



# EWWR good practices and case studies

## (Travel with Recycling)

### 1. Details of Action:

Coordinator: Gobierno de Aragón

Action Developer: Ayuntamiento de Utebo

Name of nominated action: Travel with Recycling

Town: Utebo

Region: Aragón

Country: Spain

Website: <http://utebo.es/noticias/utebo-celebra-la-semana-europea-de-prevencion-de-residuos>

Nominee category: Administration/Public Authority

Dates of action: 19 to 27 November 2016

### 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 2016: Packaging waste – Use Less Packaging?

- Yes
- No

### 4. Description of the nominated action:

Utebo is a municipality committed to waste prevention, in this sense has been campaigning for selective collection since 2000, participating in the EWWR since 2012, and has the first and only Local Waste Prevention Plan of Aragon Region, approved in 2014. This plan, drawn up with the encouragement of the City Council and the participation of neighbors, associations, companies and educational community, made Utebo municipality deserving of the Environment Award of Aragon 2015, in the field of Local Management. Among the actions that were carried out on a regular or continuous basis in waste prevention can be mention: Second hand Markets, textile lunch bags distribution in schools, food fund, municipal wardrobe for second hand clothes, book-crossing, school textbooks loans, Clean-up day, delivery of funnels for used cooking oil and coloured bags for different waste fractions.

The activities carried out in the EWWR 2016 included:

- Organization of the 2nd Hand Market the two weekends, where the neighbours sold or exchanged products that did not longer need and could be useful for others
- Agro-ecological exhibition on the two Sundays of the EWWR, with bulk sale of products of organic farming



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and proximity.

- Local Agenda 21 Forum
- Artistic workshop of recycled clothing, intended for children.
- Delivery to students of a reusable lunch box and a ballpoint pen made of PET plastic obtained from the recycling of bottles.
- Cleaning the river banks (Clean-up day, deferred due to bad weather)
- "Travel with Recycling" Campaign

The objectives of the "Travel with Recycling" campaign were mainly offering residents advices on waste prevention, a positive reinforcement of their daily waste segregation, and collecting their advices on a given survey. These activities were accompanied by the opportunity to 'win a trip'. In the Information Point the environmental monitors clarified waste prevention concepts and concepts and solved any doubts that may exist in the matter. In order to encourage citizen participation they were invited to fill out a survey, whose data will be used to improve our services. For the campaign was enabled an Information Point made of bamboo as a sustainable material (yellow, same colour as the domestic packaging container) with the motto of the campaign. It was installed 14 times during the EWR, rotating through different locations, looking for crowded points: the four Utebo's schools, supermarkets, Agro ecological show, second hand Market, house of associations, Town hall. Two environmental monitors energized the Information Point inviting neighbours to participate by bringing their yellow bags in order to check their content and verify that waste were correctly selected, solving the doubts that were arisen, giving advises and offering the possibility of complete the survey. Neighbours were also provided with goods related to waste prevention such as three-color bags to separate waste at home (green, yellow and blue), funnels to collect used cooking oil, pencils made from recycled paper, notebooks to make the list of the purchase, pencil holder with container design for recycling, and all concepts were explained by the monitors.

Participants were given a ticket for the drawing of four trips experiences as a way to reward both, participation and good environmental attitude. In total, 40 bags of light packaging waste were checked and 552 surveys were completed.

Regarding the first conclusions of the surveys, the City Council is motivated to continue working for its neighbours with the positive reinforcement that means that almost 90% of the residents of Utebo participants considered the waste collection very positive and gave their possible improvements.

### 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

Results from the neighbour's surveys will give us information to improve the municipal collected system.

Outcome of the evaluation:

The total number of surveys were 552. We estimate between 1900 and 2000 people went through the Information Point to learn more about waste prevention. For a total population of 18,500 inhabitants and



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duration of 9 days, EWWR has reached a high rate of participation. The amount of waste collected directly in the stand was around 40 kilos of light packaging that were revised in the Points of information. We trust that with the information communicated and the materials distributed the amount of waste avoided and the correct segregation will be higher.

### 6. Reasons why the action has been selected for the EWWR 2016 Awards:

#### a) Visibility and communicational aspects

To disseminate the EWWR's activities there is a specific website, a published in the municipal magazine and in the social networks (Facebook, Twitter). Also a diptych in recycled paper in A3 size has been edited, which has included the game "The Waste Prevention Career " in one face so that once the week is over, it remains a useful element for neighbours. This diptych has been distributed from public centres and the Information Point, and has been delivered to all children of school age, which ensures that it reaches more than a third of the homes of Utebo. The specific stand in the street moved towards 14 times during the week contributed to make the campaign highly visible in the town.

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

The campaign was developed in a participative format from the field of packaging waste reduction and correct segregation. The aspects of packaging waste were highlighted to the neighbours by the educators advises, solving doubts, giving goods and a diptych for a better waste management, and getting their opinions to improve several aspects including prevention waste.

#### c) Originality and exemplarity: What makes the action original or innovative?

It is original due to involves different aspects as a campaign one week on the streets in different locations (schools, supermarkets, main streets), with the support of environmental educators who met the citizens, added to the "empowerment" of participating on the survey expressing their ideas and opinions, and the highly motivation of the possibility of winning a trip experience. The presence during the weekends of the Environment Councillor at the Information Point also allowed a greater sense of ease to the neighbours to express their ideas and opinions.

#### d) European reproducibility: How can other entities adapt the action to other contexts or European regions?

The action is perfectly reproducible by other European administrations or organizations. It is only necessary to have trained educators to communicate the advantages of waste prevention to the public.

#### e) Lasting impact: In what way is the action designed to have a lasting impact?

The advices and the materials that were delivered to the neighbours are intended to remain useful for a long time. Goods will serve as a reminder of the campaign and will motivate them to continue preventing waste and good recycling. Also the surveys will give ideas to improve the service in a short future.

#### f) Motivation: How will your action motivate its target audience/the general public?

The opportunity to win a prize in a draw has contributed to motivate and increase participation. Once the public's attention has been achieved in the stand, it facilitates access to information by the educators giving them the opportunity to participate with their ideas, solving their doubts and through the positive reinforcement of the received goods.



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Information stand



Presenting the action



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