



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Avfall Sverige – Swedish Waste Management
Country/Region: Sweden
Name of nominated project developer: Gästrikre Återvinnare
Name of nominated action: Art Space Waste Race
Place: Museum
Town: Gävle
Region: County of Gästrikland
Country: Sweden
Website: www.gastrikeatervinnare.se
Nominee **category**: ADMINISTRATION
Dates of action: November 17-25

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

Seven artists have collected bulky waste and materials at recycling centers to create sculptures. During EWWR the sculptures were shown at the county museum. Each sculpture has its own history. With a QR code the visitors could follow each objects journey from production to waste on a digital map and also see the ecological impact of the products.

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

Art Space Waste Race got several attention in media. There were a total of 10 elements of the local newspapers, both first pages and monitoring reports. TV4 GävleDala had elements of the project in the news when artists were at the recycling center. Swedish Radio Gavleborg made two, one for the opening ceremony and followed that up by interviewees with the two winning artists. The total medieekvivalenten or PR value, equivalent to more than a million dollars.

During the exhibition it was 3155 visitors at the County Museum, 1623 unique visitors to ASWR website. In conjunction with the exhibition, there were also a workshop where visitors to the museum had to create from scrap. It was close to 60 visitors who attended the workshop.



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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

This is an impressive project, unique and creative. It's a new transboundary cooperation between artists and high technology. The concept can also be used anywhere in Europe, or the rest of the world by the way.

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.

www.aswr.se

<https://www.facebook.com/artspacewasterace>



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