



EWWR Awards Edition 2012 – Nominees Presentation Form

This is the selection form to be used by EWWR organisers to nominate the actions in their region for the European Waste Reduction Awards. These forms will be transmitted to the jury who will then decide on the actions to receive an award.

IMPORTANT: To nominate EWWR actions in your country/region please complete one nomination form for each of the nominated actions. Remember you may only nominate one action per category.

Please fill in each of the sections below in order to nominate your EWWR actions:

1. Details of Action:

EWWR Organiser: IBGE
Country/Region: Belgium/Brussels
Name of nominated project developer: Administration of the municipality of Etterbeek (Eco team)
Name of nominated action: Give away feast
Place: Brussels
Country: Belgium
Website: www.etterbeek.irisnet.be
Nominee **category**: Administration

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 (max 1 page)



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Within the framework of the 'Eco-dynamic Enterprise Label', awarded by the local town hall and Etterbeek's local Agenda 21, the town hall's Eco-Team developed a project which included the following:

- "the Exchange": intended for community employees (town hall and decentralised services), the principle consisted of inviting community employees to bring various objects (in good condition and in working order) they wanted to get rid of (open on Monday 19th and Tuesday 20th November), and taking home other objects they liked if they so wished (Thursday 22nd and Friday 23rd November), free (sort of jumble sale/swap). People were allowed to bring or take as much as they liked, within reason. The Eco-Team was on duty on these particular days. Any remaining objects were offered to the social workers (to help families in need) and clothes and toys were given to a clothing bank, with the remainder going to 'Petits Riens'.
- "Recycle Workshops": The aim was to show how an object or material can be easily transformed or reworked in order to be used as something else rather than being thrown away. These workshops took place at the same time as the exchange, in the same room, on Thursday and Friday. Eight workshops on recycling and reuse were offered by members of the Eco-Team. Crocheted plastic bags, patchwork made out of fabric remnants, making furniture out of cardboard, making ecological cleaning products, making wallets out of Tetra Packs, basketwork made out of newspaper, Christmas decorations and garlands made out of wool, preparing and trying a bodding (pudding made from stale bread).
- "Rough books and recycling bins": The aim was to reduce the amount of paper thrown away and encourage the recycling of rough paper to make notepads. Rough books were handed out at the exchange days as well as customised recycling bins (bins to collect paper printed on one side only) were distributed (and will continue to be in various departments). Explanations were provided concerning the rough books and recycling bins so that the employees could then make their own rough books (they just have to bring a full bin to the supplies office which will make the rough books for them). A collaboration with the supplies office was set up for this action.

Communication: see hereafter.

The three actions were very successful and a desire to repeat the project exists following numerous requests from the visitors.

5. Please describe the target audience and how the action motivated its public/target audience, as well as the number of participants (max ½ page):

The target audience existed of community employees: from the town hall, cleaners, workers, councillors, decentralised services, social service.

The target audience reacted very well to the communication tools developed (video). The exchange events took place at lunchtime so that all the employees would be free to take part in the actions, including employees from different counters and decentralised services.

More than 120 communal employees came to the exchange events and recycling workshops over the two days (Thursday and Friday) at lunchtime. The majority of visitors were curious about and interested in the "recycle" workshops. Twenty-two of them left with a rough book.

The employees who brought objects came from more than 18 different community services. The employees who came to visit the exchange came from more than 36 different community services.

The visitors were very enthusiastic and satisfied with the actions and expressed the desire to have events like this more often. The municipality received many positive comments in the week after the project.

6. Please explain why you have decided to nominate this action for a EWWR Award, following the main criteria listed here below (you can add your criteria if needed) (max 1 page):

1) visibility and communicational aspects



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- 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) Communication: desire to limit the amount of printouts. A poster to spark interest then an illustrated explanatory poster were displayed in three strategic places in the town hall (six posters in all). Communication via e-mail (x3) before and during the Week. Announcement of the project in September's electronic newsletter (Dynamic 21). The members of the Eco-Team (14 employees) went to the different departments to explain the action, which also allowed them to reach employees who don't have e-mail (caretaker, workers, cleaners, etc.) or who are decentralised.

Finally, the Eco-Team made a fun promotional video internally at no cost at all, lasting 1.5 minutes. Placed on the public service's internal server, this video was greatly enjoyed and contributed considerably to our project's success. This video was also copied onto the computer of decentralised employees.

2) Good practice, original and serving as an example.

- originality: no exchange had been organised in the community public services before this project. The fact that it was free and voluntary was much appreciated; the originality of the means of communication, the originality of the 'recycle' workshops which surprised many visitors!

- Good practice and setting an example: promotion of the social service's clothing bank, recycling and reuse which can be done at home, raising awareness about how to better manage waste, the Eco-Team's desire to show easy ways to respect the environment.

Also note that the Sustainable Development Department had a 'Sustainable Development media library' for community employees with books, DVDs, magazines, etc., on display during the exchange events.

3) Quality actions targeting waste reduction

The project was supported by the Etterbeek college and the community secretary owing to its originality and quality. The visitors and organisers were very satisfied regarding the quality of the project and the fact that it was well organised. Great satisfaction of the eco-advisors, the Eco-Team coordinators, regarding the project's sustainability, across-the-board approach and everyone's participation in it. Relevance of the project's success indicators, indicating a real impact on waste reduction (reduction and reuse of objects through the exchange, recycling paper for the rough books, awareness about reduction, recycling); reuse through the 'recycle' workshops. Waste production associated with the communication campaign: very low.

4) Transferability: This project is very easily transposable

- The exchange: you just need a room and motivated people to take care of communication and promoting the project.

- The rough books: made in a few seconds (cutting the paper and one staple!)

- The recycle workshops: you just need a bit of imagination, be creative, find information on specialised sites (EWWR, ideas network, etc.) or through a 'Foire-aux-savoir-faire' non-profit association.

The project didn't cost anything and when it is organised by a team, it is very quick to organise and not time-consuming. A recommendation is to publish it sufficiently in advance (several weeks in advance) so that people have the time to sort their unwanted items out at home and to bring them along.

5) Sustainability of the actions and impact on the long term

- Sustainable communication, no cost, direct contact with colleagues, adapted and original tools made in a participatory way and an across-the-board approach (such as the video made internally).

- Highly participatory project

- Awareness-raising actions to reduce waste, the recycling and reuse of objects in a convivial atmosphere

- Donating left-over objects to people in need through social workers, the social service's clothing bank (clothes, games and toys), the Petits Rien (social economy company).

- Reduction in objects thrown away (respect for the environment)

- Long-term perspective: before the project, the commune's Sustainable Development Department envisaged creating an exchange service for its citizens (supported by the Councillor for Sustainable Development).

Considering the success of the action, this project could actually come to fruition quite rapidly (providing the college of the municipality approves it).



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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.

++ video de 600 MB!

DU 19 AU 23 NOVEMBRE, VOTRE ECO-TEAM VA VOUS SURPRENDRE !
SURVEILLEZ VOTRE BOITE EMAIL !
VAN 19 T/M 23 NOVEMBER GAAT HET ECOTEAM JE VERRASSEN!
HOU JE MAILBOX GOED IN DE GATEN!

Votre Eco-Team participe à la Semaine Européenne de la Réduction des Déchets, et vous ? Découvrez le programme en vidéo sur :
<\\Ariane\public\Eco Team Info\Film Eco-Team>

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UNE ACTION DE VOTRE ECO-TEAM !
EEN ACTIE VAN JE ECOTEAM!

UNIQUEMENT RESERVE AUX AGENTS COMMUNAUX ! ENKEL VOOR GEMEENTEMENSLIJDEN

VOTRE ECO-TEAM PARTICIPE À LA SEMAINE EUROPÉENNE DE LA RÉDUCTION DES DÉCHETS, ET VOUS ?
HET ECOTEAM DOET MEE MET DE EUROPESE WEEK VAN DE AFVALVERMINDERING, EN JIJ?
UNE ACTION DE VOTRE ECO-TEAM !
EEN ACTIE VAN JOUW ECOTEAM !

Le programme

- Les lundi 19 et mardi 20 novembre, de 13h à 14h, salle des associations (-1):
> **Donnerie** : apportez vos objets en bon état dont vous ne vous servez plus (ils feront plaisir à d'autres !)
- Les jeudi 22 et vendredi 23 novembre, de 13h à 14h, salle des associations :
> **Donnerie** : repartez avec d'autres objets qui vous plaisent, gratuitement !
> Des ateliers récup' à découvrir
> Des récup' bac et des carnets de brouillon à votre disposition

Plus d'infos ?
Voir le parti film promotionnel sur <\\Ariane\public\Eco Team Info\Film Eco-Team>
Avec le soutien du Collège des Bourgmestres et Echevins d'Etterbeek

Het programma

- Op maandag 19 en dinsdag 20 november, van 13 tot 14 u., verenigingszaal (-1):
> **Het Geeffeest**: ga naar huis met de spullen die je niet meer gebruikt en zich nog in een goede staat bevinden (je kan er iemand anders plezier mee doen)
- Op donderdag 22 en vrijdag 23 november, van 13 tot 14 u., verenigingszaal:
> **Het Geeffeest**: ga naar huis met de spullen die je interesseren, gratis uiteraard!
> Workshops rond afvalrecuperatie
> Récup' bakken en kladschriften worden ter beschikking gesteld

Meer info?
Bekijk het promotiefilm op <\\Ariane\public\Eco Team Info\Film Eco-Team>
Met de steun van het college van Burgemeester en schepenen van Etterbeek

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Cher(e)s collègues,

- N'hésitez pas à passer découvrir les nombreux objets de la **donnerie** de l'Eco-team, aujourd'hui et demain, salle des associations (-1) entre 13h et 14h.
Tous les agents communaux sont les bienvenus pour prendre les objets qui leur plaisent !
- Venez aussi découvrir **nos ateliers sur la récup'** :
- crochet de sacs en plastique,
- patchwork : réutilisation de bouts de tissus,
- fabrication de meubles en carton,
- fabrication de produits d'entretien,
- fabrication de porte-feuille en tétra-pack,
- vannerie avec du papier journal,
- présentation de boules de Noël et de guirlandes avec de la laine,
- dégustation de « bodding » (pudding au pain).
- Venez aussi chercher votre **récup'bac** et votre **carnet brouillon**

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CONTACT DETAILS

Please enter the contact details of both the EWWR organiser and the nominated Project Developer below:

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