



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Portuguese Environment Agency
Country/Region: Portugal
Name of nominated project developer: Clube Europeu e Clube das Artes do Agrupamento de Escolas da Trofa
Name of nominated action: Exhibition and Competition «The gain is in the reuse!»
Place: Trofa
Town: Trofa
Region: Norte
Country: Portugal
Website: <http://clubeeuropeuescolasecundatrofa.bloguepessoal.com/>
Nominee category: Other
Dates of action: 20 - 23 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 action consists of two steps:

1. Organization of an exhibition of decorative and housekeeping household objects.
 - a. The students and teachers (from European clubs and the arts) perform a survey of ideas about the objects to be built;
 - b. Students and faculty gather material use;
 - c. Students and teachers construct objects to exhibit, taking pictures of the various stages of construction;
 - d. Students and teachers build the posters that illustrate and explain the stages of construction of each object as well as the materials used in its construction and phrases with information about the time it takes to degradation in the environment of reused materials and the average spending its recycling;
 - e. Students and teachers build a poster and flyer disclosure of exposure to be distributed to students and parents and family;
 - f. Students and teachers build and distribute invitations to visit the exhibition of local entities;
 - g. Students and teachers build a satisfaction survey for visitors to the exhibition;
 - h. Students and faculty organize the exhibition space;
 - i. Teachers accompany visitors at the exhibition.
2. Organization of a competition for the construction of decorative and housekeeping household objects.
 - a. Teachers build the rules of the competition;
 - b. Teachers build a flyer explaining and encouraging participation in activities and dissemination of the week;
 - c. Teachers distribute the material made in b) by education group of schools Trofa;
 - d. The students of different education cycles constructed, with the help of teachers of parents and relatives, different objects.
 - e. Students conduct a photographic stages of construction of the object;
 - f. The members of the jury examine the objects presented and a photo reportage of each respective construction and select the winners;
 - g. Teachers organize the posters of the winner objects.
 - h. Teachers and students include the winners of the objects in the exhibition;
 - i. Teachers organize posters with objects that participated but were no winners.
 - j. Students and teachers build a certificate of participation, which will be distributed to participants;
 - k. Teachers gather prizes to be offered to contest winners.
3. Teachers encourage dissemination of the initiative in local and regional newspapers, school web page, blog and European club facebook page.
4. Teachers prepared statistical data obtained from surveys given to visitors.

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

The target audiences were students and the educational community of Trofa Group of Schools and the action involved about 2000 participants. By displaying posters, distributing flyers, dissemination at the school website, blog and European club facebook page, disseminating at local and regional newspapers, it was sought to motivate the target audience. This type of exposure (theme) was innovative in the county in which the school cluster fits and corresponds to the first activity of the group.



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 criteria that we used were the following:

1. Number of participants in the action;
2. Disclosure tools used;
3. Quality of content;
4. Focus on prevention of waste;
5. Possibility of reproduction of any action by organizing an EU country;
6. Sustainability of the impact of the action;
7. Innovation.

Within the category “others” this action was the only one in the contest and reached the highest value in most indicators. Just sustainability indicators and the number of participants were assigned the rating of “adequate”. This action aimed to raise awareness at school influence area in order to build objects that give new utility to diverse types of waste, preserving the environment and saving money and resources. Clearly an action that fits the assumptions of EWWR.

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://clubeeuropeuescolasecundatrofa.bloguessoal.com/>
<https://www.facebook.com/#!/clubeeuropeu.estrofa>



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Visita a **EXPOSIÇÃO "No (re) utilizar é que está o ganho..."**, dinamizada pelos Clubes Europeu e de Artes, que se realizará nos dias 20 a 23 de novembro de 2012, entre as 10h e as 22h, na Escola Secundária da Trofa (instalações do Clube de Artes).

VEM CONHECER OS VENCEDORES DO CONCURSO E REUNIR IDEIAS PARA REUTILIZAR MATERIAIS, POUPIANDO O AMBIENTE E A "CARTEIRA"!

APARECE!

Os Clubes Europeu e de Artes do Agrupamento de Escolas da Trofa convidam-te a participar no **CONCURSO "No (re)utilizar é que está o ganho..."** inserido na comemoração da SEMANA EUROPEIA DA PREVENÇÃO DE RESÍDUOS (consulta o regulamento do concurso).

Para participares só tens que construir um objeto onde reutilizes materiais que já não têm utilidade em tua casa ou na tua escola.

Este objeto deverá ter uma finalidade utilitária e/ou decorativa, desempenhando uma função diferente da inicial.

Tira fotografias de todas as etapas de construção e materiais utilizados e envia as mesmas para: concursooreutilizarestaoganho@gmail.com

DEPOIS:

Vem visitar a **EXPOSIÇÃO "No (re)utilizar é que está o ganho..."** que se realizará nos dias 20 a 23 de novembro de 2012, entre as 10h e as 22h, na Escola Secundária da Trofa (instalações do Clube de Artes).

TENTA SER UM DOS VENCEDORES DO CONCURSO E VER O TEU TRABALHO NA EXPOSIÇÃO!

PARTICIPA!