



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: WasteServ Malta Ltd.  
Country/Region: Malta  
Name of nominated Project Developer: WasteServ Malta Ltd  
Name of nominated action: Reuse website  
Place: Not applicable  
Town: Not applicable  
Region: N/A  
Country: Malta  
Website: [www.wasteservmalta.com](http://www.wasteservmalta.com) / [www.reuse.com.mt](http://www.reuse.com.mt)  
Nominee **category**: Public Authority  
Dates of action: 22 November 2012 onwards

### 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

Building on the people's response received during regular waste management activities as well as on feedback received from people visiting the Civic Amenity Sites (sites for the disposal of bulky refuse), WasteServ came up with the idea of creating a website to encourage people to extend the lifetime of their unwanted objects from the comfort of their own home. Thus, the main aim of this website is to set up a platform where unwanted items that are still in good condition can be transferred to other people rather than thrown away.

People wishing to make their items available on the website can register as users. A picture of the item and information about it (such as brief description, what state this is in, estimated date of original purchase and contact details) should be uploaded by the person promoting this item. Anyone interested in acquiring the unwanted items can make direct contact with the owner. Puck-up or delivery will need to be arranged between both parties.

Listing on this website are being monitored and recorded so that the success of the site can be evaluated. Items promoted are various and may include telephony and electronics, household appliances, furniture, DIY, toys and games, clothes and accessories, books and other publications, arts and crafts, sports equipment, etc. The website also features a special 'Wanted' section.

Information presented on this website focuses on waste reduction and how everyone using this tool can contribute to extend the lifetime of objects which for one person may be waste, but a resource for another person. This reflects WasteServ's philosophy of preventing the generation of waste while also fostering a sense of sharing in our community. Since people acquire the items for free, they are also encouraged to make a small donation to charity by sending a blank sms as explained on the site with a donation to the Malta Community Chest Fund.



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

This project was launched during a business breakfast in which the Minister for Resources and Rural Affairs addressed the media present about this initiative. This set-up had the aim to get a good media coverage before embarking on a series of adverts on the local news radio stations, adverts on local newspapers and magazines, interviews on local media, adverts on public transport buses and continual promotion on WasteServ's facebook page. This ensured that thousands of Maltese citizens get to know about this website.

Since the project concept was based on people's feedback, it was expected that it will receive the positive response which it did and in fact the web traffic experienced so far is very satisfactory. The website appeals to all age groups and various target groups since any object may be uploaded to be reused.

**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 continual communication strategy helps to ensure that as many people as possible get to know about this website. The fact that a variety of communication tools are used, including facebook, public transport, radio stations, newspapers, newspaper websites and local magazines, keeps reminding various target groups of this service where they can give or obtain objects for free.

This was the first website in Malta where the main aim of giving or obtaining objects relies solely on the issue of waste reduction and not money making. This helps to build a mentality oriented more towards waste management and help people understand more the concept of waste reduction. Objects uploaded might have otherwise well ended up in a landfill if someone wants to make space in his home, but if uploaded on this website they might also be used by someone else and save precious resources as well as reduce the carbon footprint on the environment.

Such a project is easily adaptable to other entities and regions. The fact that one can coordinate everything from the comfort of his home makes it more appealing to today's hectic lifestyle and also very easy to monitor its progress all along.

**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.**

[www.reuse.com.mt](http://www.reuse.com.mt)

<http://www.timesofmalta.com/articles/view/20121123/local/Reuse-unwanted-goods.446532>

<https://gov.mt/en/Government/Press%20Releases/Press%20Photos/Pages/2012/November/The-Hon--George-Pullicino-Minister-for-Resources-and-Rural-Affairs,-launches-a-new-website-reuse-com-mt-as-part-of-a-waste.aspx>

[www.facebook.com/WasteServ](http://www.facebook.com/WasteServ)



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[www.ewwr.eu](http://www.ewwr.eu)





**DON'T THROW AWAY...  
LET SOMEONE RE-USE TODAY!**



**FREEPHONE 8007 2200**



**MEANWHILE, ALL OVER THE WORLD...**

**1991** - The World Wide Web became online. Its creator, Tim Berners-Lee, gave birth to a new technology which would fundamentally change the world as we know it. The result of his intensive foundation work at CERN, he succeeded in creating a way for sharing information around the world.

**1993** - The 21st birthday of the TV series One of the longest running adult soap series featured two FBI agents, Fox Mulder the believer and Dana Scully the skeptic, investigate the strange and unexplained while hidden forces work to impede their efforts.

**1994** - The Rwandan Genocide - a mass killing of hundreds of thousands of Rwanda's Tutsi and some political moderates by the Hutu-dominated government. Over the course of approximately 100 days, at least 500,000 people were killed. Estimates of the death toll have ranged between 500,000 and 1,000,000, or as much as 20% of the total population of the country.

**1995** - In the UK was (What's the Story) Morning Glory? by the British band Oasis. Released in October 1995, the album was the second biggest-selling album of both 1995 and 1996.

**1997** - Lady Diana, the Princess of Wales, died in a car crash. In the aftermath of her death, the English monarchy was shaken to its very core for years afterwards. Conspiracy theories abound regarding that the Princess was assassinated in a plot by the Palace and MI6.

**1998** - Viagra, the first pill to treat male impotence is marketed. Initially discovered during the trial studies of Sildenafil as a heart medicine it was approved by the FDA as the first pill to reverse erectile dysfunctions.

**nostalgia.**

Shiny shirts and caps worn the wrong way around were a must for gays. But most importantly colours, colours and more colours... The brighter, louder and flashier the better, as long as you were spotted from a mile away, you were bang on trend. And who can ever forget the shorts and long coat on top comb?

What about the dating scene then? Angie tells me, "Back then you met someone at Asda, dated him at Asda and broke up at Asda. Then I met Duane through work and he was more into Rock music, so I started going to the Alley every day, where rock music was more in vogue. I realised I was not just an Asda 'person' but an Alley 'person' as well. Depending on the venue, we listened, danced and romanced to not only rare but rock bands like Nirvana, Pearl Jam, Red Hot Chili Peppers, and U2 (who I watched in concert in Barcelona in 1997)." So this was what nineties Malta was listening to? She giggles, "Yes, however, my all time absolute favourite was Michael Jackson. I watched him in concert in Tunisia in 1996. It was the time when Maltese people started going to concerts abroad... We realised how sheer near impossible it was to get international stars to perform here, so the next best thing was to go to their concerts abroad."

The nineties also saw the resurgence of local talent. I used to go to watch Limestone Kick practically every night at their garage for years. There were some great Maltese bands just starting out but Limestone Kick were my favourite. I remember that at their last concert I was eight months pregnant and our car was not working properly so Duane and I caught the bus to go to their gig... Nothing could stop us."

What are Angie's most vivid memories of the time? "That's a tough question. I have so many beautiful memories of the time, so many exhilarating experiences during the nineties, nights out in Paceville, holidays and concerts abroad, my first forays on TV. However, if I had to choose I'd say that it was having my son Mick... My best ever nineties achievement," she ends with a satisfied smile.



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