



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Coordinator: WasteServ Malta Ltd  
Country/Region: Malta  
Name of nominated action developer: Joanne Scicluna  
Name of nominated action: Createhope  
Place: WasteServ Malta Ltd  
Town: Marsascala  
Region: South  
Country: Malta  
Website: [https://www.facebook.com/pages/Createhope/293354550679584?ref=br\\_tf](https://www.facebook.com/pages/Createhope/293354550679584?ref=br_tf)  
Nominee category: Individuals  
Dates of action: 22/11/2013

### 2. Please select the theme(s) highlighted in the action:

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

### 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

With a vision to bring a smile to those in need, Createhope is passionate about creating handmade crafts to support charity. Each item is hand crafted with love and special in every way.

Another aim of Createhope is to encourage upcycling of any material, thus most of our crafts are made from extra and unwanted material. Material is donated by Createhope's patrons and then upcycled into craft items which are sold in local markets and over the internet mainly through our facebook page.

Currently profits are going in aid of 'Fondazzjoni Suret il-Bniedem' which is a local NGO taking care of otherwise homeless people in Malta

During the European Week, Joanne brought some of her products to the Swap Day organised at WasteServ Malta to show staff how such materials can be reused to reduce waste.

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

In this case, the target audience was employees of WasteServ Malta Ltd, approximately 50 were involved. Items were showcased and Joanne explained to visitors how the items were made. The motivation for the audience was to learn how to make attractive items using unwanted materials, thereby extending the lifetime of waste materials and creating attractive products which can even be sold to raise money for charity.



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