



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Merseyside Recycling and Waste Authority (MRWA)
Country/Region: UK, Merseyside
Name of nominated project developer: Merseyside Recycling and Waste Authority
Name of nominated action: Staff Waste reduction day
Place: MRWA offices
Town: Liverpool
Region: Merseyside
Country: UK
Website: www.merseysidewda.gov.uk
Nominee **category**: ADMINISTRATION
Dates of action: 20th – 21st 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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The project was delivered as a part of MRWA's corporate training programme. The purpose was to promote and raise the profile of EWWR amongst staff (officers, management and directors), and provide specific awareness training on the issues that surround waste, the waste hierarchy and importance of waste prevention. Two days was set aside to engage with staff (on a come and go basis – apart from specific corporate training) on a range of waste prevention issues.

The waste reduction training consisted of a presentation, followed by an interactive questions and answers session (x2). Interaction was enabled by the use of handheld devices (Quizdom tool), which recorded and compiled answers 'live'. Overall results were displayed and discussions took place with regards to the answers. Following the questions and answers sessions, the room was transformed into a waste prevention hub where staff could be engaged and informed about a range of waste prevention issues.

Activities – employees were engaged with regards to the amount of food discarded in Merseyside as waste. Staff was encouraged to join in a game called 'Play Your Food Waste Cards Right' (based on a UK TV programme). Staff had to guess whether more or less of a particular food was thrown away (e.g. bananas versus potatoes). Should they answer all questions correctly then they won a prize (rice scoop, spaghetti measurer).

Also on display in the hub were 2 dresses made entirely from discarded men's ties, which were a focal point for discussion about re-using unwanted items of clothing. In addition, ladies handbags were displayed, which had been made from unwanted denim and Indian saris. The bags had been made in an earlier project supported by MRWA called 'East meets West', whereby Muslim women were encouraged to take up sewing as a skill and taught how to make accessories using unwanted clothing as a product resource.

Staff were also encouraged to register with a number of organisations that enable their names and addresses to be removed from certain mailing lists so that unwanted mails is reduced. In addition, they could peel off a sticker from an available leaflet and placed it on their door-knocker to deter other unwanted mail. Additionally, staff were encouraged to purchase home compost bins and pick up a 'free' home composting advice booklet, participate in online waste prevention games and 'make a pledge' to reduce their own waste by various means. The final awareness activity, encouraged staff to participate in a Swap Day by bringing into work unwanted household items and swapping them for other unwanted items. Approximately 40 kilograms of small items were swapped.

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 employees of MRWA including officers, managers and directors. As the organisation responsible for the management of more than 700,000 tonnes of waste in Merseyside per year (through waste prevention activities, finding markets for recycled materials, re-use and repair, composting and disposal) it is imperative that staff are motivated to 'do the right thing' and lead by example.. 32 of the 35 staff employed by MRWA received corporate training (the remainder will receive their training when available). The range of information and activities sufficiently motivated staff to make pledges to reduce the amount of waste they individually produce.

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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The presentation, interactive quiz, information and displays ensured that the event was visually stimulating, communicated well and understood by staff. The event provided a unique opportunity to promote a wide range of initiatives to increase staff understanding and engagement, and to influence a reduction in the amount waste they produce at work and at home.

All of the activities are considered best practice having originally been devised for national campaigns. Similar styled events are delivered to other organisations by MRWA. The quality of the event was of a high standard and focused solely on a range of waste prevention activities.

Key messages and the nature of communications and the games are adaptable to other contexts and European regions.

A follow up quiz will be delivered to enable views and opinions to be compared with the original baseline results. Any changes to deliverability will be implemented to ensure that future engagements (MRWA staff and other organisations) are of the best quality in order to influence and change people's behaviour towards waste.

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.

