



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Dumfries and Galloway Council
Country/Region: Scotland, UK, Dumfries and Galloway
Name of nominated Project Developer: Moira Weatherup, Linda Irving
Name of nominated action: It's not rubbish/it's rubbish museum exhibition
Place: Primary and secondary schools in the region and concluding at the Dumfries Museum
Town: Dumfries
Region: Dumfries and Galloway
Country: Scotland, UK
Website: www.dungal.gov.uk/wastemanagement
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: schoolchildren

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



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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 exhibition and activities were designed to be portable and for longevity as they can easily be used again. Although the exhibition was designed initially specifically for EWWR 2012, it can be used again at other museums and venues across the region throughout the year to reach an even wider audience.

To invite entries the waste reduction agenda was highlighted at all primary and secondary schools throughout the region, a total of 119 schools.

Participation in the classroom and at the museum provided a practical 'learning through play' experience for children which will embed the message and supports our Curriculum For Excellence educational approach. Debates about home composting for example aims to encourage children to recycle in their own homes.

The general public experienced EWWR at their local museum, showcasing history in the context of modern day examples of the main issues around waste namely: food waste, reducing waste, composting, reusing items and recycling.

The securing excellent Public Relations coverage in the Dumfries and Galloway Standard, a regional weekly paper with circulation of 12717. The story headline was 'Kids' Decoration are Just Rubbish', sub-headlined, 'Youngsters learn some festive recycling tips'. Cute photos of kids ensured story take-up and readers were encouraged to experience the museum exhibition too. It was appropriate to the season and raised the profile of waste management in the entire region in a positive, optimistic fashion.

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.

Cavemen
who lived in prehistoric times had no ebay, no shops, and no markets. They had to hunt, gather and make everything they needed. They wasted nothing and the rubbish they left behind were things like bones, shells and wood.

There was no bin for the waste. Rubbish was left lying in a spoil heap which was also known as a midden. Most of the rubbish rotted back into the earth and very little is left for us to find today.

Did you know that in Scotland today £130 million of meat and fish waste is thrown away by Scottish households every year?

Today
householders in Scotland waste about £1 billion of food every year! Perhaps we should be more like our prehistoric ancestors and throw away less. If we waste less food, we help to protect our environment and save money at the same time!

Did you know that the average household in Scotland wastes about £430 of food every year?

Medieval Britain (800 - 1100AD)
There were no bin collections in Medieval times so lots of the rubbish was burned on the fires people used to heat their homes or cook their food.

What couldn't be burned was thrown into the streets which attracted some unwelcome visitors such as mice and rats. The smell from the rotting household waste in the streets of towns and cities would have been pretty bad.

Did you know that the very first bin men were employed in London in the mid 1300s and were called rakers? They raked the rubbish into big piles to be taken away.

Today
in Scotland we don't throw our rubbish onto the street but we can compost lots of things that we would otherwise throw in the bin. Home composting is a wonderful way to get rid of some of our rubbish and reduce the amount of waste being transported around the region. Compostable materials such as vegetable and fruit peelings, paper, cardboard and garden waste can all be put in a compost bin. With the help of mini beasts such as worms, slugs and bacteria this rubbish can be made into a useful soil conditioner.

Did you know that about 30% of our household waste can be composted instead of going in the bin? When we do this it helps the environment and gives us lovely compost for the garden.



Ancient Greeks (800 - 150BC)

The people of ancient Greece were a very civilised society and had a huge influence on our lives today.

In Knossos on the Island of Crete, archaeologists discovered what was possibly one of the very first rubbish dumps or landfill sites. It was a big pit where rubbish was taken.

When it was full the ancient Greeks covered it over with earth.

Did you know that in 500 BC in Athens, government officials made a law that waste must be transported at least 1 mile beyond the city gates?



Today

In Scotland landfills are still used along with newer technology to deal with our waste. We make so much rubbish it is having a negative effect on the environment.

Today we need to be more careful about how much rubbish we make and how we get rid of it. One of the ways we can do this is by reducing our waste and using recycling banks in our local area.



Did you know that it takes up to 500 years for plastic to decompose?

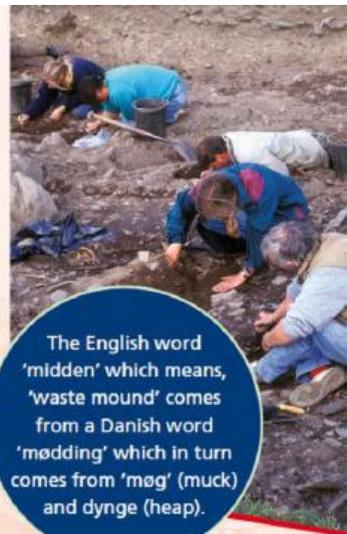


Today

Archaeology provides a way for us to learn about the past.

Many of the finds that are dug up by archaeologists are from old middens or the things that

people in earlier times threw away as rubbish. These finds help us to understand how people lived, what they ate and what their everyday objects such as plates, bowls, jewellery and tools looked like.



The English word 'midden' which means, 'waste mound' comes from a Danish word 'mødding' which in turn comes from 'møg' (muck) and dyng (heap).

All of the newsprint manufactured in the UK is now made from 100% recycled paper.

Hopefully in the future people won't need to look at our rubbish to know how we lived. We store objects and information for future generations. We do this by preserving collections in museums and making films, photographs, recordings and digital archives.



Instead of putting rubbish in the ground, unwanted items that cannot be composted could be reused, recycled or recovered to make energy.

Don't let a good thing go to waste.



Householders are already taking action to reduce and re-use waste. For the benefit of the environment make a Waste Aware Pledge today.

It's Rubbish!

Today rubbish poses a huge problem globally, particularly as some of what we produce can have harmful effects on the environment.

This exhibition looks at the options we have now to reduce our waste. When we look back, we associate prehistoric people with the Stone Age and the Bronze Age. Victorians are linked with the Industrial Revolution.

Let's hope that our time does not become known as the "Rubbish Age".



Try our 'Time Line Rubbish Quiz' while you explore the museum to find ancient rubbish and other information associated with waste from our past.

Take a quiz sheet and see how many answers you can find.

Take a 'Love Food Hate Waste' recipe pack, a composting leaflet or find out more about where you can recycle in your local area with a Waste Prevention, Recycling and Recovery Guide.

Think about what you can do to help our environment and then make a 'Waste Aware Pledge'.

