



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Portuguese Environment Agency
Country/Region: PORTUGAL
Name of nominated project developer: Município de Montemor-o-Novo
Name of nominated action: "Social project of used furniture recovery"
Place: Mercado Municipal de Montemor-o-Novo
Town: Montemor-o-Novo
Region: Alentejo
Country: Portugal
Website: <http://www.cm-montemornovo.pt/pt/>
Nominee **category**: ADMINISTRATION
Dates of action: 19, 21, 23 and 24 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 activities fall to develop a project promoted by the municipality that is in progress since early 2010 in partnership with CERCIMOR in this entity retrieves the used furniture collected by the Division of Environment and Urban Services of the Municipality. The retrieved objects are then distributed by needy families identified by the institution and the Social Network of the Municipality. To date, it has been diverted from the landfill about 1 ton (34 objects), there was a recovery of 21% and 12% of the objects were distributed. We conducted a show of objects recovered from the Open Day GESAMB (municipal company responsible for managing some MSW) and reported to the project by the county, involving a total of 250 residents.

The activities of the European Week for Waste Reduction are part of a set of actions that start in October and last until December. The actions are:

- 19-23 November: Completion of work on the implementation of the technique of silkscreen by CERCIMOR group of graduates, and since the beginning of November this group has been learning the technique of screen printing and application of the recovery of parts, the Center Youth.
- November 24th : Opening of the Market Hall Montemor-o-Novo, the exhibition of the pieces worked with the silkscreen technique and other chairs recovered by the various groups of trainees CERCIMOR since it launched the internal challenge to this institution each group recovers the chair, taking into account its area of specialized training.
- 24 November – Realization, in the municipal Market of Montemor-o-Novo, an open atelier “Bring an old chair and make a new” open to the general population, with the goal of making known techniques for recovering used furniture, creating awareness in this way for the recovery and reuse of waste. In the workshop the challenge will be released population to recover chairs, and these must be submitted by 15 December, the market hall to be on display until December 22. The parts may be donated by the participants to be auctioned, and the value obtained is used for the purchase of more wear materials.

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 this action was the general public.

This action, placed in diverse network agents and local entities (city, CERCIMOR, local artists), allowing not only to sensitize the general population to recover and reuse waste, but also:

- Promote entrepreneurship of the population, showing how to the recovery and reuse of waste can contribute to the dynamism of the local economy.
- Encourage creativity, autonomy and entrepreneurship of CERCIMOR graduates as well as their inclusion in society and in the workplace.
- To show the convergence of synergy between these agents, enhancing the creation of new partnerships between various actors of the county.

According to the proponent, the motivation for the action was achieved through the dissemination on the internet, drawing posters, etc.

This was an action that had as its objective the promotion of long-term action. The number of direct participants were 57/day (not counted the public that assisted)

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 criteria that we used were the following

1. Number of participants in the action;
2. Disclosure tools used;
3. Quality of content;
4. Focus on prevention of waste;
5. Possibility of reproduction of any action by organizing an EU country;
6. Sustainability of the impact of the action;
7. Innovation.

Within the category “Public Administration” this action reached the maximum vote in all parameters of the evaluation criteria.

The project was conducted to have a sustainable impact. By creating network with all the local agents and taking advantage of the available resources (market, workshops provided – e.g. shares in the Youth Center, using the existing means of dissemination for each agent, etc.) On the other hand it also has implied the social component and can be reproduced by other entities/ countries.

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.

17 a 25 de Novembro 2012
SEMANA EUROPEIA DA PREVENÇÃO DE RESÍDUOS

> Porque devemos produzir menos lixo
 (Destinatários: Voluntários da Feira da Luz, funcionários do Município de Montemor-o-Novo, responsáveis pelas tasquinhas da Feira da Luz)
 > 17 de Novembro - 9:00 às 13:00 horas
 Visita ao Aterro Sanitário de Évora, GESAMB

> Construção sustentável utilizando resíduos
 (Destinatários: Alunos do 2º e 3º ciclo, outros jovens com idade superior a 14 anos)
 > 17 de Novembro - 14:00 às 18:00 horas
 > 19 a 23 de Novembro - com marcação prévia
 Construção de muretes no Centro Juvenil utilizando diversos resíduos: garrafas PET, loiças usadas, agregados reciclados, etc...

> Compostagem caseira através do Re-Planta
 (Destinatários: população em geral, escolas, instituições)
 > 17 a 25 de Novembro
 Re-Planta: Faça parte e assinala o seu compostor ou horta em www.re-planta.pt/faca-parte

> Projeto social de recuperação de móveis usados
 > 19 a 23 de Novembro (Destinatários: formandos da CERCIMOR)
 Aprendizagem da técnica da serigrafia e aplicação desta na recuperação de móveis
 - Conclusão dos trabalhos no Centro Juvenil
 > 24 de Novembro (Destinatários: população em geral)
 Inauguração da exposição de móveis recuperados pela CERCIMOR
 Oficina aberta à população: "Traga uma cadeira velha e faça uma nova"
 - Loja 8 do Mercado Municipal, 10:00 às 12:00 horas

**Mercado Municipal de Montemor-o-Novo –
Atelier “Traga uma cadeira velha e faça uma nova”**



**Mercado Municipal de Montemor-o-Novo
Exposição de móveis recuperados pelos diversos grupos de formandos da CERCIMOR**

