



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: LIPOR – Intermunicipal Waste Management of Greater Porto
Country/Region: Porto
Name of nominated project developer: Baguim do Monte Parish
Name of nominated action: BAGUIM DO MONTE POLITROCAS Fair – Second Hand Market
Place: S.Brás Square
Town: Baguim do Monte
Region: Gondomar
Country: Portugal
Website: www.jf-baguimdomonte.com
Nominee **category**: ADMINISTRATION
Dates of action: 18th 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

This fair arises with the objective of creating an area of Exchange/sale of used items and materials, promoting the extension of the “useful life” of these objects, the process of reviving the neighbourhood relations and even the small local commerce by attracting audiences to the fair. To sensitize participants to the exchange of objects, as a way of preventing the generation of waste and to demonstrate to the new dynamics of traditional trade between citizens.

At the same time and in such a way as to draw attention to the waste prevention was displayed in the fair the 5 prevention panel exhibition, enabling direct contact of the public with the information available and important alerts about waste production and prevention.

In order to promote the fair and the EWWR 2012, was sent daily to database of approximately 3000 subscribers, messages alluding to the subject of prevention, each day on a different topic through the electronic newsletter of the parish.



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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 of the initiative was the community of Baguim do Monte and the general population. The population was motivated by the fact of the possibility to exchange/sell objects that they were no longer useful, but that could be of interest to other people. The sending of the newsletter was also a way of encouraging the participation of the population, alerting to the day of the event and for the themes of prevention. At the POLITROCAS fair there were about 20 vendors and 500 visitors.

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

1) visibility and communicational aspects

Is a pioneering initiative promoted by a public authority and which aroused curiosity in other public entities wishing to put in practice this idea, having brought visibility to the Parish Council. The disclosure of the initiative was carried out using the electronic newsletter and posters-means of great and easy information dissemination and access that prompted thousands of people daily to the fair and to the themes of the EWWR. The frequency of the messages contributed to the largest seizure of the contents.

This fair is an excellent vehicle for the dissemination of the principles of prevention, in the way that it calls for the exchange of used goods instead of buying new products.

2) good practice, originality and exemplarity

The Politrocas comes at a time of crisis in which it is necessary to look for new ways to monetize and save resources. Allows participants to “release” of unnecessary items of daily life, thereby getting even a small half-foot. At the same time, it promotes socialization and good environmental practices.

3) quality of content and focus on waste prevention,

Given that this action aims to exchange/sale of 2nd hand goods, promotes the reuse and extension of the useful life of products, two major milestones.

4) European reproducibility

Yes. Are ideas that can be reproduced all over European territory and the world. Through the dynamization of similar activities and the disclosure by sending electronic newsletters with messages of prevention, to databases of other institutions, other stakeholders may earn interest by this theme and by the adoption of good environmental practices.

5) Follow-up in long term and lasting impact

This action is already established and takes place on the first Sunday of each month. It is estimated that in the long term and with the continued promotion of the fair, many more people will adhere to the initiative, being replaced more and more goods, saving lots of resources.



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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.

