



IBIZA TOWN (SPAIN)		
Nº.	Section	Description
0.	Title of the practice	Awareness Campaign: Llençat! No em llencis. (Hold up! Don't throw me away)
1.	Photograph	<div style="text-align: center;">  <p>LA IMAGEN ES ORIENTATIVA / THE IMAGE IS AN EXAMPLE</p> <p>by Roll'eat</p>  </div>
2.	Proposers	Environment Councillor, Ibiza City Council, GEN-GOB (environmental association)
3.	Contacts	Montserrat Garcia Cuenca: montse.garcia@eivissa.es Sandra Romero Ramón: sandra.romero@eivissa.es GEN-GOB Ibiza: educacio@gengob.org

4.	Useful links	www.eivissa.es www.gengob.org
5.	Start date	14/09/2017
6.	Current Status	Finished
7.	Location	The schools in the municipality
8.	Inhabitants in the area	650 students
9.	Description of the practice	
	<p><u>Origin:</u> Students have lunch at school and they usually bring their meal in plastic bags or aluminium foil. If we take into account 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 for generating a significant amount of plastic and aluminium waste. If we show students the importance of their environmental behaviour and its consequences in the future, they will be responsible citizens in the future.</p> <p><u>Development and Timescale:</u> The environmental association GEN-GOB Eivissa contacted the councillor of Ibiza and proposed an action to minimise waste production in schools. They proposed giving a reusable “bock & roll bag” made of cloth to the students to take their lunch to school. The councillor thought this was a very good idea, but also proposed that work be done with the students to make them aware of their responsibility and also the effects of the amount of waste that they may generate just with their lunch. At the beginning of the course (September-/October) an awareness campaign was organised at all the schools with 6 year old students (approximately 650 students). In this campaign the students got a bock & roll bag, and they also took part in an activity where they selected and weighed the amount of packaging that they take with their lunch and had to think about the amount of waste that they will generate during their entire time at school.</p> <p><u>Actors involved:</u> The actors involved in this campaign were: <ul style="list-style-type: none"> · Ibiza Environment Councillor · Association GEN-GOB Eivissa · Students · Schools’ Directors and Teachers </p> <p><u>Legal framework:</u> Directive 2008/98/EC on waste The Spanish Waste Act 22/2011</p>	

	<p><u>Financial framework:</u> The awareness campaign including the bock and roll bags cost €2,612.39.</p> <p><u>Use level: (%) or number of users (if possible):</u> The potential users are the 650 students who have the bock & roll bags.</p>	
10.	Results	
	<p><u>Proven results (using indicators):</u> Not all the students are using the bock & roll bag at the moment, but most of them do. They and their parents have found it handy.</p> <p><u>Possible success factors:</u> Working with young children is easy because they are very receptive and are highly aware about the environment and the effects of pollution and waste. School directors and teachers had shown interested in this campaign and collaborated with the organization.</p> <p><u>Main difficulties encountered:</u> No difficulties were come across in this campaign. It had a low budget and students and schools were eager to take part.</p>	
11.	Main lessons learnt from the practice	<ul style="list-style-type: none"> - Awareness campaigns with young children work well. - Schools are the best way to get to and work with the students.
12.	Additional information	<p>http://www.eivissa.es/portal/index.php/ca/actualitat/noticies/12186-presentacio-campanya-mediambiental-llencat-no-em-llencis</p> <p>https://rolleat.com/es/</p>