



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: Italian Steering Committee  
Country/Region: Piedmont, Italy  
Name of nominated project developer: CO.VA.R.14  
Name of nominated action: « ...di meno in Meglio » Project  
Place: restaurants, shops and supermarkets on the Consortium's area  
Town: 11 municipalities directly involved by the actions, the entire population by official booklet.  
Region: Piedmont  
Country: Italy  
Website: [www.covar14.it](http://www.covar14.it)  
Nominee category: local/public authorities  
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 project's goal is that citizens and consumers do reflect on different issues like waste production, economic impacts resulting from purchasing of disposable products and the downstream waste management and alternative models about trading and consumption.

In Italian language, "di bene in meglio" is a common saying that describes progress towards a better condition. The substitution of the word "bene" (good) with the word "meno" (less) explains the idea that a lower waste production is the key to live better. Following this philosophy, we realized a booklet of 24 pages: inside, documented scientific surveys report how an average family of 3 units can save in economic, waste production and CO2 emissions' terms for each type of preventive action (like composting or cloth diapers, reusable shopping bags or bulk products' selling, etc.). In the end, the sum of all these actions indicates a possible saving of more than € 6,000 and 1.5 tons of waste per household per year.

This informative material was printed in 2,000 copies using recycled paper and distributed, along with an appropriate number of counter displays, in all 19 municipalities of the area (260,000 inhabitants), as well as in those shops, supermarkets and restaurants which were initiative's members. In some restaurants, where possible, it has also been projected on the TV screens. For what concerns the direct involvement of citizens and productive realities, it was proposed to restaurants in the area to become Eco- Restaurants: respecting at least 7 actions aiming prevention and waste reduction (at least one of them must be completely new) and signing the Consortium's protocol, they were able to be included in the Eco- Restaurants' network with a supply of project's window stickers, a number of Doggy Bag kits for uneaten food removal and promotion on local newspapers and Facebook. At the EWWR beginning, project's members were 17, belonging to 8 different municipalities. Today they're 24 and their number is going to grow constantly.

A technical monitoring was realized in collaboration with some restaurants (precisely ten realities; methods and tools used were weighing or weight estimation of each waste fraction, restaurateurs' feedbacks collection and a poll using a questionnaire checking possible project's upgrades) to assess how EWWR initiatives could influence the waste production: to date, results about it are on the relation step, but we can anticipate that, in some cases, it was found a beneficial effect of the initiative both in terms of customer behavior (removal of uneaten food) and liking score for the new restaurant's green orientation (new customers). About shops/supermarkets, some free guided tours were held at environment friendly trade retails: two superstores (Ipercoop and Il Gigante) and two neighborhood markets (Crai and TraMe) were agree to show people the measures concerning waste reduction and prevention they adopted. Quite ten visit rounds have been realized, divided in 4 days: at the end of them, eighty participants were counted.

People were excited about that experience as traders were and they are going to be available for further future collaborations. The meetings and restaurants' promotion was achieved by Facebook (advertising the project fan page), via the website of the Consortium, through environment friendly blogs or sites and advertisements on newspapers; in addition, the spread of posters in the shops of the area made it possible to communicate meetings dates and collect free subscriptions to them. The results were very good and laid the basis for the project development, involving not only the EWWR but showing to be a wide-ranging project. Behind these results there is a significant activity of consultation with the stakeholders of the territory: meetings were held with the engineers of the Consortium, politicians and administrators of municipalities, eco-volunteers, trading associations (like ASCOM) and GDO's headquarters of the area. From here on, the contacts between these actors and the organization were constant and generally cooperative. In addition, a first mapping activity was carried out towards commercial realities involving measures to reduce waste, and this has allowed us to identify the most obvious examples of green trade in this sense and involve them in planned initiatives. Moreover, there is a parallel project, promoted by the Province of Turin, in which is going to realize a geo-referenced mapping of all "sustainable" shops; Consortium's data will integrate this provincial overview, appraising environmental friendly business initiatives.

Of course, every project step was supported by the timely launch of press releases to mainstream media and new media, while quite a week before EWWR a press conference was organized to launch project with the participation of the major local newspapers, the realities involved and the eco-volunteers.



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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**

As previously indicated, the target audience was primarily the entire population Consortium (260,000 inhabitants), reached and informed thanks to the dissemination of the leaflet, the posters, the newspaper advertisements and Facebook pages for all the municipalities. Secondly, it has been also contacted another category of target audience, or the shops, supermarkets and restaurants environmentally conscious, with which we had a frequent exchange of information and reports on the progress and a fruitful dialogue between the parties. Finally, the third target audience is represented by the participants in guided tours, for a total of 80 people. The citizens of the area had the chance to look at the leaflet in town or at the participating restaurants, deepen the project on Facebook or on the web. Through posters and advertisements, citizens were able to participate in the meetings organized in "sustainable" stores. The participation of the public was ensured through a coordinated and attractive young man with stressed and quantification of costs and expenses is avoidable during the purchase phase in the management and disposal of waste (as the key to achieving a change of habits ) and by the many and curious Zero Waste solutions proposed by the "sustainable" shops. It is used as an opportunity to further raise awareness among the citizens on environmental issues behind these choices. The continuous updating of the Facebook page with pictures, photos, videos, news articles, commentaries allowed the public to be in real time updated.

**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

We decided to nominate this action mainly because of the ethical message offered: the waste of food is no longer affordable in economical, ethic and social terms! And the European Parliament named the 2014 the European year against food waste.

The visibility on the territory was guaranteed by several ads on the local newspapers, two press conferences, a Facebook page, the print of booklet and leaflets, the information given on the website.

It is an action to be intended extended in time, that is to be implemented forever in the restaurants and GDOs which took part in the action. The exemplarity is that we do not have to waste food any more! But also other categories of wastes have been dealt during this action: so the overall message can be changing people's mind about way of consume.

The quality of the content was very high, above all in the booklet, done with a previous research about the environmental, economic costs of not reducing wastes (through academic dissertations, social and scientific articles), but also with the leaflet and the guided tours by a waste experts in the participating "sustainable" shops.

The European reproducibility is very high: every restaurants in Europe can implement some actions to reduce food waste, and the local authorities can provide a booklet with other examples of good practices to spread the voice that to reduce wastes is also an economic advantage to families!

The impact of the action is intended to be long-term: hopefully indeed we aim at reducing the total amount of waste disposal in a conscious and permanent way, tackling this issue by the reduction of food waste!



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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.**

An activities' slideshow (about visits to good sustainable trading's experiences) is available on official Facebook fan page [www.facebook.it/Dimenoinmeglio](http://www.facebook.it/Dimenoinmeglio) , while a detailed tools and documents' collection about some project's phases is available on the following link [www.covar14.it/](http://www.covar14.it/) (Consortium's website, in Italian language only).



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