



EWWR good practices and case studies

1. Details of Action:

EWWR Coordinator: Avfall Sverige – Swedish Waste Management
Country/Region: Sweden
Name of nominated action developer: SYSAV
Name of nominated action: Köp inte skräp! (Don't buy junk)
Place: (website – could be used anywhere)
Town:
Region:
Country: Sweden
Website: <http://www.kopinteskrap.se/english/>
Nominee **category**: Administration/Public authority
Dates of action: November 16–24

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

“Don't buy junk” is a digital campaign that was launched during the EWWR week. It consists of a campaign site with a test, a competition and fugitive articles. To do the test, choose to let the application read data from your Facebook profile or fill out yourself, this data is the basis for your test results. You are faced with four categories of products (food waste, electronics, clothing and hygiene products), and will for each category see funny formulated and thoughtfull texts and numbers based on your profile. Each category has a "back" with tips on what you can do to change your behavior. The results for each category can be shared on Facebook.

When the test was done there was a possibility to participate in a contest by writing what the participants were willing to change in their daily life to reduce waste. First prize was tickets to an event, 2nd-29th prize is a gift certificate to be used in the second hand shop “Myrorna”.

On the campaign site there are small articles with simple tips that can make a difference, the idea is that they can be easily shared and get spread in social media.

The site is built with the very latest technology: paralaxscroll and stop-motion animation, which in itself are expected to raise some attention.



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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

- Likes 745 (target: 500)
- Tweets 15 (target: 20)
- Number of entries 256 (target: 300)
- Number of unique visitors to the site, 3720 (target: 4000)
- Number of unique taking the test in 1046 (target: 500)
- Number of likes on Sysav posts on the site 105
- Increased number of likes on Sysav fb-page 142

(We will provide You with more information when the evaluation is translated)



