



INTHERWASTE

Interreg Europe



European Union
European Regional
Development Fund

Good Practice: Awareness Campaign: « Llençat! No em llencis » (Hope up! Don't throw me)

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Thematic Seminar in Waste Minimization in Heritage Areas

Origin



LA IMAGEN ES ORIENTATIVA / THE IMAGE IS AN EXAMPLE

by Roll'eat

- ✧ At school, students have lunch and usually they take their meal in plastic bags or aluminium foils.
- ✧ If we considered all the times that they have lunch at school (177 days a year) and all the years that they will be at school, they will be responsible of the generation of an important amount of plastic and aluminium waste.
- ✧ If we show students the importance of their environmental behaviour and its consequences in a future, they will be responsible citizens in a future.

Action

- ✧ The objective of the campaign is educate primary students about waste minimization. In this way it is possible to arrive to their families too.
- ✧ The campaign take place in the 11 schools of the municipality (650 students aprox.) and it was organised by the Town Hall of Ibiza and the ecologist association GEN-GOB .



Action

The campaign has two parts:

1. Aware students about the need of reduce, reuse and recycle. They participate in an activity in which they calculate the amount of waste that they will generate while they are studying at school. Only a class can avoid 170 kg of waste during the six years that they are at primary school.

1. They receive a reusable Bock & Roll Bag made of cloth and recycled plastic to take lunch at school avoiding plastic packages and aluminium.



	1 ^o A plàstic	1 ^o A alumini	1 ^o B plàstic	1 ^o B alumini	TOTAL curs	TOTAL primària
Sa Bodega	16 gr	0 gr	14 gr	2 gr	5'6 kg	33'6 kg
Sa Graduada	2 gr	1 gr	2 gr	4 gr	1'5 kg	9 kg
Portal Nou	0 gr	6 gr	-	-	1 kg	6 kg
Can Misses	-	-	-	-	-	-
Mestral	-	-	-	-	-	-
Consolación	14 gr	2 gr	7 gr	0 gr	4 kg	24 kg
Sa Real	30 gr	15 gr	20 gr	1 gr	11'6 kg	69'6 kg
P. Villangomez	-	-	-	-	-	-
Cas Serres	12 gr	0 gr	-	-	2'1 kg	12'6 kg
Sa Joveria	-	-	-	-	-	-
Can Cantó	15 gr	0 gr	-	-	2'6 kg	15'6 kg
Blanca Dona	12 gr	13 gr	17 gr	0 gr	7'4 kg	44'4 kg

Results

Success Factors	<ul style="list-style-type: none">✓ Young students are very receptive and have a lot of sensibility with the environment.✓ Make students participate in the study of the amount of waste that they produce, increase their sensibilisation.✓ School directors and teachers collaborate in the campaign.
Difficulties Encountered	-



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Gracias
Thank you!



Project media