



# EWR Good Practices and Case Studies

## SCHOOL AND COMMERCE, ANTI-WASTE SYMBIOSIS

### 1. Details of Action

EWR Coordinator: Agència de Residus de Catalunya  
Name of Action Developer: Resid'ÚS  
Name of action: School and commerce, anti-waste symbiosis

Nominee **category**: bussiness / Industry  
European Special Prize: Yes  No   
Dates of action: 17-25 November 2018  
Website: [www.zeroresidus.com](http://www.zeroresidus.com)

#### **Location of action**

Place of implementation: "Llagurt" businesses in Girona and Salt  
City: Girona and Salt  
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 2018: Hazardous Waste Prevention: Time to detox!

### 3. Description of the action

Resid'ÚS is a zero waste and social enterprise, that produces organic and reusable alternatives to single-use products made by women at risk of social exclusion.

This action was organized by the enterprise Resid'ÚS in collaboration with the public school "Escola Eiximenis de Girona" and the business "Llagurt" which sells frozen yogurt with toppings, smoothies and other dairy beverages to take away.

On November 10<sup>th</sup>, the director of the Eiximenis school sent a letter to all families asking them to voluntarily collaborate with this activity and bring to school, from the 12 to the 16<sup>th</sup> of November, the glass containers that they no longer used at home. Around **300 glass containers in different forms and sizes were gathered**. On November 16<sup>th</sup>, Resid'ÚS members collected all the containers, cleaned them and distributed them in the two Llagurt shops in Girona and one in the town of Salt.

From November 17 to 25<sup>th</sup>, during the European Week of Waste Prevention, these Llagurt shops **offered their customers the option of having their products served in glass** instead of paper or plastic, as usual. The employees of the shop also explained to the clients what the



EWWR was, the action that they were doing and why, and where the glass containers came from. **The customer had to decide whether to be served in glass or single-use product**, if he/she chose glass he/she would commit to return the glass container to the shop once finished. All the used **glass containers were later cleaned and reused**.

The action was very well received by the shop keepers and the wide public.

After the EWWR 2018, the Llagurt shops could not give continuity to this activity due to lack of infrastructure and human resources to implement it permanently. That is why, the enterprise Resid'ÚS made an **appeal through its social media channels to find new businesses** with take-away service that would want to be given the containers for free. A new use has been found to the containers, which are now in;

- A bar in Girona to start a re-usable system for their coffee take-away service;
- An ecological shop in Sant Andreu, Barcelona that is readapting their shop to have a bulk section and wants to offer their clients the option to have a reusable system for buying certain ingredients in bulk without using plastic or paper;
- A local supermarket in the neighbourhood of Gracia in Barcelona to be used for clients who purchase their orange juice and olives.

The search is still on-going and other associations are helping us spread the message to find new businesses, with the aim of finding diverse commerce and in different municipalities of Catalonia.

#### 4. Reasons why the action was selected for the EWWR 2018 awards

##### a) Visibility and communication:

This action reached people through:

- Previously to the action, a letter was sent to all families at the school a week ahead of the glass-container-gathering explaining the usage of the containers, the activity and the EWWR.
- A poster in Eiximenis school indicating in which business they would be able to find their glass containers during the EWWR.
- The action was featured in the agenda and map of events that the Catalan Waste Agency made for the EWWR week.
- A Facebook event was created and shared by Resid'ÚS and the "Llagurt" shops on their social media accounts.

During the EWWR:

- A poster was present in all of the "Llagurt" shops where they carried out the action.
- Local newspapers thought it was an activity worth of interest to the general public as they highlighted it amongst their coverage of the EWWR activities in the region. Both a local and a regional newspaper published an article (links provided in section 7).

##### b) Originality and exemplarity:

The facts that it manages to combine both reduction and reuse and it **involves a wide range of actors** are the strongest points of the action, where its success and originality lie. It is innovative in the sense that it **touched upon various ages and profiles**; from primary school



pupils to older people, and from school directors to business' founders, and ultimately the broader public with the clients. It is also a different activity than the ones that had previously been organized in Catalonia during past editions of the EWWR.

It is exemplary in the sense that it **pinpoints an area where it is very difficult to act upon; take-away food**. Makes people start questioning the consequences of take-away services and how a speedy life and eating-on-the-way, generate waste that could be avoided should they choose to sit down or commit to bringing the container back to the shop. A first step in the direction of valuing terms such as sustainability over comfort and rapidity.

### c) Lasting impact and follow-up:

This activity is not a one-time thing and has **been designed to have a long-lasting impact**. Continuity will be given in the following ways:

- The Eiximenis school has a 'nature commission' and **students will continue to address issues of waste reduction** in the classroom and spread the need to apply the 3 Rs.
- The founders of Llagurt, despite not being able to continue with this practice due to lack of infrastructure and resources, have expressed their will to look into more sustainable solutions in the future.
- The **glass containers are being given a new usage** and are being spread in different types of businesses/shops in different areas in Catalonia. This is helping raise awareness, spread the achievements of this activity and possibilities it opens up for shops and people interested in reproducing it elsewhere.

### d) Quality of content:

What makes this action the best is that **it tackles reduction**, so it goes to the heart of the problem and offers a truly sustainable solution and has an impact on various actors at the same time.

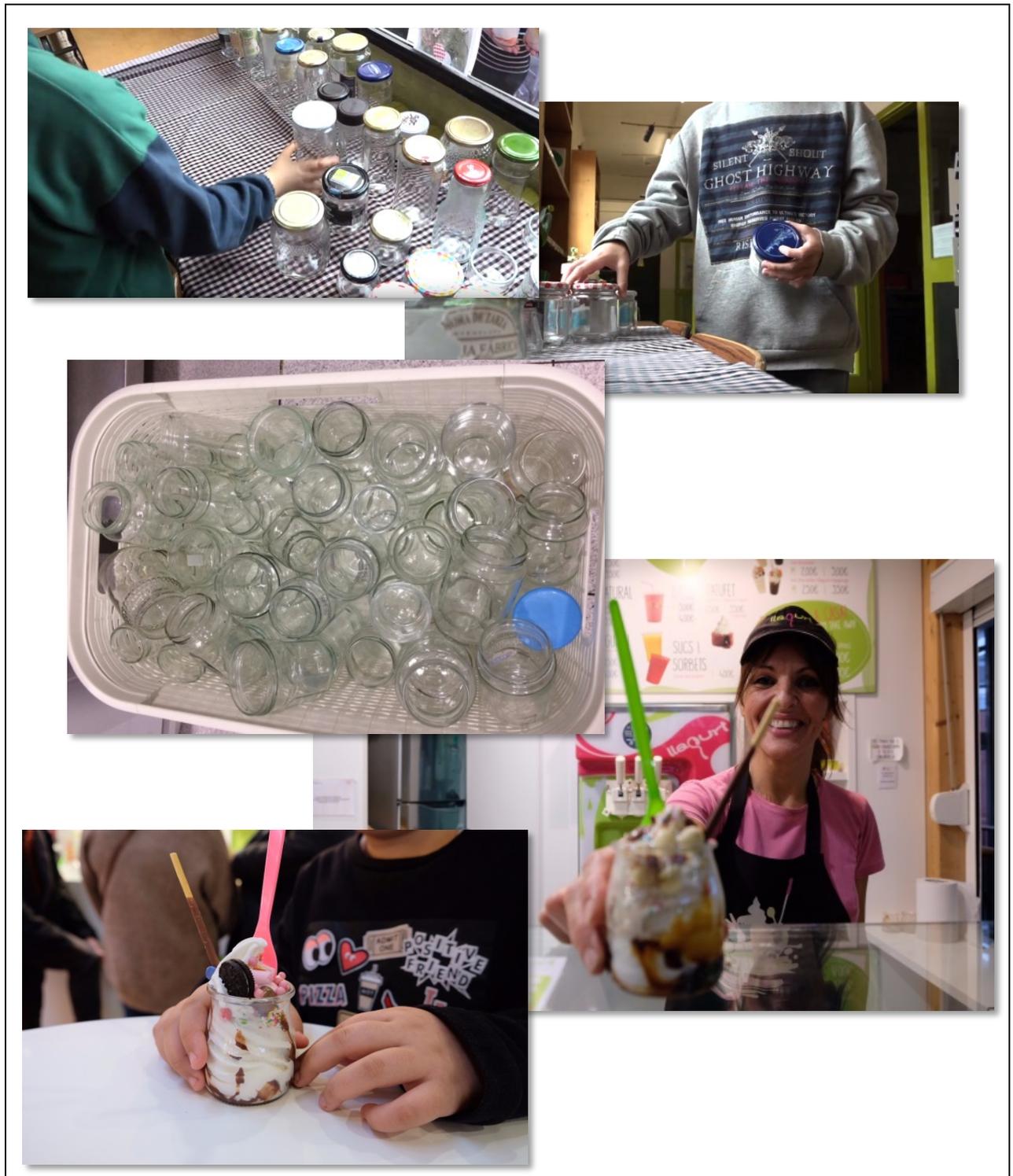
Activities such as this one, can **put the seed in initiating exchange and reusable systems in the take-away services**, one of the areas more waste is generated. It is a very easily reproducible activity in any municipality and attainable for any entity with the will to initiate it. The way the action was designed, it required to give an explanation about why this was being carried out to each client that went into the Llagurt shops. Therefore, **it had the potential to raise awareness in each client**, since, after the briefing, they had to choose; glass or plastic. Even if they did not choose glass, the client had heard of the arguments as why it is important to stop using the plastic ones. **The awareness-raising potential and the capacity to reach a large number of people of this activity is important.**

## 5. Results

In terms of number of participants, we are counting around **1000 people reached as clients** in the Llagurt shops and **600 people amongst students and families** at the school. The feedback received by participants, the Llagurt shop keepers, the nature commission teacher and the director of the school was incredibly positive. Some clients also mentioned they preferred glass over paper/plastic because the food tasted even better!

Around **0,54kg of waste** was avoided during the activity as well as **27.60kg of CO2**. This corresponds to 120 Llagurt products sold in glass. It needs to be taken into account that the EWWR happened during Llagurt's low season and it coincided with strong rains which importantly reduced sales those days

## 6. Further information and photos



### Video of the action

<https://youtu.be/Qsgdjekdc0U>

### Press media impact

- <https://amp.diaridegirona.cat/girona/2018/11/15/girona-se-suma-activitats-setmana/946359.html>

**Translation:** "Reducing the use of plastic. The ecological enterprise in Girona named Resid'ÚS is also participating in the week organizing different activities. The company has collaborated with the Eiximenis School in Girona to gather glass containers and they have distributed the containers to the Llagurt Shops in Girona and Salt. From the 17 to the 25 of November they will serve their products in glass containers instead of doing so in their paper or plastic ones. The activity is called "School and Business, anti-waste symbiosis".

- El Punt-Avui, regional newspaper:



**Translation:** "Resid'ÚS. One of the actions carried out during this week is the reduction of single-use containers through an action with businesses in Girona and the Eiximenis School. The enterprise Resid'ÚS is promoting the idea of gathering glass containers from the families at the school. After a cleaning process by the enterprise, the containers will be distributed to the businesses that participate in the action. During the European Week for Waste Reduction, these businesses will offer their clients the option of serving them their food products in glass containers and bring it back to the shop after usage so it can be reused. After the EWWR, the enterprise will give businesses the option of keeping the containers and continue with this practice aimed at preventing waste."

### Dissemination of the action through social media

- Facebook event: [www.facebook.com/events/535153483627130/](http://www.facebook.com/events/535153483627130/)
- Llagurt facebook post: <https://www.facebook.com/llagurt/photos/a.195299583818206/239134642413500/?type=3&theater>
- Instagram (call to find new businesses after the activity): <https://www.instagram.com/p/BrDpotPFZ-U/>
- Twitter: [https://twitter.com/Resid\\_us/status/1070802365710823430](https://twitter.com/Resid_us/status/1070802365710823430)



## SETMANA EUROPEA DE LA PREVENCIÓ DE RESIDUS

ACCIÓ COMUNA  
Prevenió i simbiosi

### Escola i Comerç, symbiosi anti-residus

Aquests envasos de vidre seran distribuïts a les  
lagurteries Llagurt de Girona i Salt.  
Del 17 al 25 de novembre, podreu demanar un  
Llagurt en aquests envasos. Retorna l'envàs a la  
botiga quan l'hagis acabat i serà reutilitzat.

## SETMANA EUROPEA DE LA PREVENCIÓ DE RESIDUS

ACCIÓ COMUNA  
Prevenió i simbiosi

### Escola i Comerç, symbiosi anti-residus

Demana el teu llagurt en un dels envasos de vidre  
recollits a l'Escola Eiximenis de Girona.  
Retorna'l a la botiga quan l'hagis acabat i serà  
reutilitzat.  
El millor residu és aquell que no es produeix!



SETMANA EUROPEA  
DE LA PREVENCIÓ  
DE RESIDUS

www.anc.cat/setmanaprevenio

### Communication tools

- For Eiximenis School

**Translation:** "School and business: Anti-waste symbiosis"  
These glass containers will be distributed at the Llagurt yogurt shops in Girona and Salt. From the 17 to the 25<sup>th</sup> of November you will be able to ask for a Llagurt product in one of these containers. Bring the container back to the shop once you are done and it will be reused.

- For Llagurt shops

**Translation:** "School and business: Anti-waste symbiosis" Ask for your Llagurt yogurt in one of the glass containers gathered at the Eiximenis school in Girona. Bring it back to the shop once you are done and it will be reused. The best waste is the one that is not generated!

**Brief of the activity** in Resid'ÚS website: <https://zeroresidus.com/school-and-commerce-anti-waste-symbiosis-european-week-for-waste-reduction/?lang=en>

**Interview with the action developer** (EWWR website): <https://www.ewwr.eu/en/article/meet-the-ewwr-awards-finalists-residus-on-the-symbiosis-between-business-an>