



# EWR Best Practices and Case studies

## WASTE COOKING OIL

### 1. Details of action:

EWR Coordinator: Wasteserv Malta Limited  
Name of Action Developer: St Thomas More College ALP School  
Name of action:  
Nominee **category**: Educational Establishment  
European Special Prize: Yes  No   
Dates of action: Throughout the week  
Website: <https://www.facebook.com/ALP.Paola>

#### **Location of action**

Place of implementation: St Thomas More College ALP School  
City: Paola  
Region: N/A  
Country: Malta

### 2. Themes of the action

- 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 nominated action

The Multimedia Students of the ALP School produced 2 videos.

The first one shows simply and effectively shows how households and businesses can **collect and correctly dispose of their waste cooking oil**. It also explains the harm that would be caused if such waste is dumped or improperly disposed of. The students and the school networked with various key stakeholders so that this video is circulated and viewed by a vast audience.

The second video is about a **clean up** which was organised at Malta's iconic sandy **Golden Bay**, which hosts thousands of visitors every year. The video feature and script are aimed at fostering a sorting and recycling ethic among beach goers. This would help reduce the amount of waste, particularly plastic, that ends up into the sea, with the ensuing damage on the sea water quality, sea life and subsequently into the whole food chain. The awareness raising feature was then disseminated among the school population and also among the general public.

These videos were disseminated to the following: 1. The sixty-eight local councils in Malta and Gozo via a share from the Local Council Association. 2. The Malta Department of Information which sent them as a mail-shot to all public servants through the public service intranet. 3. The Ministry of Education and the Minister for Education. 4. Various national news portals 5. Various national and local television stations.



The initiatives were also presented at a school assembly for viewing and increasing awareness among the three hundred student and hundred staff of the ALP School.

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

##### a) Visibility and communication:

The waste oils video action started out by immediately involving the local community in the creation of one of its videos via a vox pop. It also roped in some experts (representative from Wasteserv) to contribute to the video. This action reached out to a vast number of people because through the school's contacts they managed to achieve an extremely wide dissemination.

##### b) Originality and exemplarity:

This action was the only one submitted in Malta which targeted waste oils in a specific manner and helped to raise awareness about a day-to-day hazardous waste issue which many people are not aware of. It tackled this in a simple and straightforward manner. The video was also inclusive because even though it was recorded in Maltese, English subtitles were added to it.

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

The video will have a long lasting effect as it is educating people about a very basic waste disposal issue which most people are not aware of. Once someone is exposed to this video and informed accordingly they will be able to adopt the correct habit and avoid the incorrect disposal of such hazardous waste.

The clean up video helped to raise awareness among the students themselves and aid in instilling good waste management practices in those exposed to the video.

##### d) Quality of content:

The quality of the videos is very high, especially considering that they were made entirely by the students themselves – including scripting, filming and editing. Their wide reach also gave the action an extra boost and ensured maximum visibility.

#### 5. Additional information

The videos were shown to all 300 students & staff members of the ALP school and then also distributed to every public sector employee (ca 37,320 people) as well as further disseminated in the media and social media. The feedback was all very positive as can be seen from the social media interaction shown below.



## 6. Further information, Photos and Visual Material

### [Dissemination Documentation of Video on how to Recycle Waste Cooking Oil](#)

Waste Oils video, 2,457 views:

<https://www.youtube.com/watch?v=kGWGh1qPBN0>

Clean Up Video: <https://we.tl/t-rlrUGjQtpR>

Mail Shot on the Malta Government Intranet to 37,320 Public Service Employees (29,783 Intranet Subscribers and 7,537 I Learn Subscribers)  
Daily from 19th November till 25th November

News Item Coverage on the Website of the Maltese National Television Station, TVM:  
<https://www.tvm.com.mt/en/news/how-do-you-dispose-of-your-cooking-oil/>

News Item on the News Portal Newsbook.com.mt:  
<https://www.newsbook.com.mt/artikli/2018/11/24/filmat-minflok-tarmi-z-zejt-i-ista-jingabar-u-jinbidel-fi-fjuwil/> (content of article is a summary of information in previous link)

Lifestyle Section of the national newspaper website Maltatoday:  
[https://www.maltatoday.com.mt/lifestyle/food/91208/recycling\\_waste\\_cooking\\_oil](https://www.maltatoday.com.mt/lifestyle/food/91208/recycling_waste_cooking_oil)

School Facebook page - 2,212 Followers, as at 28th November 2018  
Waste Oils Video:  
Clean up:

Share by the page for the Hon. Minister for Education and Employment, Evarist Bartolo: 30,552 Followers as at 30th Nov 2018

Share by the Malta Association of Local Councils Facebook Page - 1,147 Followers as at 30th November 2018:

Share by the Facebook Page of National Newspaper MaltaToday - Followers: 136,749, as at 28th Nov 2018

Shares by The Malta Ministry for Education Facebook Page - 40,839 Followers as at 30th November 2018  
Waste oils video:  
Clean up:

Share by the Facebook Page of Aroma Kitchen, programme shown on ONE TV - 24,463 Followers as at 18th November 2018

Share on the Facebook Page of 'What's Cooking?' programme shown on Net TV. 3,762 Followers as at 18th November 2018

Waste Reduction Awareness Event during the ALP School Assembly on 19th and 20th November 2018 - Present: almost 300 Students and 100 ALP School Staff. Students explained action and showed videos.





