

All together, commit!

Your fellow citizens are being encouraged to take part in the EWWR by undertaking a practical and collective action. Their efforts deserve to be seen and acknowledged. Moreover, you will need to measure the results of these actions. So why not create a recording tool for your fellow citizens now? Motivation, visibility and inspiration are the keys!

General information



reduce



difficulty

Waste stream



reuse



environmental
impact



paper



packaging



recycle



cost



WEEE



organic

Objectives

- ▶ To record the commitments made by the general public and quantify their results.
- ▶ To lend visibility to commitments for the environment.
- ▶ To inspire as many people as possible by setting good examples.

What you need

On-line commitment tool

- ▶ What is it? A website on which citizens can record the commitment they have made. The website suggests predefined commitments.
- ▶ How is it used? Provide an interactive website for citizens that shows all the commitments made by the community. The website suggests ways of sharing the message on the social networks (Facebook, Twitter, etc.).
- ▶ What can it be used to assess? The number of citizens who have made a commitment and the overall impact of all the commitments.

Preparing the action: development and production

A few months before the EWWR

- ▶ Preparing the tool: decide on the commitments that you would like to put on the website and draw up the website structure (with the help of a web designer).
- ▶ Develop the website: using the resources in your organisation or with the help of a third party, develop a fairly simple website, with pictures for each action suggested. If possible, mention the environmental benefit resulting from each action. The website will need to include a meter for each individual commitment. To be able to contact the participants to tell them about the results obtained thanks to their commitments, include a registration form to collect e-mail addresses.
- ▶ Draw up the communication strategy to promote the website (when, what, which target, using which media, etc.).

1 month before the EWWR

- ▶ Start the communication about the website (via your organisation's website or those of other organisations, private contacts, a press campaign, the social networks, etc.).

Implementing the action

During the EWWR

- ▶ Regularly encourage your contacts to commit.
- ▶ Display the current number of commitments made on your website using the automatic meter.

Evaluation methodology

- ▶ Count up the total number of commitments made and the citizens involved.
- ▶ For commitments that involve a measurable quantity, work out the total of the measurements taken.
- ▶ Highlight these results on the website and in your communication to inspire others. Remember to thank all those who have taken part and the partners who have shared your message.

More information

- ▶ Examples of actions (more examples on www.ewwr.eu)
 - Website as part of the United Nations Decade on Biodiversity (Belgium): www.jedonnevieamaplanete.be
 - Brussels region website (Belgium): <http://engagement.bruxellesenvironnement.be/>



Brussels-Capital Region commitment tool.

- ▶ European Week for Waste Reduction: www.ewwr.eu contact@ewwr.eu