



# EWWR good practices and case studies

## (Zero waste EWWR in Végegyháza)

### 1. Details of Action:

Coordinator: National Waste Management Directorate  
Action Developer: Barangoló Közhasznú Egyesület (Barangoló Public Association)  
Name of nominated action: Zero Waste EWWR in Végegyháza  
Town: Végegyháza  
Region: Békés county  
Country: Hungary  
Website: <http://vegegyhazibarangolo.hu/>  
Nominee category: Association/NGO  
Dates of action: 19 to 27 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:

Végegyháza is a small settlement in Békés county with approximately 600 households with 1300 inhabitants. The Barangoló Association – the AD of this action – is the engine of cultural and community life of the village that is why they are important opinion leaders for the people. That is why it is really beneficial that they were the one who coordinated the registered action. Creativity, „positive emotional influence”, cooperation, target specific sub-actions and enthusiasm – few words that describes properly the essence of this action. As the kick-off of the action the action developer created posters containing the details, time and locations of the programs planned within the framework of Zero Waste EWWR in Végegyháza action. It was printed out in recycled materials and distributed in the most frequent places of the village.

The program series started with an exhibition entitled "Zero Waste through the eyes of children". This was opened during the whole Week. Ten steps towards zero waste were demonstrated to those who are interested in it illustrated with children drawings and short informative descriptions. The involvement of children gave the necessary emotional boost to the adults to be sensible for these issues in order to achieve a more eco-conscious everyday life. Approximately 100 visitors visited the exhibition.



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## 19th November 2016: Joyful packing

With creativity the attention of children could be grabbed more easily. That is why the creative recycling also formed part of the action. During creative workshops together with 14 children special toys and greeting cards were created out of packaging waste materials. It was also demonstrated how paper could be made out of old newspapers. Out of beverage containers car and truck toys were designed proved that the best is when you create something based on your own fantasy and teabags were used to create greeting cards for Christmas hence Origami from the kitchen.

## 22nd November 2016.: Civil Roundtable discussion on waste management

This special forum was organised especially to involve adults as well actively in the program. All the participants were informed about the importance of separate waste collection and the ways of recycling. The representatives of the institutions, associations operating in the village were the majority of the participants. As an introduction a short Hungarian video was screened explaining the problems caused by waste (quantities, composition, treatment, problems) then it was discussed in detail what could be done to avoid the negative effects, to spread the importance of 3Rs. The vice mayor of the village introduce the village-specific situation – waste generated quantities, treatment methods, where to take the separately collected materials.

**21st-26th November 2016: WEEE collection** was organised for the not working appliances highlighting the importance of their separate waste collection and the recycling of scares materials found in them. 25 families lived with this opportunity.

## 26th November 2016.: BirdSantaClaus

Out of PET bottles bird feeders were prepared with the help of children in order to think about birds in winter times. The primary goal of the program was to draw the attention of people to the problems caused by waste and to make them aware that only we can do something against it. Waste is a resource what should be recycled, reused and prevent in some cases. Quality change could start only with mind-set change, which begins with changing our everyday life behaviours.

## 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
- Other indicators

Outcome of the evaluation:

Being a small village it is very hard to mobilise people that is why the AD was satisfied with the participation level. All together more than 150 people could be mobilised either to take a look at the exhibition, or to take part actively in the creative workshops, WEEE collection and the round table discussion. The municipality, the civil sphere and the inhabitants could be connected due to the action. Based on the feedbacks of the participants the programs were really enjoyable, they could get to know useful and practical information. Children were especially enthusiastic for the programs- creativity could grab their attention properly, and parents were bought through their emotions. It would be very hard to quantify the waste prevented quantities, since the indirect effect could not be measured –but more than 10



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% of the whole population of that village was involved in this project –so it could be assumed that every household met the main messages.

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

#### a) Visibility and communicational aspects

Posters were created with all the necessary information about the action put out the most frequent places of the village. Even it was distributed to the inhabitants – of course only in the necessary quantities printed out in recycled paper. Continuous reporting on the website in the form of articles and on the Facebook page of the association provided the spread of information. The personal interactions were also utilised: the AD visited the local school to invite children and their families to the programs. Invitation letters were sent to the local associations, municipality and the local opinion leaders to take part in the Week, especially in the local eco forum.

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

Waste prevention was emphasised with the Zero Waste through the eyes of children exhibition – everyday small actions contributed to the ultimate goal – less waste. Reuse and good practices for creative minds were demonstrated especially for the children but taking home the created masterpieces the whole family could witness the results: what could be created from waste what could be found in every household. Adults could also find their preferences amongst the programs: interactive talks, exhibition and the articles on the website could grab their attention, as well.

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

We really liked the way how they transmit the main messages of waste prevention: emotions were used arising from the love towards their children for whom we should preserve the world – nature. In addition to that, these small villages are proof that we should start the communication on local level, they could show such cooperation which have to be respected: the municipality, the local school, the association and NGOs could cooperate for a bigger aim.

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

This action could be definitely reproduced even in larger scale. The exhibition, the workshops and the roundtable could be organised every part of Europe: all you need is enthusiastic volunteers.

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

The exhibition could be used several times in the future. Furthermore it could be lent to the neighbouring settlements, as well. The AD had the deliberate intention to continue the work in this sense, from time to time the same actions could be repeated. Since the parents and children were targeted with something, the messages were taken to home: we know that children are keys to change the mentality of the families - but in this case the effect is strengthened with the participation of the parents. Since practices were discussed and realised in the future they could be applied with a greater probability.

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

Emotions and love towards the children are key motivation for the adults, parents to change their behaviours. For children the curiosity and creativity is the main driving force in this respect. The key is that everyone should and could do something. In addition to the EWWR, this association is active in LCUE, due to this persistent work, In such a small settlement like Végegyháza, with close cooperation big results could be achieved.



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Joyful packaging



Civil roundtable



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