



# EWWR good practices and case studies

(Reuse day in Rojc!)

## 1. Details of Action:

Coordinator: The EWWR Secretariat

Action Developer: Udruga Zelena Istra /Association Green Istria

Name of nominated action: Reuse day in Rojc!

Town: Pula

Region: Istria

Country: Croatia

Website: <https://www.facebook.com/events/1800135496920926/permalink/1805804646354011/>

Nominee category: Associations/NGOs

Dates of action: 19 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:

Community Centre Rojc is a particular “place of civil society,” an alternative urban culture centre situated in a small town called Pula, Croatia, in the north of the Mediterranean southern Europe. Rojc hosts 111 associations with very different activities: culture and art, sport and recreation, children and youth, ethnic minorities, psycho-social work, etc. Together with the City of Pula, which is the legal owner of the building, mentioned associations are managing the Centre on the basis of the public-citizen participation model in order to develop more productive forms of co-existence, co-management and co-production. Rojc is incubator of many projects and activities with aim of sustainable development from urban gardening, reuse flea markets, diy upcycling workshops, promoting sharing communities etc. NGO Green Istria is part of Rojc Alliance and situated in the centre.

Together with tenants and citizens, Green Istria will organise event “Reuse day in Rojc” in order to promote EWWR week and principles of reuse and use less packaging. The event will be held in inner courtyard of the building and in future space of community cafe in Rojc. This was the first of many actions for “building” the Community Cafe. Community Cafe will be made from recycled materials and will promote social and sustainable principles.



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Event was divided in 3 parts:

## 1. CREATIVE WORKSHOP- UPCYCLING WALL MURAL

Participants were actively involved in creative workshop of making wall mural from old leaflets and posters in future community cafe. All material that was used is part of Rojc Alliance archive of old events. In that way they reused old posters and leaflets and new wall mural now have fragments of Rojc history. The workshop was led by artist Boris Bogunović from Town Workshop Association.

## 2. BRING YOUR OWN CUP FOR COMMUNITY CAFE

All citizen were invited to participate in action "Bring your cup" for community cafe. We collected more than 30 cups. On the spot we offered coffee and tea in reused cups, volunteers explained and promoted to participants less packaging initiative and gave information about EWWR week.

## 3. RECYCLING WORKSHOP FOR KIDS "ECO IMAGINATIONS"

On the spot we organized recycling corner for kids, with promo materials like colouring books and leaflets about recycling. On workshop kids made art crafts from recycled materials like paper, plastic bottles and cans. We had 3 groups of kids -one group was scouts from the Scouts "Istria" organization. We made dears and chickens from toilet paper and boxes for plants and tyrannical for birds from plastic bottles.

## 4. FOOD NOT WASTE LUNCH FOR VOLOUNTEERS

In cooperation with Eco green market from Paula, we organized cooking workshop from food leftovers to make "food not waste" lunch for all participants. Interested citizens participated in making and serving lunch. We avoided the use of disposable cutlery and plates instead scouts brought their permanent cutlery and ceramic plates. The event was held on 19 November from 10 am until 14:00 pm. The event was promoted via social networks, web pages and local media. On the spot of the event Green Istria activists held an info-point about EWWR week.

We also organized additional events:

17.11. Green Istria organized round table about Zero Waste. Round table was organized for all utility companies from Istrian region (11 companies). The name of round table was "How can we achieve 50% separate waste collection until 2023?". On the round table one of the guests was Italian expert on waste management Raphael Rossi who presented best case studies from Italy. We discussed about goals, problems and good examples of waste separation models in our region.

## 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



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Other indicators

Outcome of the evaluation:

We were really surprised with so many positive reactions on social media about our event in just few days we had reach 10 000 people, 1000 views, 190 interested people for the event and 259 people responded on our posts.

On the day of the event around 50-60 people participated in different activities which was the optimal number regarding type of activities. All activities were held inside of our common space Living Room and future Community cafe because of the rain. We found this action very positive and successful, people participated actively and atmosphere of the event was great. We gathered many different generations from 3 year to 70 year old.

Local media also covered our event.

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

### a) Visibility and communicational aspects

We promoted event via social networks, we made Facebook event on Rojc Facebook page and web page rojcneta.pula.org and sent press release to local media.

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

This was first of many actions for "building" the Community Cafe. Community Cafe will be made from recycled materials and will promote social and sustainable principles. Creativity, recycling, smell of coffee and tea and good traditional lunch for all participants from food leftovers showed that these kind of activities are great for community building and raising awareness.

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

The action is original because of the venue of the action- which is old military building that today is Community centre Rojc- house of more than 111 associations. Also the outcome of the action is permanent- action will contribute to future Community cafe in Rojc.

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

This kind of action could be organised in similar cultural centres that are situated in abandoned industrial or military buildings because this is the way you can build strong community in the place and you can make improvements in the building via DIY workshops and recycling. Also you can involve local community and local artists and with action promote EWWR goals.

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

This action is a starting point, a trigger for number of future similar actions that will be organised in the Rojc centre – we plan to make DIY workshops of building furniture from pallets and workshops of making urban garden boxes from recycled materials.

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

We motivated local community and Rojc tenants-associations in a way that action was seen as interesting, positive and that everybody felt that their impact is important.



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Recycling workshop for children



Upcycling wall mural



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