



EWR good practices and case studies

Cayman's birthday

1. Details of Action:

Coordinators: Avfall Sverige

Action Developers: Department of Sustainable Waste and Water, City of Gothenburg

Name of nominated action: Cayman's Birthday (Kajmans kalas)

Town: Gothenburg

Region: Västra Götaland

Country: Sweden

Website: www.goteborg.se

Nominee [category](#): Administration/Public Authority

Dates of action: 29/11/2014

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:

"Kajmans kalas" is a children's book about waste reduction, reuse and preparing for reuse. The story is: It's Cayman's birthday. All he wishes for is new toys. His friends think differently. He gets: A membership in a bikepool (sharing), a Secondhand T-shirt, Shoes that needs a little repairing, a class in cleaning up his messy room, and tickets to go to a movie with a friend. It all ends happily with Cayman dreaming about all good things he got. The end.

The in-between pages are filled with facts about how important it is to pay attention about what we buy, and also about the impact of our purchases on the environment.

The book release was held at Universeum (universeum.se), a science park in Gothenburg, Saturday 29 November 2014, where there are real caimans. It was like a real birthday party with balloons, ginger buns (very Swedish) and strawberry juice. All organic off course. Every child got a book to keep and hopefully, he or she will be inspired by Kajman and his friends. Maybe the next gift to a friend is going to a zoo together... that will give great PR.



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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

About 150 participants at the event during EWWR and the book will also be spread in the schools of Gothenburg (the outcome of the evaluation will be completed later).

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

a) Visibility and communicational aspects

Children find it fun to read books, and they have easy access to the message in the books. "Kajmans party" is additionally a funny book, with nice pictures.

After the book release they have continued to spread the book by inviting schools for reading sessions at libraries. It will also be possible to order it from the office.

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

The book introduces alternative ways of consumption at an early age. As a result, those practices will be considered as a normal behaviour and will be accepted among friends.

a) Originality and exemplarity:

It is unique to publish a children's book of such high quality, about sustainable consumption, waste reduction, reuse and sharing.

b) European reproducibility:

Use Kajman as an inspiration for making your own story.

c) Lasting impact:

It's easy to remember what you learned in an inspiring children's book: it is knowledge for life.

d) Motivation:

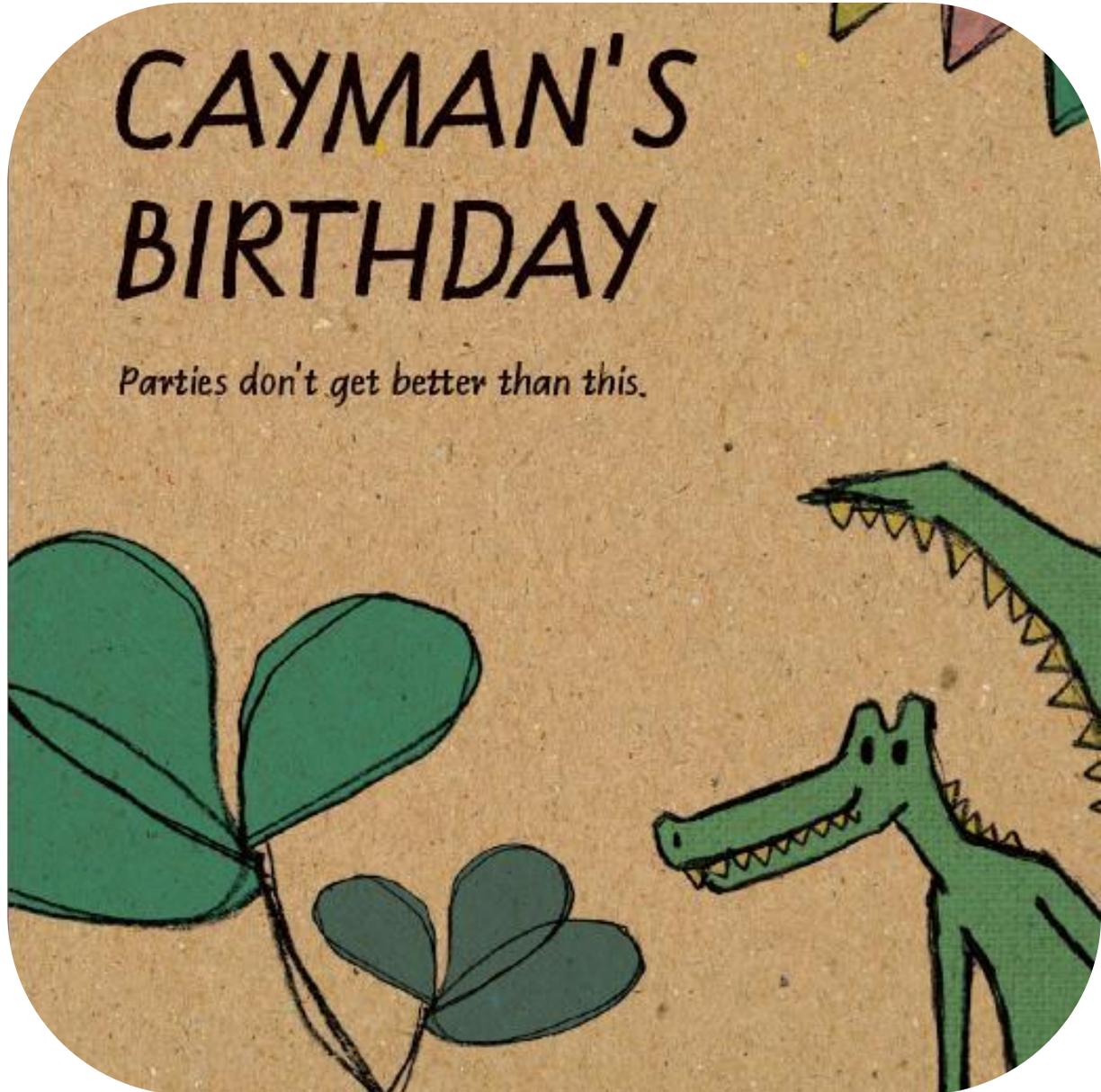
"Sharing is easy. Sharing is fun. Sharing is good for our planet earth. Sharing is good for your economy."



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Cayman's Birthday - Coverage

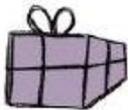
WELCOME TO MY 6TH BIRTHDAY PARTY!

On Saturday it's my birthday
I'm inviting all my pals
all the local guys and gals
to a kind of birthday earthday

We meet by the river at one o' clock
make sure you don't come late
run to the river as fast as you can
Or you might end up on my plate!
(Fooled ya! I'm a vegetarian these days)

And don't forget that I love lots
and LOTS of big, BIG presents...

EVERYONE'S
FAVOURITE CROCODILE
CAYMAN



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Happy Birthday Cayman old smoothy
Here's a ticket to see a movie
to watch a film you haven't seen
and enjoy a fita with me, old bean
- Thanks, says Cayman, oh boy oh boy,
a film about galleons and pirates,
and ships ahoy!

Cayman's Birthday – p.16

