



EWWR good practices and case studies

To make an egg it takes...

1. Details of Action:

Coordinators: Italian Steering committee

Action Developers: CEAS di Lula (center of environmental education)

Name of nominated action: Per fare un uovo ci vuole.. (To make an egg it takes...)

Town: Lula

Region: Sardinia

Country: Italy

Website: <http://www.ceasveranulula.com/>

Nominee [category](#): Others

Dates of action: 27-29-30/11/2014

2. Action's theme:

- Reduce – Strict avoidance and reduction at source
- Reuse – Preparing for reuse and reuse
- Recycle – Waste sorting and Recycling
- Let's Clean Up Europe!

3. Action related to the Prevention Thematic Days 2014: Stop Food Waste?

- Yes
- No

4. Description of the nominated action:

"To make an egg it takes" was an action included within the activities to raise awareness about waste, realised by the Education Centre for Environment and Sustainability (CEAS) "JULIA" Lula (NU), of which the company "Veranu" of Porcu Rufina & C. is the manager.

The action for the students of the Primary School of the City of Lula, made with the help of some chicken farmers, was composed as follows:

November 27, 2014 – On that day was held a preliminary meeting in the school. This meeting involved all classes for a total of about 50 children and the teachers; It was a time to raise awareness about the problem of waste production, with particular attention to food waste. All participants were given information material on Reduce, Reuse and Recycle thanks to the official site of EWWR.

November 29, 2014 - At the headquarters of the CEAS was held the second meeting with the children. They participated by bringing from home the vegetable waste. After checking and weighted the material, the children, accompanied by the operators of the CEAS, have brought their food scraps to some chicken farmers. The children fed directly the hens, which has enabled them to observe how what is waste for them can also be food for others. Finally, the children were given an egg, which they took home, in handmade small bags that was made by the CEAS, as a reward for their efforts. This is an action which is made in some other parts of Europe, for example recently in Brussels.



With the support of

www.ewwr.eu





EWWR good practices and case studies

To make an egg it takes...

November 30, 2014: In conclusion of the EWWR was made the "coffee of recycling", aimed at collecting, reusing and/or preparing for reuse clothing, scraps of fabric, buttons, trimmings, bags, belts and other accessories you no longer use. For this event, the participants were involved in a brainstorming and shared their best practices for the reduction and/or reuse of food waste.

5. Type of evaluation conducted and outcome of the evaluation:

- Number of visitors/participants
- Feedback from visitors/participants (willingness to change their behaviour)
- Quantity of waste avoided/collected
- Amount of CO2 avoided
- Other indicators :

Number of eggs distributed

-Number of visitors/participants:

The number of visitors was counted with through a register of attendance.

-Feedback from visitors/participants (willingness to change their behaviour):

We put a guestbook during the "Coffee of recycling" so people can write their remarks.

-Quantity of waste avoided/collected:

Food waste: 6 kg; The clothes, the remnants of fabric, buttons, trimmings, handbags, belts, accessories, etc. About 50Kg.

-Other indicators:

Another indicator is the number of eggs distributed; during the event were delivered about 60 eggs with in hand-made bag made from recycled fabrics.

6. Reasons why the action has been selected for the EWWR 2014 Awards :

a) Visibility and communicational aspects:

Before and during the EWWR was promoted a campaign of information and awareness raising through the direct engagement of identified targets, with the post of notices and posters in public places and the dissemination of the initiatives undertaken through our blog, our Facebook page and our Twitter account. In addition, during the intervention in school was delivered the information material on Reduce, Reuse and Recycle made available on the site of EWWR. This allowed us to give greater visibility to the actions and reach the greatest number of people.

b) Quality of content and focus on waste reduction, products reuse or materials recycling:

The proposed interventions have helped to deepen the themes of waste reduction, reuse of products and materials recycling already undertaken by the CEAS with the active involvement of the community. In particular the actions focused on the importance of food and the food waste. Children were encouraged to think and to be involved in a comparison on the life cycle of the food and the ability to close the waste cycle following the logic of nature.



With the support of

www.ewwr.eu





EWR good practices and case studies

To make an egg it takes...

c) Originality and exemplarity:

This kind of action has never been done before on our territory. We have implemented the interventions with the aim to stimulate the creation of a lasting link between rural and local communities. In addition, we raised awareness concerning good practices in waste management and food waste. We also wanted to facilitate a process of development of quality farm triggering management mechanisms in both environmental and economic activities.

d) European reproducibility:

The activities carried out under the project 'To make an egg it takes ...' are more easily replicable in the urban areas which are close to rural areas where there are still domestic hens. But it would be an interesting challenge to propose this type of activities even in large metropolitan areas where the direct relationship with the rural world is less frequent.

e) Lasting impact:

The main objective of the action, in addition to raise awareness towards children and their families on the theme of food waste, was to stimulate the reflection on the daily habits that lead to the production of organic waste, the creation and strengthening of new links between farms and local communities, and on our collaboration to the closure of the waste cycle. All those actions were conducted with the goal of creating a positive change both at environmental and educational levels, reducing the amount of organic waste and packaging. The action also sought to stimulate farmers to undertake new activities that allow even an integrative income in sustainable management of the farm, promoting the sale of local products.

d) Motivation:

Considering the small size of the region involved in the project, the target identified was involved through direct contact, word of mouth, flyers, posters, and also through social media.

Webography:

- <http://www.ceasveranulula.com/2014/11/serr-2014-per-fare-un-uovo-ci-vuole.html>
- <http://www.ceasveranulula.com/2014/11/settimana-europea-per-la-riduzione-dei.html>
- <http://www.ceasveranulula.com/2014/11/2-edizione-del-caffe-del-riciclo.html>
- <https://www.facebook.com/pages/Veranu-CEAS-Lula/173760046157453>
- <https://twitter.com/CeasVeranu>



With the support of

www.ewwr.eu

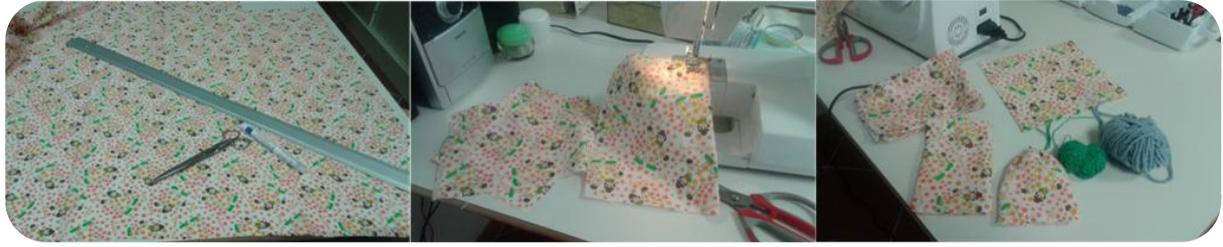


Agència de
Recursos de
Catalunya



EWR good practices and case studies

To make an egg it takes...



Package workshop



Packaged eggs