosure of the week.

#### Activities in the Pediatrics Service:

- Construction of musical instruments with recycled material – with the collaboration of the “Never Land” Association and in a plastic arts moment, various musical instruments were prepared by reusing materials, this animated with differently collaborators fairy dressed.
- Time of music – musical moment done with instruments built previously, and that was produced by a musician (Indalécio Paiva);
- Laughter sessions – “The 4 R’s” was a moment of laughter yoga, whose leader (Eveline Cunha) used the “4 R’s” to boost the session;
- Tale time – was carried out the dramatization of a story, alluding to the theme of the waste prevention with reused props carried out by a storyteller on a day (Clown Micas) and storytellers of the Association AJUDARIS in another day;

#### Activities in other areas:

- Interactive exhibition – “Water Bar” (23<sup>rd</sup> November), this exhibition was carried out in the Hospital canteen, in order to sensitize all users for excessive consumption of plastic containers, being a proof of tap water vs bottled water to all users of space;
- Direct patient awareness to tap water consumption (22<sup>nd</sup> November) – it was made to raise awareness of the inpatients, with a direct approach about tap water, complemented with the delivery of a book with all of this information;
- Indirect-awareness Film viewing EWWR 2012 – It was promoted the viewing of movies about the EWWR within Hospital external queries and were exhibited several posters about the EWWR on several Hospital areas.
- Multimedia – Website and corporate TV, for dissemination of the week with this public hospital unit.
- Reuse workshop – Preparation of EWWR 2013 badges by reusing water bottle covers and writing paper.

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

The target audience of the performed actions was diversified: users of the Pediatrics service, Hospital Employees, Patients admitted to other services and the general public.

Given that this is an area frequented by people in conditions of weak health, all actions that promote their entertainment are always welcomed and well received. In this way, the workshops, the messages exposed and the developed dynamics were excellent means of diffusion of the waste prevention messages, having the same been well assimilated and put into practice.

With the interactive exhibition “Water Bar”, it is estimated to have been covered the 188 people who used the canteen that day, having been made 80 water tests.

In awareness of in-patients, were addressed about 300 patients.

The EWWR film viewing, it is estimated that about 5000 people were covered and touched indirectly.

In Pediatrics, all children were involved in activities and animations proposals.



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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

1) visibility and communicational aspects

It is unusual that a Hospital, through the service of the Local health unit, engage in this kind of initiatives. So, and in an interesting way, it was possible to show to the community, more active in issues of sustainability and environmental concerns, exposing the feasibility of putting in place in any location/service/institution a series of ideals, specifically the production of waste prevention.

2) good practice, originality and exemplarity

With the good practices that have been exemplified and evidenced during this week, it is estimated that other habits have come to stay, not least among the employees/officials of the targeted areas, and can therefore be a multiplication of information, new practices and attitudes. The Traverse of in-patients beds, making water consumption awareness channelled elucidated well how certain concepts can be grasped and enthusiastically imparted.

3) quality of content and focus on waste prevention,

The content taken into account, as well as comprehensive (reuse of materials, multimedia, animation, direct approaches, etc.), clearly illustrate the way in which this institution was focusing on their dissemination and participation goals, for the issues of waste prevention.

4) European reproducibility

The kind of actions may be reproduced in any health facility similar to this by putting into practice these activities or other similar and involving users.

5) Follow-up in long-term and lasting impact

Was given the feedback, from the institution, regards the acceptance on the part of targeted activities, either in some numbers (users of the canteen; patients questioned, population visits to the website or premises where there was projection and publicity of the EWWR). The acquired taste by the reuse of materials, the animation in a matter so serious, and the monetary advantages of changing habits (consumption of tap water) and also by the dynamics present in a normal day's work.



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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.



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