



EWWR GOOD PRACTICES AND CASE STUDIES

(JO SÓC COCO CAMPAIGN)

1. Details of Action:

EWWR Coordinator: AGENCY OF WASTE OF CATALONIA

Name of Action Developer: REZERO

Name of action: Jo Sóc COCO Campaign

Nominee **category**: ASSOCIATION

European Special Prize: Yes No

Dates of action: 18-26 November 2017

Website: <http://consumconscient.rezero.cat/webserie-objectiuresiduzero/>

Location of action

Place of implementation: Different places in Catalonia

City: Barcelona

Region: Catalonia

Country: Spain

2. Action's theme:

- Reduce – Strict avoidance and reduction at source
- Reuse – Reuse and preparing for reuse
- Recycle – Waste sorting and Recycling
- Clean-up activities
- Thematic Focus 2017: Reuse & Repair – Give it a new life!

3. Description of the nominated action

Rezero is a not-for-profit organisation that has been working for the last decade towards a “zero waste” production and consumption model, in partnership with social and economic agents in Catalonia.

On 22 November, as part of the European Week for Waste Reduction, it held a public presentation event and press conference to **unveil the Objective #Rezero web series. JO SOC COCO Campaign** (CoCo comes from Consum Conscient in Catalan or Conscious Consumption in English) The web series is the **first European web documentary on waste reduction** that features **five families undertaking a challenge: TO GO 30 DAYS WITHOUT GENERATING WASTE.**

It focuses on the daily lives and routines of different types of families in different parts of Catalonia (couple with a baby, couple with two children, couple, student flat and retirees). Different types of ordinary families have been chosen rather than environmental activists in order for them to be broadly representative of the population. They've recorded their own experiences, unscripted, on their own mobile phones and the footage has subsequently gone through a production process (see episodes in Point 7).

The web series promotes the **Zero Waste lifestyle**, focusing on people's daily lives in order to disseminate practical information and the virtues of this lifestyle in a **positive, empathetic and attractive** way. The goal is to empower and capacitate citizens in order to foster waste reduction and reuse.



On the same date, a presentation was also held of a series of **impact photos with the goal of SHOWING the amount of waste typically produced in a month by the five types of families, one month BEFORE and one month AFTER the challenge.**

This part of the project involved collecting the weekly waste produced by each family, classifying it and, at the end of the month, taking it all back to the living room of each house in order to take the photograph (see photographs in point 7).

Showing what they have achieved in such a visually striking manner was one of the key tools for ensuring a wide audience for the information on the zero waste lifestyle of a large number of people, especially through TV, radio and press reports. **Many media outlets have reported on the web series promoted by Rezero and the experiences of the families taking part.**

The **#Rezero reuse kit with reusable elements**, given to the families at the start of the project, was another key element. It consists of a set of items thanks to which the families can avoid taking waste home. Companies including Roll'eat, BitsyBags, Valira, MoonCup, ADZNadons and Femmefleur collaborated in putting the kit together (see kit in Point 7). The kit was given to five participants in a prize draw at the presentation event on 22 November.

What the project is achieving is that when people talk about waste, they no longer think exclusively about recycling but also reflect on how to avoid generating waste in their daily lives: questioning the need to purchase certain products; making shopping lists; using lunch boxes and reusable bags for shopping trips; using menstrual cups, cotton menstrual pads and reusable nappies; home composting, etc.

Thanks to the experience, naturalness and approachability of the five families who accepted the challenge, the Zero Waste lifestyle is reaching many people who see that by making small changes to their habits they can easily contribute to championing a more waste-free consumption, reducing the environmental impact of waste in our daily lives.

4. Reasons why the action has been selected for the EWWR 2017 Awards:

a) Visibility and communication:

This project has reached and continues to reach a broad, diverse audience:

a.1). Thanks to its originality, audio-visual tools, empathy and transparency:

- **Original idea:** it's the first web series and photo report on waste generation and reduction to be produced in the first person.
- It has **visually attractive tools**, such as the graphic design of the campaign, the web series, the "before and after" impact photos of the challenge and the reuse kit.
- **Empathy** is created by showing the experience of the families (of different kinds, and very different from each other) as they go about the challenge of not generating waste. They're ordinary people just being themselves. We can all identify with one of the families or homes.
- **Being transparent** with the difficulties involved in the **zero waste lifestyle** in a society where we tend to produce waste.

a.2). Thanks to the organisation of the public presentation of the pilot video of the web series, that



took place during the EWWR. In the prior and subsequent dissemination of the event, through newsletters, social networks and press releases (More information at point 7).

a.3). Thanks to the attention paid by the leading local media outlets, which have considered it a project of interest to the general public.

The project has been featured in:

- Double spread in four leading newspapers. La Vanguardia, El Periódico, Diari ARA, La Razón.
- Two weekend newspaper magazines (La Vanguardia and Diari ARA). One of the magazines, La Vanguardia, has devoted eight pages to the project.
- On the midday and evening news bulletins of TV3, the public television channel in Catalonia (right in the middle of the sales period).
- On the children's news programme InfoK on TV3 (the public television channel in Catalonia). This programme featured one of the members of the family with two children.

b) Originality and exemplarity:

This campaign is totally original thanks to be:

- **First web series on waste in Europe** that features five Catalan families and a challenge: *no waste in 30 days*. The execution of the action is related to the daily lives of different kinds of families in different parts of Catalonia. They've recorded their own experiences, unscripted, on their own mobile phones and the footage has subsequently undergone a production process.
- **First report in Europe with "before and after" impact photos** on the waste generated by five very different families taking part in a challenge.

Its **exemplarity** remains of: The five families who've taken part in the challenge have paved **the way for many people who wish to reduce waste and work towards adopting the Zero Waste lifestyle**, and they'll continue to be role models in the coming months. The five families get asked about how they've tackled the challenge by family, friends and strangers keen to adopt these changes in their own lives.

c) Lasting impact and follow-up:

This project has helped to create an optimal, exemplary scenario for encouraging people to reduce waste. That's why we're currently working on creating a digital environment to ensure that Objective #Rezero reaches all those who wish to follow this path. Many people who've seen the families on television and in the newspapers have contacted us to request advice on how to reduce domestic waste and engage in more conscious consumption.

d) Quality of content:

What makes this action the best is that it focuses on the **first R (reduction) as the key to avoiding the proliferation of waste in our lives**. It's also the best because rather than offering advice, it has taken the approach of showing first-person experiences, consequently **generating empathy** with the five families who took on the challenge not to produce any waste in 30 days.

5. Find out more:

- Website Objectiu #Rezero: Jo soc Coco <http://www.consumconscient.cat>



Logo and website with all information.

- Web serie Objectiu #Rezero video (subtitles in English) https://youtu.be/d_nNsMRiUWg
- Youtube channel with all chapters: Websèrie Objectiu #Rezero (Catalan): https://www.youtube.com/playlist?list=PLyaR-IDZWdwE59_mxIBvRuGbG0P_ZiFn
- Pictures of the challenge Objectiu #Rezero: Jo soc CoCo:



Before and After impact photos on waste generated by 5 different families taking part in the challenge: A couple with a baby (2 photos above). Other families and photos available online are from couple with two children, couple without children, student flat and retirees.

Before the challenge <http://consumconscient.rezero.cat/abans-repte-objectiu-rezero/>

After the challenge <http://consumconscient.rezero.cat/despres-repte-objectiu-rezero/>



#Rezero Reuse kit with reusable elements given to the families at the start of the project, thanks to

the collaboration of different enterprises.



Public presentation and press conference on 20 November 2017 during the EWWR.

https://www.facebook.com/pg/rezerocat/photos/?tab=album&album_id=2086689498011701

- **Other communication tools used to promote this Campaign**
 - **Instagram:** <https://www.instagram.com/rezerocat/>
 - **Twitter:** <https://twitter.com/rezerocat>
 - **Facebook:** <https://www.facebook.com/rezerocomunicacio>