



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Greater London Authority
Country/Region: UK
Name of nominated project developer: North London Waste Authority
Name of nominated action: Giant Stuff for Free Event
Place: North London
Town: London
Region: London
Country: UK
Website: www.nlwa.gov.uk
Nominee **category**: Public Authority
Dates of action: 17-18 November and 24-25 November

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

North London Waste Authority held a giant Give an Take day where people had the opportunity to bring what they do not need and take something for free. It was a community exchange event promoting the reuse of products and throwing away less.

The aim of the project was to increase awareness of waste prevention amongst North London residents and promote measures which can achieve a reduction in waste.

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

This event was open to the public, with a focus on North Londoners.

The target was for 300 attendees. In total, approximately 375 people attended the event.

1.72 tonnes of items were donated by members of the public during the 'give' weekend and nearly all of these items were re-distributed to local people during the 'take' weekend.



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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

North London Waste Authority undertook a lot of activity for EWWR, promoting a range of waste reduction messages that would appeal to a wide audience.

The Giant Give and Take Event increased the awareness of reuse and promoted a long lasting behaviour change.

The event was large scale across two weekends and can easily be replicated across Europe.

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.





FOOD LOVERS save money

Cheese can be grated and stored in the freezer. Use straight from frozen to liven up your leftovers.

North Londoners could save up to £50 per month by throwing away less food. Find out how at lovefoodhatewaste.com

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LOVE FOOD hate waste

FOOD LOVERS save money

Sliced bread is ideal for freezing. Toast it straight from frozen to save time and money.

North Londoners could save up to £50 per month by throwing away less food. Find out how at lovefoodhatewaste.com

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LOVE FOOD hate waste



TIRED OF ENDLESS PIECES OF JUNK MAIL PILING UP?

Say "NO" to junk mail

Did you know that the average household in the UK receives around **650** pieces of junk mail each year? In north London, this is equivalent to **18kg** of rubbish per household.

5 easy ways to reduce junk mail

- 1 Place a 'No Junk Mail' sticker on sign on your front door.
- 2 Register with the Mailing Preference Service.
- 3 Register with Royal Mail's Door-to-Door Opt-Out.
- 4 Avoid joining new mailing lists by ticking opt-out boxes on forms.
- 5 Return unwanted mail - write 'return to sender' on the envelope first.

Find out more and claim your FREE Say "NO" to junk mail action pack and No Junk Mail sticker at www.nlwa.gov.uk/nojunkmail

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In north London this is equivalent to **18kg** of rubbish per household.

Junk mail accounts for 4.4% of the UK's annual consumption of paper and board which is the same weight as 6.6 million trees.

Reducing junk mail can prevent your personal details getting into the wrong hands helping to prevent identity theft.

Say no to junk mail and help.

- ✓ avoid waste
- ✓ prevent identity theft

Find more information at www.nlwa.gov.uk/nojunkmail

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