



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Fundación Centro de Recursos Ambientales de Navarra - CRANA
Country/Region: Navarra, Spain
Name of nominated project developer: Mancomunidad de Mairaga
Name of nominated action: Frigocambio de Libros
Place: Biblioteca de Tafalla, Escuelas de Ujué, Antiguas escuelas de Barasoain , Casa juventud de Pueyo, Unzué, Oloriz, Orisoain y Leoz
Region: Navarra
Country: Spain
Website: www.mairaga.es
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

'Frigocambio de libros' is focused in reuse and its promotion as a regular citizen's behaviour from the ludic point of view: an old fridge is turned into a book-shelf -holding second hand books- and placed in the middle of the street or public library, inviting the passers-by or users to take a book of their interest and, in exchange, leave another one already used. The idea of reuse is reinforced twice: by using the fridge as a book shop and by swapping books. The fridge has stickers on it containing messages about waste prevention.

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

Participants (estimated): 900 people
The public has been motivated by the originality of the activity. That fact made people stop by, even though it was only for curiosity. People got informed about the need of waste prevention, and most of them got involved in the exchange of books.
Indicator: Kg avoided and number of reused books (data not available yet)



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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

Originality of the activity: the fact of using a fridge (reused item) as a book swapping point in public areas and municipal buildings.

Follow-up: inside the fridge users can find a notebook so they can register (voluntarily) the exchange or the contribution done at the swapping point.

Lasting impact: as the fridges have been placed in public areas where somebody can take care of them, and given the big success of the initiative, it has been decided to leave them and keep using them.

Reproducibility: high reproducibility as the idea is simple and effective.



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