



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: EWWR Secretariat  
Country/Region: Spain  
Name of nominated project developer: Town Hall of Lanzarote  
Name of nominated action: Menos residuos...Más Lanzarote! (less waste... more Lanzarote!)  
Town: Lanzarote  
Region: Canary Islands  
Country: Spain  
Website: [www.cabildodelanzarote.com](http://www.cabildodelanzarote.com)  
Nominee **category**: Public Authority  
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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From Lanzarote Town Hall we participated for first time in the celebration of EWWR 2012. The mentioned authority performs from several years ago an awareness-raising campaign called 'Lanzarote Recicla', which promotes waste valorisation through reduction, reuse and recycling.

We are trully interested in going further in transfer to the society the importance of waste prevention as an essential first step for a proper waste management in Lanzarote, which is Biosphere Reserve. Because of that, we proposed an actuation summary focussed in 3 working areas:

- **Educational centres:** Educational centres have participated during the week performing actuations in order to reduce waste generated in school and high schools. To do so, Town Hall proposed activities regarding 'no-waste-breakfast' (bringing fruit, food without packaging and/or lunch boxes, etc.) ; also proposed the celebration of an 'exchange market', to give value to disused items and promote the exchange of items within the audience.

The above mentioned proposal was presented during the Assistant Heads meeting. Each centre joined the action voluntarily and worked independently, with the support of the environmental educators from 'Lanzarote Recicla' initiative.

An online blog was created as well, where each centre was able to share experiences and images of the activities they were carruing out.

- **General audience:** we proposed to perform activities in the streets in order to make citizens participate in EWWR. To do so, a tent was installed in the street to perform, among others, the following activities:
  - Exhibition of reused items: used-cans armchair, plastic-cups lamps, brick, etc.
  - Reuse and recycling paper workshop
  - Soap from used oil workshop
  - Discussion regarding reusable nappies
  - Discussion regarding product labelling
  - Book crossing point
  - Exhibition of house composting
  - Exhibition of 'less-waste shopping': analysis of waste generation from two shopping carts, one of them full of low packaging products, and the other one full of high packaging products.
  - Puzzle game with cubes showing good practices.
- **Communication and diffusion tools:** EWWR, its content, practices and advices about waste reduction and the activities have been disseminated using different tools:
  - Creation of promotional posters
  - Dissemination through Town hall press room
  - Dissemination through local radio
  - Creation of a banner on Town Hall website

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

The initiative aimed to motivate the participants through direct activities and consumption advices, showing the citizens that waste reduction can be easy, quotidian and even funny.

The best way to motivate is the one in which the audience can see the different possibilities by themselves.



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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

This initiative is original because, so far, awareness campaigns have been mostly focussed on recycling. Through the proposed activities we aimed to transfer the importance of every citizen's role and the possibility of acting directly.

Our actions were completely practical, so every citizen and/or schoolchild could see how they could reduce and reuse their waste in an easy, quotidian and original way.

The proposal could be implemented in any other region or European country, adapting activities to each place's idiosyncrasy.

Our activity proposed a first actuation to be performed by educational centres and society in general, to start working on waste prevention. Hereafter, it will be possible to work continuously with different kinds of audiences, in order to promote waste prevention.

We evaluated different aspects:

- Quantity of centres involved in the activities
- Satisfaction surveys and evaluation of the activities by the responsables of educational centres
- Number of visits on the blog and the site created at Lanzarote Town Hall website
- Monitoring of the activity on press and media



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