



**INTHERWASTE**

Interreg Europe



European Union  
European Regional  
Development Fund

# Good Practice: Awareness Campaign: « Aprofita'Mmm » (Take advantage from me)

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# Origin

- ❑ Restaurants produce a large amount of food that has to be thrown to the garbage containers.
- ❑ Customers frequently do not finish their meal and all this food end in containers.
- ❑ On 2015 and 2016 during the European Week for Waste Reduction the Government of the Island develop an awareness campaign to promote the customers to take away the food that they have not eat in the restaurants.

**SEMANA EUROPEA DE LA PREVENCIÓN DE RESIDUOS**

DigueS NO al malbaratament alimentari i aprofita els aliments! Contribueix demanant els aliments no consumits i evita així residus innecessaris.

**Aprofita'Mmm...!!!**

Hi participen:

- Vila**
  - Rest. Bella Napoli
  - Rest. Club Náutico de Ibiza
  - Rest. Sa Nansa
  - Can'Ady Cafè
  - Rest. S'Ametller
  - Rest. Ca n'Alfredo
  - Rest. Can Moreta
  - Rest. Sausalito
- Sant Joan de Labritja**
  - Rest. Ses Arcades
  - Rest. Es Caliu
- Sant Antoni de Portmany**
  - La Andaluza Low Cost
  - Es Rebot de Can Prats
  - Cafeteria El Pueblo
  - Rest. Benítez
  - Bar Sin Nombre
  - Café Bondi
  - Rest. Rías Baixas
  - Café Koppas Rest.
- Santa Eulària des Riu**
  - Rest. Can Bernat
  - Rest. Royalty
  - Rest. Santa Gertrudis
  - Celler Can Pere
  - Rest. Bahía de Santa Eulalia
  - Ecocentro Ibiza
  - Rest. Atenea
  - Bar Rest. El Falucho
  - Rest. El Momento
- Sant Josep de sa Talaia**
  - Rest. Sa Caleta
  - Rest. S'Espartar
  - Rest. No te olvides de acordarte
  - Café Can Llorenç
  - Cafè & Rest. Pizzico di Pepe
  - La Focacheria
  - Rest. Pizzeria Degustibus
  - Rest. Nueva Andalucía

  
SEMANA EUROPEA DE LA PREVENCIÓN DE RESIDUOS

[www.conselldeivissa.es](http://www.conselldeivissa.es)  
[www.facebook.com/residuseivissa](http://www.facebook.com/residuseivissa)

Consell d'Íbissa

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# Action

1. The government contact with the restaurants to present the campaign and invite them to participate.
1. The government prepare and distribute paper bags and some containers where the restaurants could put the food and give them to the customers.
1. The citizens were inform about this campaign throw the media and social networks.



# Results

## Success Factors

- ✓ More than 40 restaurants and 1.000 citizens participate.
- ✓ 1.000 kg of food waste avoid.
- ✓ Good participation of the restaurants that are opened all the year.
- ✓ Most restauntants continue offering the possibility to take home the food.

## Difficulties Encountered

- X Season restaurants didn't participate.
- X Some restaurants deny to participate.
- X Some customers deny to take home the meal.



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Gracias  
Thank you!



*Project media*