



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Oxfordshire County Council
Country/Region: Oxfordshire, UK
Name of nominated Project Developer: Cherwell District Council
Name of nominated action: Film premiere of The Cherwell Incident
Place: Council Chamber
Town: Banbury
Region: Oxfordshire
Country: UK
Website: www.cherwell.gov.uk
Nominee **category**: Public Authority
Dates of action: 20 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: schoolchildren

4. Please give a detailed and precise description of the nominated action

A short film has been produced by a local school (Kirtlington Primary School) and the District Council held the premiere at the Cherwell District Council chamber. The film was shown, awards were given out and local dignitaries gave short talks.

The film was written and starred by primary school children, but was filmed and edited by a professional company.

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 schoolchildren and adults in the wider community. Over 50 people attended the premiere. The film will continue to be shown wherever possible, including at school events and online. It has already been used to inspire Oxfordshire's volunteer Master Composter.

The children have motivated their entire school, parents and local community!



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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

The film is a highly visual way to express the value of sustainability, and is easily communicated via the internet.

We believe it is original in that the children wrote the story as well as acting in it. Children are ideal change leaders.

The film quality is professional and, although mainly about recycling good practice, waste reduction elements are highlighted as vital elements of the domestic waste picture.

This sort of film could easily be produced in other countries, using local children or even subtitled.

Continued use of the video will highlight behaviour change and encourage residents to cut down on their waste as well as recycle. Seeing that local children can lead the way will inspire other children and local adults to make a change.

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.

<http://www.cherwell.gov.uk/index.cfm?articleid=9194>

<http://www.different-films.com/THECHERWELLINCIDENT/page15/page15.html>



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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 knew it. The result of his intensive foundation work at CERN, he succeeded in creating a way for sharing information around the world.

1993 - The 11th has seen the TV series. One of the longest running adult soaps it 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, is killed in a road. In the aftermath of her death, the English monarchy was shaken to its very core for years afterwards. Conspiracy theories abound saying 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 dysfunction.

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 brighter 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 combat?

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 rave 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 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 Mickie... My best ever nineties achievement," she ends with a satisfied smile.