



RESULTS REPORT 2015

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, 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 2015

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 766 actions were tested in 2015: 259 by ARC, 51 in by IBGE-BIM, 180 by AICA and 265 by NWMD.

	ARC	IBGE-BIM	AICA	NWMD	Total
public authorities and associations	110	18	53	53	234
companies	7	2	63	55	127
educational establishments	49	11	50	97	207
citizens	69	20	14	60	163
internal	24				24
Total	259	51	180	265	755

3. Results per target audience

General remarks for the calculation of the results:

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

Also some other actions are sometimes one shot and others are about introducing new habits, therefore, not all results were extrapolated over the year.

3.1. Administrations and associations

- 234 actions tested

TCT factsheet	number of actions	reused kg		composted kg		avoided kg		recycled kg	
		Week	Year	Week	Year	Week	Year	Week	Year
Canteens against food waste	15					300	NA		
Composting campaign	19			199	6.817				
Eco-restaurants	32					1.270	62.933		
Repair market	22	1.009	41.125						
Reuse event	43	2.415	NA						
Reuse initiatives	48	5.614,50	NA						
WEEE collection day	7	369	NA					70	NA
Packaging waste reduction campaign	12					381	NA		
Paper waste reduction	12					49,25	2.277		
Waste sorting	14							920	
<i>New: green events</i>	1					100			
<i>New: green commerce</i>	10					27,6			
<i>New: adverts, no thanks!</i>	1								
<i>New: waste detective program</i>	1								
	234	9.407,50	NA	199	6.817	2.128,1	65.210	990	NA

The implementation of the 234 TCT actions by administrations and associations during the Week in November 2015, lead to **almost 13 tonnes** of waste composted, avoided, recycled or reused.

3.2. Citizens

- 163 actions tested

TCT factsheet	number of actions	avoided kg		composted kg	
		Week	Year	Week	Year
Let's learn to sort our waste better!					
From kitchen to garden: everything on the compost heap!	11			4	
Encouraging reuse	12	305			
Clean your house with green products	13				
Done with wasted food!	14	13,5			
Less packaging	8				
Go easy on the paper					
Adverts? No, thanks!	12	1,4			
I share, you share... let's share!					
Packaging waste reduction campaign					
Paper waste reduction					
Waste sorting	4				
All together, commit!*	89	NA	99		
	163	319,9	99		

I commit to...	#
Stopping unwanted mail	4
Borrowing or renting instead of buying	6
Buying second hand products	0
Compacting the packaging which is to be recycled	2
Composting garden and kitchen waste	3
Avoiding drinks packaging	0
Emptying packaging which will be recycled	2
Challenging food waste	8
Avoiding using hazardous products	9
Avoiding overpackaged products	13
Less printing	8
Recycling appliances which are no longer used	6
Having items repaired instead of throwing them away	10
Better sorting of my waste	18
Total	89

163 TCT actions were carried out by citizens during the Week. 89 of them were commitments which were made through the online commitment tool.

3.3. Business

- 127 actions tested

TCT factsheet	number of actions	reused kg		composted kg		avoided kg		recycled kg	
		Week	Year	Week	Year	Week	Year	Week	Year
Eco-restaurants	49					1.367,75	6.032		
Ecotourism	8					160			
Green Commerce	20					790			
Green events	2					5.330	277.137		
Low-paper offices									
Packaging waste reduction campaign	2					0,688			
Paper waste reduction	8					33			
Waste sorting	14							724	
<i>new: reuse event</i>	22	1.281	NA						
<i>new : food waste prevention</i>	2					26			
<i>new: composting</i>									
	127	1.281	NA			7.707,4		724	

The implementation of 127 TCT actions by companies during 1 week gives a result of almost **10 tonnes** of waste avoided, recycled or reused.

3.4. Schools

- 207 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	24					1.183	49.066		

Waste detective programme (+packaging)	96					162	10.403,50		
Reuse event	45	763,26	NA						
Packaging waste reduction campaign									
Paper waste reduction	4								
Waste sorting	21							56	
<i>New: Composting</i>	17			94,55	780				
	207	763,26		94,55	780	1.345	59.469,5	56	

More than **2 tonnes** of waste was avoided, composted, recycled or reused during the Week in November 2015, thanks to actions implemented by schools.

If these results are extrapolated for a whole year, the implementation of the 218 TCT actions gives a yearly potential of **60 tonnes** of waste which is 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	234	9.407,50	NA	199	6.817	2.128,1	65.210	990	NA
citizens	163					319,9	99		
business	127	1.281	NA			7.707,4		724	
schools	207	763,26		94,55	780	1.345	59.469,5	56	
	731	11.451,76	NA	293,5	7.597	11.500,4	124.778,5	1.770	NA

The implementation of the 731 TCT actions by the action developers in the territories of the 4 associated beneficiaries during 1 week in November 2015 was a real success with a result of **25 tonnes** of waste composted, avoided, recycled or reused.

An initial target of testing 100 actions per category was set, this target has been reached already. However, since every associated beneficiary has to test 25 actions per category, and since not all of those targets have been met yet, additional testings will be carried out in November 2016.



Annex 1: 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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► 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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► 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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Annex 2: Organisations which tested the TCT's in 2015

ARC:

Associació Espigoladors	Association
Associació d'Enginyers Ambientals AINAM	Association
Associació La Segona Volta	Association
caritastarrega	Association
FIRA INTERNACIONAL DE BARCELONA	other (Business)
Fundación real dreams	other (Business)
AJUNTAMENT DE SANT JUST DESVERN	Public Administration
AJUNTAMENT DE SANT VICENÇ DE CASTELLET	Public Administration
Ajuntament de Tiana	Public Administration
AJUNTAMENT SANTA MARIA DE PALAUTORDERA	Public Administration
CONSELL COMARCAL DE LA SEGARRA	Public Administration
CONSELL COMARCAL DEL PLA D'URGELL	Public Administration
AJUNTAMENT DE CASTELLAR DEL VALLÈS	Public Administration
AJUNTAMENT DE NAVARCLES	Public Administration
Ajuntament de Palau-solità i Plegamans	Public Administration
ConSORCI del Bages per a la Gestió de Residus	Public Administration
ConSORCI per a la Gestió dels Residus del Vallès Oriental	Public Administration
Ajuntament de Badalona	Public Administration
AJUNTAMENT DE MONTGAT	Public Administration
Dep. de Territori i Sostenibilitat. Generalitat de Catalunya	Public Administration
AJUNTAMENT DE CORNELLÀ DE LLOBREGAT	Public Administration
AJUNTAMENT ARENYS DE MUNT	Public Administration
AJUNTAMENT DE RODA DE BERÀ	Public Administration
CONSELH GENERAU D'ARAN	Public Administration
AJUNTAMENT D'ARENYS DE MAR	Public Administration
INSTITUT ELS ALFACS	School
Institut Jane Goodall	School
IES SANTIAGO SOBREQÜÉS	School
Institut J. Serrat i Bonastre	School
ESCOLA PIA DE CALDES	School

IBGE-BIM:

ACR+	admin/assoc
Test-Aankoop/Test-Achats	admin/assoc
COMMUNE DE WOLUWE SAINT LAMBERT	admin/assoc
MPI	admin/assoc
Le relais du triporteur ASBL	admin/assoc
Mission Locale pour l'Emploi de Bruxelles-Ville	admin/assoc
Bruxelles Environnement	admin/assoc



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COMMUNE DE WOLUWE SAINT LAMBERT	admin/assoc
ONSS	admin/assoc
Commune de Jette	admin/assoc
Secrétariat Général du Conseil de l'Union Européenne	admin/assoc
Commune d'Ixelles	admin/assoc
BECI	admin/assoc
Sleep Well Youth Hostel	admin/assoc
Ici Zero Déchets	admin/assoc
Commune de Woluwe-Saint-Pierre	admin/assoc
Village Partenaire	business
ONSS-RSZ	business
Ecole La Vallée	school
Ecole n°8 de Schaerbeek	school
Les Carrefours	school
Notre Dame du Wolvenberg	school
Ecole Européenne BXL 2	school
Ecole Emile André	school
P9/10 Carrefour	school
De l'autre côté de l'école	school
GBS Windroos	school
Basisschool Scheut	school
Anneessens-Funck	school

NWMD:

Bornemissza Péter Gimnázium	Educational Establishment
Bagi Arany János Általános Iskola	Educational Establishment
Gyömrői II. Rákóczi Ferenc Általános Iskola	Educational Establishment
Orosházi Vörösmarty Mihály Általános Iskola Rákóczi Telepi Tagintézmény	Educational Establishment
Rákoscabai Jókai Mór Református Általános Iskola	Educational Establishment
Budai Nagy Antal Gimnázium	Educational Establishment
Középiskolai Leánykollégium	Educational Establishment
Váci Szakképzési Centrum Petzelt József Szakközépiskolája és Szakiskolája	Educational Establishment
Veres Pálné Általános Iskola	Educational Establishment
Lágymányosi Bárdos Lajos Kéttannyelvű Általános Iskola és Gimnázium	Educational Establishment
Csata utcai Általános Iskola	Educational Establishment



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SZTE Gyakorló Gimnázium és Általános Iskola	Educational Establishment
Kispesti Károlyi Mihály Magyar-Spanyol Tannyelvű Gimnázium	Educational Establishment
Budai Középiskola	Educational Establishment
Szigetcsépi Elementary School	Educational Establishment
ELTE Radnóti M. Isk. és Gyak. G.	Educational Establishment
Elte ELTE Apáczai Kollégium	Educational Establishment
Rogers Iskola	Administration/Public Authority
Herman Ottó Intézet	Administration/Public Authority
Zöld Kör	Administration/Public Authority
Zsámbéki Könyvtár	Administration/Public Authority
ELTE EKSZ	Administration/Public Authority
Szarvasi KOMÉP Városgazdálkodási Kft.	Administration/Public Authority
Földművelésügyi Minisztérium	Administration/Public Authority
Duna-Ipoly Nemzeti Park Igazgatóság	Administration/Public Authority
Zsámbéki Önkormányzat	Administration/Public Authority
Pécsi Könyvtár	Administration/Public Authority
Büntető Kollégium	Administration/Public Authority
Budai Központi Kerületi Bíróság	Administration/Public Authority
II-III ker Bíróság	Administration/Public Authority
NMHH étkezde	Administration/Public Authority
Hatpötyös Étterem	Administration/Public Authority
Csendes Létterem	Administration/Public Authority
Kőleves Vendéglő	Administration/Public Authority
Miksa Cafe	Administration/Public Authority
Viking Vendéglátó-és Szolgáltató Kft	Administration/Public Authority
Városháza Étterem és Vendéglő	Administration/Public Authority



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Junior központ/ Pajtás Étterem	Administration/Public Authority
SPAR	Business/Industry
L'Occitane	Business/Industry
SZATYORBOLT	Business/Industry
Zöldbolt	Business/Industry
Pure & Good	Business/Industry
Danubius Health Spa Resort Helia****	Business/Industry
Danubius Hotel Flamenco****	Business/Industry
Radisson Blu Béke Hotel	Business/Industry
Hotel Benczúr	Business/Industry
City Hotel Mátyás	Business/Industry
City Hotel Pilvax	Business/Industry
City Hotel Ring	Business/Industry
Hotel Papillon	Business/Industry
McDonald's	Business/Industry
McDonald's	Business/Industry
Nagy Fatál Konyhája	Business/Industry
Café Vian French Bisztró	Business/Industry
Kisbödön Ételbár	Business/Industry
Rézangyal Bistro Ring	Business/Industry
HALKAKAS halbisztró	Business/Industry
Padron Tapas-bar	Business/Industry
Eiffel Bistro & Bar	Business/Industry
Spinoza	Business/Industry
CENTRAL Bistro & Bar	Business/Industry
Akusztika Kft.	Business/Industry
Aquaprofit Zrt.	Business/Industry
Atevszolg Zrt	Business/Industry
Atev Zrt.	Business/Industry



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Atev Hódmezővhely	Business/Industry
Bálint Analitika Kft.	Business/Industry
Biopólus Kft.	Business/Industry
Enqua Kft.	Business/Industry
Fe Group Invest Zrt.	Business/Industry
Greenlab Kft.	Business/Industry
Greenlab Kft.	Business/Industry
Megoldás Kft.	Business/Industry
Nyugat-dunántúli Kvi Közp.	Business/Industry
TRENECON Kft.	Business/Industry
Atlas Geo Kft.	Business/Industry
Elgoscar-2000 Kft.	Business/Industry
Greenvest-Forum Kft.	Business/Industry
KNOT Kft.	Business/Industry
KVI Plusz Kft.	Business/Industry
Sarpi Dorog Kft.	Business/Industry
Ökológiai Intézet Alapítvány	Citizens
Somosi Környezetnevelési Központ	Citizens
Ökoszolgálat Alapítvány	Citizens
CSEMETE Természet-és Környezetvédelmi Egyesület	Citizens
E-misszió Természet- és Környezetvédelmi Egyesület	Citizens
Nők a Balatonért Egyesület	Citizens
Gaja Környezetvédő Egyesület	Citizens
Reflex Környezetvdő Egyesület	Citizens

AICA:

Ass.RiciCreo	Association
Associazione Comunicaetica Madeinmurgia.org	Association
Associazione consorzio Cascina Cuccagna	Association



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Associazione culturale Peppino Impastato	Association
Associazione Foreste Urbane	Association
ASSOCIAZIONE HUMUS SAPIENS	Association
Associazione IL CAMBIAMENTO	Association
Associazione Rifiuti Zero Casier	Association
Atelier Remida Campania	Association
CEA di Mottola	Association
Centro di Alimentazione consapevole	Association
Circolo Legambiente "Città Futura"	Association
Circolo Legambiente Girifalco	Association
Ecologic Point	Association
Ecovolontari Collegno	Association
Il riuso- diamo una seconda vita alle cose	Association
Ippoasi e LAV Pontedera	Association
Legambiente Capannori	Association
Legambiente Piazza Armerina	Association
Matermagna A.p.s	Association
Polignano R-Evolution	Association
Rifiuti Zero SR	Association
Sustainable Practice	Association
svi.med onlus	Association
Cartaffini Srl	Business
Comune di Sanremo	Business
Ristorante "Il Vascello"	Business
Ristorante "Rosa d'oro"	Business
Trattoria "Il filatoio"	Business
Trattoria "j'amis d'la sucetà"	Business
Tavola calda "Roxy Bar"	Business
Trattoria "Da Giò"	Business
Trattoria "La Casa di Bacco"	Business
Cafè Desnè	Business
Trattoria "Bellini"	Business
Asylum	Business
Pizzeria del Viale	Business
La Douja	Business
Pizzeria "Jonica"	Business
Ristorante "In Famiglia"	Business
Bar "Stella d'oro"	Business
Ristorante "Ombelico"	Business
Mxx Bun	Business
Gnoccheria "Il Bisogno"	Business
Tiffany Caffè	Business
Fantasia Bimbi	Business
Duepuntozero	Business



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Ristorante "Elite"	Business
Pizzeria Ristorante "Il Sagittario"	Business
Pizzeria "Michelangelo"	Business
Ristorante "Madison"	Business
Risto-pizzeria Bar "Le Serre"	Business
Matilde	Business
Bistrò di Pausa Cafè	Business
Casseta popular	Business
Marilyn Cafè	Business
Ristorante L'Angolo Partenopeo	Business
Trattoria Perla Caffè	Business
LastminuteSottoCasa	Business
L.E.A.P. (Laboratorio Energia e Ambiente Piacenza)	Business
Movimentocentrale	Business
ERICA Soc. Coop.	Business
Alessandro Cane	Citizens
Andrea Bertora	Citizens
Andrea Pavan	Citizens
Comitato Macanno	Citizens
Enrico Di Nola	Citizens
Francesca Davoli	Citizens
Francesco Rasero	Citizens
Giulia Basilici	Citizens
Giuseppe Cambareri	Citizens
Giuseppe Totaro	Citizens
Maurizio B	Citizens
Nerina Palazzolo	Citizens
Gallucci Marina	Cittadini
Acea Ambiente Pinerolese	Public Administration
ATA Savona	Public Administration
Comune di Cogoleto	Public Administration
Comune di Labico	Public Administration
Comune di Lucca	Public Administration
Comune di Oristano	Public Administration
Comune di Tolentino	Public Administration
Comune MIRA (VE)	Public Administration
Comune Reggio Emilia	Public Administration
Consorzio dei Navigli	Public Administration
Regione VDA	Public Administration
CCS Consorzio Chierese dei Servizi	School
Comune Desenzano del Garda	School



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