



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: COGERSA  
Country/Region: Asturias - Spain  
Name of nominated project developer: Municipality of Salas  
Name of nominated action: Take Plan: Reuse 2012  
Place: Street Market  
Town: Salas  
Region: Asturias  
Country: Spain  
Website: [www.ayto-salas.es](http://www.ayto-salas.es)  
Nominee **category**: ADMINISTRATION  
Dates of action: 20, 21, 22, 23, 24 and 25

### 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 municipality of Salas in western Asturias is a small borough with a population of 5000. Its primary economic activity is centred around farming. The local adult population does not generally attend conventional talks or exhibitions, and so the council environmental team decided to look for an inter-generational activity in which the main subjects were the adults' own children, nephews, nieces and/or younger residents.

The chosen activity consisted of the local council organising an educational campaign on the reduction of waste. This campaign was carried out at the weekly town market by students of the 5 educational centres in the municipality, and was aimed at the entire local community. The market was chosen as offering the broadest impact for the campaign, and because it is frequented by many of the inhabitants of the rural areas of the borough, this assured that the information could reach all parts of the region.

Throughout the week, the public was free to visit an exhibition on waste reduction held by COGERSA in the town hall, and another prepared by high-school students and held in the educational centre's own hall.

### **Action Steps Taken:**

May 2012: meeting with the local educational institutes to present the activity, in order to obtain their approval and to ensure the inclusion of the activity in the Annual General Schedule of their centres.

October 2012: Students of the Valdés-Salas high school (12-18 years old) create educational material on waste reduction, displayed in the classrooms of all the council centres.

November 2012: Meeting of children to revise concepts and to check their knowledge of waste reduction and the European Week of Waste Prevention, and to explain to them what the activity will consist of. The activity comprised a brief questionnaire on the consumer habits of the residents currently present in the market. Groups of 2-3 children asked 6 questions, varying according to whether the person asked lives in town or in a village/rural location. Once obtained the answers were evaluated according to the following scale:

6 points obtained: interviewee is presented with a notebook containing advice on reducing waste.

4-5 points obtained: interviewee is encouraged to try harder, and is given some educational leaflets containing advice on how to reduce waste. Some of these leaflets differ according to whether the interviewee lives in town or in rural location, as they were prepared specifically for Salas residents.

0-3 points obtained: interviewee is strongly advised to improve their habits and provided with educational leaflets containing advice on how to reduce waste.

In addition, all participants were invited to visit the 2 exhibitions held in the town hall and the high school so as to reinforce their acquired knowledge.

The activity was recorded by the students of Valdés-Salas high school, for its possible inclusion in a short film on waste prevention.

After the week had passed, the educational centres continued studying waste reduction in the classroom as a further learning element. The local council continues to plan new campaigns in which the local residents are both the activists and the targets of the waste prevention message.



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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 activity involved the following sectors:

Municipal workers of the Environmental team: Organisation of the activity and desing of the educational material given to adult members of the public.

The 5 educational centres of the municipality, a total of 450 scholars aged between 0 and 18. Older students: development of informative material on waste reduction and filming a video of the activity. Younger students: use of these materials in the classroom, design of the questionnaire to survey adult members of the public and the subsequent interviewing of visitors to the weekly market. Students of ages 0-6: participation in a theatre performance about waste reduction created during the activity.

Adult-members of the public – visitors of the weekly market of of municipal premises participating in the activity: taking part in the survey and the exhibitions.

Having been created and passed on by the children and teenagers of the borough, the messages have had a major impact on the local population. Their role as interviewers aroused great interest among all participants: firstly among the group of students itself, as an extra motivation to get involved in the activity, and secondly among adult members of the public, who were very interested in both how the children played the role of interviewers and also the advice they gave on waste reduction.

The total number of participants was 1081 out of the 5000 borough inhabitants, which represents almost 20 % of the local population.

**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

This activity is an example of the participation of the youngest residents acting as the creators and conduits of information aimed at adult residents. This inter-generational activity made both children and adults more receptive to the information destined for them: the young people were responsible for the acquisition of knowledge to enable them to prepare questionnaires and to explain the concepts to their elders, who in turn responded better to a relaxed atmosphere and who were pleasantly surprised to find the youngest residents of the borough interviewing them.

This is an activity that will enable new projects to be created in the future, given its success both in terms of participation and in terms of its low economic cost through the use of existing resources without the need for new elements to be incorporated.

It favours the development of environmental projects created by the educational centres themselves, aimed at the local residents themselves and regarding the local surroundings.

IT favours the development of good environmental practices in all areas of the borough.



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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.

<http://www.cogersa.es/metaspaces/file/51712.pdf>



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