



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Walloon Ministry for the Agriculture, Rural Policy, Environment and Tourism
Country/Region: Belgium/Région Wallonne
Name of nominated project developer: The City of La Louvière
Name of nominated action: 'La Louvière, Waste: Less I produce, Less I Mess Up!'
Place: Supermarkets, Public places...
Town: La Louvière
Region: Hainaut/ Région Wallonne
Country: Belgium
Website: www.lalouviere.be
Nominee **category**: ADMINISTRATION
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:

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



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The Environment Service of La Louvière presented a stand of information, tips and tricks (smart purchase) encouraging citizens to produce less waste at the entry of three medium-sized supermarkets and during two street markets. In addition, to encourage citizens in the process of eco-consumerism and to fight food waste, the Environment service offered to people marking an interest in the waste prevention, a “kit waste reduction” including brochures on household waste management, food waste, composting and sustainable food, a sticker “stop-pub” to fight against the invasion of unnecessary advertising and reduce the amount of paper thrown, a funnel Valorfrit to encourage the collect of used frying oils, a cool bag to keep food fresh from the shop to home, a spatula to scrape bocals and dishes and eat every last drop before throwing them into bubble glasses or to clean them. In average, more or less 460 persons came to the stand of information, tips and tricks.

In addition to these actions of awareness addressed directly to the consumers, the City has chosen to communicate during the European Week for Waste Reduction on the theme of waste prevention via banners of 30 x 190 cm affixed on 40 buses that have crossed the entity and its surroundings from the 15th to the 19th November, with the slogan “Waste: Less I produce, Less I Mess Up!”. The communication campaign guarantees a high visibility in La Louvière but also in the cities nearby. This slogan aims to encourage citizens to reduce the weight of its garbage but also reduce the number of dumps.



On the 20th November, a “0 Waste” cooking class was also organised and offered by the City of La Louvière with a twofold aim: to induce citizens to eat local and of seasonal and to encourage to cook wisely and minimize waste production. Citizens got the chance to prepare a simple and seasonal “0 waste” menu: trunk cauliflower and carrot peelings with beans and chilli soup, chicken drumsticks baked in breadcrumb and herbs, mash potatoes with cauliflower leaves, sautéed chard cauliflower, cauliflower tartare with mayonnaise and apple compote with agar and spices. The workshop was held in a friendly atmosphere. The participants showed a great interest and are willing to participate to other courses of this kind.



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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 is the general public. By offering a “0 waste kit” to citizens willing to reduce their waste production, we give the tools to citizen and so motivate them to make an effort. We give citizens all the information needed to improve their waste management. In average, more or less 460 persons came to the stand of information, tips and tricks.

For the “0 waste cooking class”, the target audience was “housewives” young and less young. By interaction with a chef, cooking themselves, participating in the realisation of the menu, participants feel involved, learn by doing and so can reproduce what they have learned. There is no such thing as learning and having fun at the same time. 2à people attended this workshop and 20 more for the class organized in December after the EWWR.

6. Please explain why you think this action is suitable for a EWWR Award, following the main criteria listed here below:



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1) visibility and communicational aspects

To ensure high visibility on the territory of La Louvière but also outside the entity, we have chosen to use a “mobile” communicational channel: buses. Banners have been affixed on 40 buses that roam the streets for several weeks with our slogan “Waste: Less I produce, Less I Mess Up!”. This action has a significant impact. It is recurrent, it has been now several years we equip buses in such a way during the EWWR. In parallel, we also write an article in our communal newsletter to inform citizens of the different activities organised in La Louvière during the EWWR and we contact the local press to inform of various activities. This year, an article was published during the EWWR by a local newspaper on the “0 waste” cooking lesson organised by the City open to the public and free of charge.

2) good practice, originality and exemplarity 3) quality of content and focus on waste prevention,

By organizing a free “0 waste” cooking workshop and accessible to all, the Environment Department wanted to mark its commitment to waste prevention and encourage citizens in this approach. The City of La Louvière shows the example and empowers citizens towards waste reduction.

By being present during different public manifestation (street markets, supermarkets...) with its stand while the EWWR, the Environment has chosen a “direct contact” with citizens in order to encourage dialogue with them, to listen, to answer their questions and provide information and tools to reduce their waste production. The Environment Department works as well with its Edu-Composters, volunteer citizens formed to the composting practices. They were present during the EWWR to inform on composting and answer to specific questions regarding composting.

Through the years, the Environment Department has tool up itself to build a stand welcoming to the public (bower, counters, displays, panels,...) and have created different information posters to put around the stand on composting, waste reduction, sustainable food...thanks to this, the direct contact with the citizen is possible.

All the information given to the citizen have been accumulated through the years and created specifically for the public of La Louvière. So it is a communication and information adapted to the general public of La Louvière. We also have built expertise over the years on composting.

Waste prevention is very important for La Louvière, we have been working on this issue for many years through the Communal Waste Prevention Scheme. We are so equipped to inform and encourage waste prevention.

4) European reproducibility

This kind of action is reproductibility by other European Public administration. It's easy to implement and do not need much investment. The condition is to adapt each action to the target public.

5) Follow-up in long-term and lasting impact

The EWWR is part of our Communal Waste Prevention Scheme that is more global and ensure a follow up in long-term with lasting impact. The scheme is reviewed and analysed each year to be adapted for the next year. This scheme works on several flows: green waste, organic waste (food waste prevention), packaging waste and disposable items, household special wastes, paper and cardboard waste, bulky waste... we can work on each flow separately to organise a campaign on different flows in a cross destination action based on specific audiences.



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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.

Pictures of the stand



Pictures of the cooking lessons



Press article on the cooking lesson

LA REVUE DES SOCIÉTÉS SPÉCIALE "ÉDUCATION DES DÉCHÈTS À L'ÉCOLE"

Comment utiliser ses déchets?

Réduire les déchets ménagers permet d'économiser

Les déchets ménagers sont un problème de plus en plus important. Pour les réduire, il faut agir à la source. C'est ce que propose la cuisine éco-citoyenne.

La cuisine éco-citoyenne est une cuisine qui vise à réduire les déchets ménagers. Elle propose des recettes simples et économiques, et encourage l'utilisation des produits locaux et de saison.

NON, JE POUSSIE TROIS FOIS MOINS DE DÉCHETS QUE MON VOISIN

En tant que citoyen, il est important de réduire ses déchets ménagers. Cela permet de protéger l'environnement et d'économiser de l'argent. Voici quelques conseils pour réduire ses déchets :



Un geste simple, qui évite de jeter à la poubelle ce qui peut être réutilisé.

Il est important de trier ses déchets correctement. Cela permet de valoriser les déchets et de réduire la quantité envoyée à l'incinération.

Il est également important de privilégier les produits durables et réparables. Cela permet de réduire la consommation et donc les déchets.

Enfin, il est important de sensibiliser les autres à la réduction des déchets. Cela peut se faire à l'école, au travail ou dans son quartier.

LES CONSEILS D'AMIS POUSSIE

Pour ne rien gaspiller du chou-fleur

Le chou-fleur est un légume très riche en nutriments. Il est important de ne rien gaspiller de ce légume. Voici quelques idées pour utiliser toutes les parties du chou-fleur :

Les feuilles du chou-fleur peuvent être utilisées pour faire des soupes ou des crêpes. Les tiges peuvent être utilisées pour faire des jus ou des confitures.



Le chou-fleur est un légume très riche en nutriments. Il est important de ne rien gaspiller de ce légume.

Soignez vos cheveux avec votre déchets

Les déchets ménagers peuvent être utilisés pour soigner vos cheveux. Voici quelques idées pour utiliser vos déchets à bon escient :

Les coquilles d'œufs peuvent être utilisées pour faire un masque à la coque. Les tiges de légumes peuvent être utilisées pour faire un jus de légumes.

Un verre de bière dans un plastique

Un verre de bière dans un plastique peut être utilisé pour faire un produit cosmétique. Voici quelques idées pour utiliser vos déchets à bon escient :

Les bouteilles de bière peuvent être utilisées pour faire des pots à crèmes. Les bouchons de bière peuvent être utilisés pour faire des boutons de pression.

Washo-flour RETRAITEE

Washo-flour est un produit cosmétique qui permet de soigner vos cheveux. Il est fabriqué à partir de déchets ménagers.

Amis-Mario RETRAITEE

Amis-Mario est un produit cosmétique qui permet de soigner vos cheveux. Il est fabriqué à partir de déchets ménagers.