



RESULTS REPORT 2014

TCT TOOLKIT PILOT TESTS - all partners

ACTION C8 - PROJECT INF/BE/000459

1. Introduction

Action C.8 stipulates the pilot implementation of the best practice guidelines and toolkits which were developed under action C.4 of the project. The aim is to implement and monitor the customized toolkits by the end of the project in/by

- 100 public authorities and associations
- 100 companies
- 100 educational establishments
- 100 citizens

Each of the partners is responsible for testing at least 25 actions per target audience.

In order to evaluate the pilot implementation, IBGE-BIM developed a questionnaire for action developers which can be found in annex. Not all of them used the questionnaire to evaluate their action(s). The results for these actions were obtained via other means, like direct mails, general evaluation reports from businesses which were sent to us, etc.

The targeted communication toolkits with guidelines which were developed under action C.4 are subdivided according to 4 target audiences:

a) public authorities and associations

- Canteens against food waste
- Composting campaign
- Eco-restaurants
- Repair market
- Reuse event
- Reuse initiatives
- WEEE collection day
- Packaging waste reduction campaign
- Paper waste reduction
- Waste sorting

b) citizens

- Let's learn to sort our waste better!
- From kitchen to garden: everything on the compost heap!
- Encouraging reuse
- Clean your house with green products
- Done with wasted food!
- Less packaging
- Go easy on the paper
- Adverts? No, thanks!
- I share, you share... let's share!
- Packaging waste reduction campaign
- Paper waste reduction
- Waste sorting

- All together, commit!

c) business

- Eco-restaurants
- Ecotourism
- Green Commerce
- Green events
- Low-paper offices
- Packaging waste reduction campaign
- Paper waste reduction
- Waste sorting

d) educational establishments

- Food waste competition
- Waste detective programme
- Reuse event
- Packaging waste reduction campaign
- Paper waste reduction
- Waste sorting

2. Number of actions tested in 2014

The 4 associated beneficiaries tested the proposed TCT-actions (TCT = targeted communication toolkit, including guidelines). Each associated beneficiary developed a report on the implementation of the TCT's in their territory. This report summarises the results obtained by the 4 partners. For more details about the implementation in a specific territory, please refer to the separate report for that territory.

In total 305 actions were tested in 2014: 215 by ARC, 72 in by IBGE-BIM, 16 by AICA and 2 by OHÜ.

	ARC	IBGE-BIM	AICA	OHÜ	Total
public authorities and associations	0	26	4	2	32
companies	215	20	5	0	240
educational establishments	0	19	5	0	24
citizens	0	7	2	0	9
Total	215	72	16	2	305

3. Results per target audience

3.1. Administrations and associations

- 32 actions tested

TCT factsheet	number	reused	composted	avoided	recycled
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	of actions	kg		kg		kg		kg	
		Week	Year	Week	Year	Week	Year	Week	Year
Canteens against food waste	6					129	4.888		
Composting campaign	5			1.884	10.596				
Eco-restaurants	1					3.300	NA		
Repair market	0								
Reuse event	7	129	NA						
Reuse initiatives	1								
WEEE collection day	1							7	NA
Packaging waste reduction campaign	7					8,78	330		
Paper waste reduction	3					50	3.560		
Waste sorting	1					250	13.000		
	32	129	NA	1.884	10.596	3.738	21.778	7	NA

For reuse events like (free) second hand markets, the data obtained during the Week can not be extrapolated over the year, since it's a one shot event.

Compost events: some events were one shot, others were about introducing new composting habits. Only the results of the events which weren't one shot, were extrapolated over the year.

Packaging waste: some events were one shot, others were about introducing new habits (f.i. packaging free snacks, introducing reusable cups,...). Only the results of the events which weren't one shot, were extrapolated over the year.

Canteens against food waste: some actions carried out by administrations/associations in the frame of this TCT were more about organising a one shot food waste free lunch or workshops about food waste prevention. Therefore, not all data could not be extrapolated over a year.

The action on the TCT Eco-restaurants was about an online action to collect food leftovers and redistributing them (large suppliers, professionals) (foodwe.org).

The action on waste sorting consisted of the collection of coffee grounds, used to grow mushrooms.

The implementation of the 32 TCT actions by administrations and associations gives a yearly potential of **more than 32 tonnes** of waste composted, avoided, recycled or reused.

3.2. Citizens

- 9 actions tested

TCT factsheet	number of actions	avoided kg	composted kg
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		Week	Year	Week	Year
Let's learn to sort our waste better!	1	NA	500		
From kitchen to garden: everything on the compost heap!	1			4,5	234
Encouraging reuse					
Clean your house with green products	1	NA	NA		
Done with wasted food!	4	4	NA		
Less packaging					
Go easy on the paper					
Adverts? No, thanks!	2	1,2	110		
I share, you share... let's share!					
Packaging waste reduction campaign					
Paper waste reduction					
Waste sorting					
All together, commit!*					
	9	5,2	610	4,5	234

The TCT action on Let's learn to sort our waste better! was not only about sorting, but also to prevent to create waste as much as possible. It was carried out during a whole year, by 1 household.

In 2014, food waste free lunches were very popular: 4 citizens organised such an action.

A workshop on Clean your house with green products was given, but it is impossible to estimate the reduction of waste due to this action.

The TCT on Adverts was tested in Brussels and Italy. In Brussels the data for 1 week were not available, so an extrapolation based on earlier countings was done. The action tested in Italy lead to a weekly collection of 1,2 kg of advertisement prior to the Week.

*IBGE-BIM already provided the online tool "All together, commit" in 2013. In 2014, no less than 109 new commitments were made!

3.3. Business

- 240 actions tested (215 actions tested by ARC)

TCT factsheet	number of actions	reused kg		composted kg		avoided kg		recycled kg	
		Week	Year	Week	Year	Week	Year	Week	Year
Eco-restaurants	88						34.205,6		
Ecotourism	43					1.305,2	67.870		
Green Commerce	43					1.385,4	72.040		
Green events	30	38	1.976			93,4	4.857		

Low-paper offices									
Packaging waste reduction campaign	26					99,5	5.174		
Paper waste reduction									
Waste sorting	1							0,65	33,8
<i>new: reuse event</i>	4	479,31	NA						
<i>new : food waste prevention</i>	3					80	3.860		
<i>new: composting</i>	2			14	728				
	240	517,31	1.976	14	728	3.621,3	188.006	0,65	33,8

For the packaging waste reduction campaign, several waste streams are considered, since packaging consists of different types of containers. In this action, actions on soap dispensers, reusable mugs, reusable bags etc are considered.

Composting, reuse actions and actions on food waste prevention were initially not foreseen for this target group. Since they are popular, we suggest to include those actions as well. However, those actions were not proposed by ARC, who had 215 actions tested (eco-restaurant, green commerce, green event, ecotourism and packaging reduction).

The reuse actions consisted of one shot actions like a DIY workshop, collecting books for the library of the company and a second hand market. Therefore data couldn't be extrapolated over the year.

The implementation of 240 TCT actions by companies gives a yearly potential of more than **190 tonnes** of waste avoided, recycled or reused.

3.4. Schools

- 24 actions were tested

TCT factsheet	number of actions	reused kg		composted kg		avoided kg		recycled kg	
		Week	Year	Week	Year	Week	Year	Week	Year
Food waste competition	3					46,5	1.488		
Waste detective programme	10					175,5	5.585		
Reuse event	5	31,5	NA						
Packaging waste reduction campaign	2					20	640		
Paper waste reduction	1					NA	3.680		

Waste sorting	3							80,5	2.576
	24	24	NA			242	11.393	80,5	2.576

For the extrapolation in schools, 32 weeks were considered (taking into account holidays where no waste is produced). The implementation of 24 TCT actions by educational establishments gives a yearly potential of **14 tonnes** of waste avoided, recycled or reused.

4. General conclusions

Quantified results

Target audience	number of actions	reused kg		composted kg		avoided kg		recycled kg	
		Week	Year	Week	Year	Week	Year	Week	Year
admin/assoc	32	129	NA	1.884	10.596	3.738	21.778	7	NA
citizens	9			4,5	234	5,2	610		
business	240	517,31	1.976	14	728	3.621,3	188.006	0,65	33,8
schools	24	24	NA			242	11.393	80,5	2.576
	305	670	1.976	1.902	11.558	7.606,5	221.787	88	2.609

The implementation of the TCT actions by the action developers in the territories of the 4 associated beneficiaries in 2014 was a real success with a yearly potential of **238 tonnes** of waste composted, avoided, recycled or reused.

Even if some actions tend to give better results than others in terms of kg, all actions, big and small, count! For instance, actions on banning the plastic bag will not deliver high amounts of avoided weight, since the weight of 1 plastic bag is very low.

Behaviour

No matter the action, action developers (business, associations and administrations) always stress the time needed to well prepare the action, to couple the action to a supporting communication campaign, the importance of informing people about the action and the benefits.

If well explained, most actions are welcomed by the participants.

Some actions are easy to implement (e.g. putting the no advertisement sticker), it doesn't require an extra effort. Other actions are also easy to carry on, as long as structural adaptations are provided (e.g. reusable cups at the office, installing a composting bin,...). Actions on reuse (second hand market, give box) always have a huge success.

Tools

The feedback from the action developers showed that most toolkits and the proposed tools were useful. In some cases however, some difficulties occurred in the application of the toolkit for a specific action: some tools were not detailed enough, or were not entirely applicable to the action. As it is impossible to provide detailed tools for every action, adapted to every single action developer, the provided or suggested tools should be adaptable by the individual action developer, to tailor it to their specific actions.



Annex: Form to evaluate the results of EWWR toolkit actions

Please use 1 form per action.

1. Information about the participating organisation

- ▶ Name of the organisation :
- ▶ Category : Business Administration/NGO School Citizen
- ▶ Type of activities :
.....

2. Identification of the contact person

- ▶ Name :
- ▶ Tel or mobile number :
- ▶ E-mail :

3. Description of the action

- ▶ Title :
- ▶ Objective :
- ▶ Please indicate which action you implemented (only 1 action is possible)

<p>Citizens</p> <ul style="list-style-type: none"> <input type="radio"/> Let's learn to sort our waste better! <input type="radio"/> From kitchen to garden: everything on the compost heap! <input type="radio"/> Encouraging reuse <input type="radio"/> All together, commit! <input type="radio"/> Clean your house with green products <input type="radio"/> Done with wasted food! <input type="radio"/> Less packaging <input type="radio"/> Go easy on the paper <input type="radio"/> Adverts? No, thanks! <input type="radio"/> I share, you share... let's share! <p>Internal actions (at home or at work)</p> <ul style="list-style-type: none"> <input type="radio"/> Packaging waste reduction campaign <input type="radio"/> Paper waste reduction <input type="radio"/> Waste sorting 	<p>Administrations / NGOs</p> <ul style="list-style-type: none"> <input type="radio"/> Canteens against food waste <input type="radio"/> Composting campaign <input type="radio"/> Eco-restaurants <input type="radio"/> Repair market <input type="radio"/> Reuse event <input type="radio"/> Reuse initiatives <input type="radio"/> WEEE collection day <p>Internal actions</p> <ul style="list-style-type: none"> <input type="radio"/> Packaging waste reduction campaign <input type="radio"/> Paper waste reduction <input type="radio"/> Waste sorting
<p>Business/Industry</p> <ul style="list-style-type: none"> <input type="radio"/> Eco-restaurants <input type="radio"/> Ecotourism <input type="radio"/> Green Commerce <input type="radio"/> Green events <p>Internal actions</p> <ul style="list-style-type: none"> <input type="radio"/> Packaging waste reduction campaign <input type="radio"/> Paper waste reduction <input type="radio"/> Waste sorting 	<p>Schools</p> <ul style="list-style-type: none"> <input type="radio"/> Food waste competition <input type="radio"/> Waste detective programme <input type="radio"/> Reuse event <p>Internal actions</p> <ul style="list-style-type: none"> <input type="radio"/> Packaging waste reduction campaign <input type="radio"/> Paper waste reduction <input type="radio"/> Waste sorting



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Evaluation form | Toolkitaction

► Action¹ :

	Short description of the different parts of the action <i>(e.g. replacing disposable cups by reusable ones)</i>	Indicator (what will be measured) <i>(e.g. number and kg of disposable cups avoided)</i>
1		
2		
3		

4. Used tools

► Tools :

Name of the tool <i>(e.g. disposable cups)</i>	Short description of the different tools

5. Initial state

► Measure or description of the initial state, using the indicators identified in point 3.

	Indicator <i>(e.g. number and kg of disposable cups avoided)</i>	Result or description of the initial state <i>(e.g. number of disposable cups used during 1 week before the EWWR)</i>
1		
2		
3		

6. Results

► Number of participants:

¹ An action can consist of different parts : implementing measures (quantitative) and raising awareness (qualitative)



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Evaluation form | Toolkitaction

► Quantitative results

	Indicator <i>(e.g. number and kg of disposable cups avoided)</i>	Result after implementation of the action
1		
2		
3		

► Qualitative results

	Indicator <i>(e.g. opinion of the participants about the use of reusable cups)</i>	Result or description after implementation of the action
1		
2		
3		

Assessment of the action

- According to you, what are the factors of success for the action you tested?
.....
.....
- According to you, what are the constraints?
.....
.....
- Did all members of your organisation take part in the action? If not, why not?
.....
.....
- Do you have any suggestions to improve the fact sheet which describes the action you carried out ?
.....
.....
- Do you have any suggestions for others who would like to implement a similar action?
.....
.....

Thank you for completing this form. Please return the completed form to your local EWWR Coordinator.



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