



EWWR GOOD PRACTICES AND CASE STUDIES

(EVERY DAY WASTE REDUCTION – A STEP BY STEP GUIDE)

1. Details of Action:

EWWR Coordinator: VKU
Name of Action Developer: Marlena Sdrenka
Name of action: Every Day Waste Reduction – a Step by Step Guide

Nominee **category**: Civil Society / Single Person

European Special Prize: Yes No

Dates of action: 23.11.2017

Website: www.zerowasteplantpower.com

Location of action

Place of implementation: Stückgut Unverpackt Laden Ottensen

City: Hamburg

Region: Hamburg

Country: Germany

2. Action's theme:

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

3. Description of the nominated action

Waste reduction in Every Day life – a step by step Guide: this is what Marlena Sdrenka wants to provide for interested people. She brings practical advice, tips and best practice examples because this is what she herself lives: she wants to live “zero waste”.

So during the EWWR she organized a workshop in a unpacked shop in Hamburg. 20 people could participate and already after short time that workshop was fully “booked”. Marlena gave not only examples of how to get started, she motivated the audience, was open for discussions, critique or new ideas. The most important thing for her was to motivate people and to show them how easy it is to step by step get started to reduce your own amount of waste in every day life.

During her workshop she made a tour through an imaginative house: the kitchen, the living room, the bedroom, wardrobe, bathroom. Together with the participants they developed practical ideas for concrete reduction options. She also brought ideas of how to upcycle things you cannot avoid to buy, in order to use the packaging or the product once again for another purpose before throwing it in the bin.

Marlena used the slogan “give it a new life” to explain how to upcycle used materials to make natural wrapping film out of it together with bees wax.

Goal of her workshop day was to create awareness about waste reduction and give out possibilities to



get started so that people don't leave the workshop with knowledge but without practical ideas of how to change every day routines at home.

As a bonus she gave out 3x individual counsellings "Zero Waste Your Home". During these counsellings Marlena visits the participant's home and creates a plan of where to start reducing waste together with the participant.

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

a) Visibility and communication: How did this action reach people?

Marlena uses Facebook, Twitter, Instagram, Email, Newsletter and talked to her network in Hamburg.

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

It is the best way to activate people for a sustainable lifestyle with less waste by being together with someone who actually lives zero waste. The practical workshop is important to find a start – a practical one instead of only discuss things and get more knowledge.

I especially like the idea of individual counsellings. I hope that this is a social business idea for a near future and that is why I find Marlenas action absolutely innovative and promising for the future!

c) Lasting impact and follow-up: How will this action have a lasting impact and how will they follow-up on it?

Marlena constantly wants to practice and get in touch with interested people. She wants to develop further her format of individual workshops but also group workshops. Her goal is to inspire people to get started to produce less waste!

d) Quality of content: What makes this action the best?

I love the idea of zero waste counsellings and to practically work with groups or individual persons who wants to start reducing waste but who need to have a little guide. The idea of "zero waste" is a modern one and becomes more and more popular. That is why I am very happy that Marlena became part in EWWR, because I hope the Zero Waste and the EWWR ideas can come more closer together.

5. Find out more:

Website: <https://www.zerowasteplantpower.com/>

Social media: <https://www.instagram.com/zerowasteplantpower/>

<https://www.facebook.com/zerowasteplantpowered>

https://twitter.com/ZeroWaste_Vegan