



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Catalan Waste Agency (Agència de Residus de Catalunya)
Country/Region: Catalonia (Spain)
Name of nominated project developer: Navàs Town Council (Ajuntament de Navàs)
Name of nominated action: Reuse of surplus ballot papers (Reutilització de butlletes del procés electoral)
Place: 3 polling stations in the town
Town: Navàs
Region: Catalonia
Country: Spain
Website: www.navas.cat
Nominee **category**: ADMINISTRATION
Dates of action: 25/11/2012

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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Navàs is a small town with 6,155 inhabitants that belongs to the county of El Bages, stretching from the valley of the Llobregat river to the east and as far as the Cardener basin to the west. To the east it borders Gaià; To the south Balsareny, Castellnou de Bages, Súria and Sant Mateu de Bages; to the west again with Sant Mateu de Bages and Cardona; and to the north with Viver i Serrateix and Puig-reig, which belong to the county of El Berguedà.

Navàs is the second largest municipal district in the county in terms of land mass, with a surface area of 81.79 km² and a maximum altitude of 711 m. The municipal district of Navàs also includes other small towns, such as: El Mojal, Sant Cugat del Racó (includes Les Esglésies), Castelladral (includes Orriols and Valldeperes), Sant Salvador de Torroella, Palà de Torroella and Vals de Torroella.

Catalonia's regional elections were held on 25th November 2012. 4687 inhabitants of Navàs were entitled to vote. Given that the date of the elections coincided with the EWWR, Navàs Town Council decided to organise an activity with significant pedagogical value to raise awareness among the town's population of the need for everybody to prevent waste. This activity was the reuse of surplus ballot papers.

The activity consisted of collecting all the surplus ballot papers from the elections and turning them into notepads. The process was carried out in the local printing house, which cut and glued them to produce the end product. As such, the activity involved both boosting the local economy, in order to promote certain types of trades or local professions, and reducing CO₂ emissions.

These notepads are distributed among those participating in the EWWR. It represents a practical solution to waste that cannot be avoided by law. As such, the life of products is lengthened and they are given another use.

Lengthening the life of products also represents power savings since there is no waste to recycle and it is not necessary to buy a new item (notepad) either.

This is the second time that the activity has been carried out. In the 2011 general elections, coinciding with the EWWR, some 3000 surplus ballot papers were turned into 500 notepads.

The activity itself consisted of placing 3 information points at the entrance of the three polling stations in the town on the day of the Catalan elections, Sunday 25th November 2012:

- Creation of information panels, displayed at the information points, with an explanation of the initiative, its objectives and production process.
- Give-away of notepads made from the surplus ballot papers of the previous elections for all voters and those accompanying them.
- Information support provided by council workers during the busiest periods of the day at the information points.
- The activity was publicised through the municipal website (www.navas.cat), on the social networks of the Town Council (Facebook and Twitter) and in the Toy Exchange Market held on 17th November.

Results of the activity:

- 3480 people potentially made aware of the issue.
- 26000 surplus ballot papers collected and turned into 130 notepads, each with 200 pages.
- 400 notepads

As such, this is a very valuable activity in pedagogical terms since it has not been implemented to prevent a large amount of waste but rather to show citizens that we all play a part in preventing waste.



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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 target audience was the town's population since the goal of this activity is to raise awareness on waste reduction and reuse. The goal was also to convey the message to different population groups. Each town could distribute notepads and explain the concept to:

- Schools
- Senior citizen and youth associations
- Town hall workers
- Voters

The participants were the population as a whole, although there were about 3480 actual voters on election day. Generally speaking, the population has been very positive about the activity.

At the end of the activity 400 notepads from the previous general elections were distributed and 130 new notepads were produced to be used in upcoming municipal activities (information activities in civic centres, municipal markets or cultural events scheduled in the municipal district).

The target audience was reached through different channels:

- Information points in the polling stations
- Municipal website: www.navas.cat, municipal radio (La Veu de Navàs) and the Navàs local television station (Canal N).
- "La Plaça" municipal magazine
- Other activities of the EWWR, such as the Toy Exchange Market, held on 17th November.

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



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1) visibility and communicational aspects

An important communication aspect of this activity is that it has reached sectors of the population that are difficult to connect with in terms of environmental education and waste prevention. On the day that the elections were held, information panels were placed in front of each polling station explaining the transformation of the surplus ballot papers into notepads. Furthermore, notepads produced from the surplus ballot papers of the previous elections were made available to voters to take home.

2) good practice, originality and exemplarity

This good practice can easily be adapted to other towns, since elections are held everywhere. It is an action that serves as an example to the population.

There are 5.2 million registered voters in Catalonia and every time elections are held more than 7 million ballot papers are produced. Generally speaking, there are municipal, regional or national elections every two years.

Furthermore, since 2010 in Catalonia there have been elections every year, accompanied by the corresponding generation of paper waste (21 million ballot papers weighing 1.5g on average equals to 31.5 tons of paper).

Until the lead of other countries is followed and the electronic voting system is implemented, this system will remain in place. This option is at very early stage in Catalonia. Only a handful of towns have carried out electronic voting pilot schemes for other types of elections. As such, the initiative of Navàs Town Council is a simple, economic and high-impact activity that serves as an example to the entire population. It shows that small gestures can make the population reflect and that everybody has a role to play in preventing waste.

3) quality of content and focus on waste prevention

The notepads have been produced using surplus ballot papers from various elections that have been held, adapting to needs and requirements to optimise waste prevention.

The first notepads were shrink-wrapped, with an EWWR sticker placed on top. The second time that the notepads were produced they were not shrink-wrapped and the sticker was placed on the back of the notepad. On future occasions the format of the sticker will be altered and will only display the EWWR logo and a few words on waste prevention. It will not display the year since if any stickers are left over they can be used again.

4) European reproducibility

Elections are held throughout the European Union, which means that the activity could be applied anywhere in the territory. The only aspect that must be ensured is that the back of the ballot papers are left blank. If the back of the ballot paper contains writing, this in itself is a good practice since it means that all the available space is being used.

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

Although the activity has a low impact in terms of the quantity of waste prevented on a municipal level, it has a high impact in terms of raising awareness among the population and is viewed very positively by citizens. As such, Navàs aims to incorporate this activity in all the elections held in the town, even if they do not coincide with the EWWR. For future occasions, the aim is to incorporate some changes to improve the activity and reduce the amount of waste:

- Reuse company receipts which are already in notepad format and only need the sticker.
- Reuse surplus envelopes, placing a blank sticker on the front of the envelope.
- Together with the panels placed in each polling station with information on the transformation process of the surplus ballot papers, a computer will be installed that will show a video on the process, enabling voters to see how the entire process is carried out.



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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.

Election day: ballot papers



Production of notepads from surplus ballot papers



Election day: display of information of the process and give-away of notepads



Video in English: <https://vimeo.com/59505396>

Video in Catalan: www.arc.cat/setmanaprevisio
in the Actions Catalogue section (“Catàleg d’Accions /Videos”)

Communication tools





Ajuntament de Navàs

A Navàs, les butlletes del procés electoral s'han convertit en blocs de notes.

REDUEIX, RECUPERA, REUTILITZA i si no pots fer res més RECICLA



SEMANA EUROPEA DE LA PREVENCIÓ DE RESIDUS DEL 17 AL 25 DE NOVEMBRE DE 2012



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