



# EWR good practices and case studies

Do not throw away your future!

## 1. Details of Action:

Coordinators: NWMD Hungary

Action Developers: Pumukli (Pumuckl) German Nationality Kindergarten

Name of nominated action: Do not throw away your future!

Town: Érd

Region: Pest county

Country: Hungary

Website: <http://www.pumukliovoda.hu/>

Nominee [category](#): Educational Institution

Dates of action: 23 to 27<sup>th</sup> November

## 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 2014: Stop Food Waste.

- Yes
- No

## 4. Description of the nominated action:

The key aspects of the Pedagogy Program of this Kindergarten are environmental awareness, the education of environmental protection that is why they decided to join the European Waste Reduction Week. The action was in fact a series of programs consciously compiled as a whole. The message was Doing more with less! Not only children but the parents were directly involved as well. In order to make our environment more liveable a paper collection program was organised, some of them could be reuse as doodle paper by the children, some of them were forwarded for recycling.

They started to compost – even the compost bin were made in the name of reuse: out of not anymore usable pallets. In addition to this, the separate waste collection was introduced in the kindergarten- also on group level – for paper, plastic and dry batteries. Communication materials were also created and put out to explain why it is necessary to collect them separately – with them the parents could be persuaded. These will be used in the future.

The program of the week: The topic was the waste hierarchy in a way that children could perceive: waste prevention, reuse and recycling.

The first stage was recycling and the underlying separate waste collection.

Children learn how to sort waste properly. Two methods were used: At first, the previously collected waste



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materials were sorted to the boxes painted and decorated by blue and yellow Pumuckl head to be selective waste bins and to the big containers close to the kindergarten.

Secondly, a special magnetic table game were used for this.

They watched one episodes of “The tales of Lola” entitled the “Dustbin island and the bottle pullover” (<https://www.youtube.com/watch?v=l-yrBlw9txg>) which shows the possibilities of recycling and environmental protection in a way that children could understand.

## Second stage: creative reuse

Some of the collected waste materials were kept to show the possibilities of reusing them in a different way: they used them as “building materials”, children did gymnastics with them, memory game from bottle caps, Advent calendars were created, egg cups were used as colour sorter. Reused Christmas tree decoration was created which were hanged out to the city Christmas tree later.

A reuse contest was also advertised in order to ensure the involvement of parents, grandparents. As a result of which many masterpieces were prepared: ornaments, everyday tools and many toys. Out of them an exhibition was organised and children can vote for their favourite ones. Some families prepared 10-12 masterpieces.

## Third stage: reduce and prevention

The announcement of the winners happened during a “Waste reduction Family Afternoon” on Thursday. The awards were strictly made up of recycled, reused materials: PET bottle penguin, coffee capsule birds. Every family got presents which could be taken to home: a Green Pumuckl fridge magnet out of recycled paper and “No junk mail! stickers” in order to remember the main messages of the week in the everyday life, as well. The program of this event: On the first floor, creative workshops were held: at the Sewing Corner snowmen could be made out of not any more used socks, in the Creative workroom CD spinners, bells out of coffee capsules could be prepared. Last but not least the symbol of the kindergarten, the head of Pumuckl was created from bottle caps. Downstairs, family competition with toys and games made out of waste: representing that useful and attractive developing tools and toys could be created at minimal cost: bottle bowling, cap catcher, fishing game, spatula puzzle, memory games, colour and shape matching games out of CDs. Those who got thirsty during the exciting contest could order something from the “Water Bar”: 3 types of mineral water and tap water had to be compared- strictly from jugs and reusable glasses.

Parents got a homework for the family event: everyone had to calculate their households’ ecological footprints. Then during the activities organised for the adults, these were drawn to scale and cutting them out they were stuck to the map of the city of Érd. This representation was really effective and the result was shocking. The organisers drew the attention to the valuable content of waste put in the bins with the help of Hungarian and German language posters. The waste hierarchy were also showed and the best practices were discussed how to decrease the amount of the generated waste. The focus of this part was clearly the prevention.

Donation program was also advertised: every families brought in not anymore worn and used clothes and objects, this latter one were put to a shoe box.

As the closure of the week a site visit was organised to the waste treatment centre of the city. Children and their families were also invited on Saturday to see what happens with their waste: they learned about the operation of the wasteyard, the work of employees, the treatment procedure of waste. The seen and experienced things just strengthened the message of the week – it was an unforgettable program for every participants.

## 5. Type of evaluation conducted and outcome of the evaluation:

- Number of visitors/participants
- Feedback from visitors/participants (willingness to change their behaviour)



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- Quantity of waste avoided/collected
- Amount of CO2 avoided
- Other indicators

Families collected 12 kg bottle caps, 40 kg PET bottles, nearly 1000 toilet paper rolls, 8 kg beverage cartons, approximately 1200 CD, 10 kgs socks.

56 pcs of shoe box were filled with present for those in need and 120 kg clothes were collected for donations to the Fészek Child Protection Association and the poor children of a kindergarten of the city.

## 6. Reasons why the action has been selected for the EWWR 2014 Awards:

### a) Visibility and communicational aspects

The list of the separately collectable and recyclable waste materials were advertised via Facebook: the action developers had several groups where they are involved, and the program was also popularized via news and posters via email and on the notice board. The popularisation started one month before the Week and in order to maintain the interest continuously changing materials were published. During the organisation of the one-week complex program the action developer got in touch with many “stakeholders”: the waste management plant of Érd was opened to cooperate and in addition to this a long term partnership could be started with them.

To spread the importance of waste reduction parents, grandparents were also actively involved: they also needed to take part actively in the programs (eco footprint, creative DIY, site visit).

The local press was also contacted: one journalist (Ádám Kata) took part in the programs as well in order to write some articles later about the experiences. An article was already published in the local newspaper.

With the help of the involved partners professional like program could be organised together with high quality appearance (posters and campaign materials, preparing leaflets for printing quality).

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

The focus of the program was the 1<sup>st</sup> 3 layers of the waste hierarchy: waste reduction, reuse and recycling. The “actionseries” were organised in a way to show in reality all these 3 alternatives: highlighting the preference order, as well.

### c) Originality and exemplarity:

The originality relies in the complexity of actions. Everything was compiled in a way by the enthusiastic kindergarten teachers to be easily perceived by the pre-schoolers: theory and practices were also demonstrated. In order to ensure the long term effect the parents and grandparents were also actively involved. A holistic approach also appeared (eco footprint), which go beyond the waste problem and concurrently put the waste issues into the global environmental problems.

### d) European reproducibility:

The realised problems could be realised in any kind of educational institutions – all over Europe. This structure leaves some freedom to adapt the program elements to the specialties of the educational institutions. These 3



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topics – the 3R – should be highlighted and demonstrated in a way as the target audience could understand.

### e) Lasting impact:

The separate waste collection is kept all year round just like the composting activities. The objects that are prepared are still in use by the pre-schoolers commemorating the Week's actions and main messages. Due to the positive feedback and experiences the organisers tend to held similar programs every year, and not only within the framework of EWWR. They are thinking about

The DIY actions did not remain without a trace, when children saw an empty milk box, pencil box, or bottles they started to think what could be prepared out of it and they actually did it.

Seeing the enthusiasm of the families' enthusiasm the organisers announced at the end of the program, a new contest for making bird feeders using up waste materials.

During the preparation of the great ideas they would like to emphasis these issues all year round so the yearly organised "Luca" Day Fair was organised in this spirit as well – all the objects which were offered for sale were prepared out of waste materials just like the winter decoration to the building.

### f) Motivation:

Families happily brought in the recyclable, reusable waste materials, the enthusiasm was increased when they got to know that the not reused newspapers and PET bottles could be sold later by the kindergarten and the money could be used for the children + the not reused bottle caps were used for donations. That is why a big amount of people could be motivated to join. The reuse contest awakened the creativity, the spirit of competition, and is designed for families as get-together evening and weekend programs. With the program it was managed to give special attention to families to 3Rs, increasing the environmental awareness.



### Reuse of Waste in the Life of Kindergarten



### Reuse contest

