



# EWR good practices and case studies

## Sharing Places (Luogo Comune)

### 1. Details of Action:

Coordinators: National Steering Committee for Italy

Action Developers: Il Formicaio Aps

Name of nominated action: SharingPlaces (LuogoComune)

Town: Lecce

Region: Puglia

Country: Italy

Website: [www.ilformicaio.eu](http://www.ilformicaio.eu)

Nominee [category](#): Associations/NGOs

Dates of action: Sunday, 22 November 2015, Monday, 23 November 2015, Tuesday, 24 November 2015, Wednesday, 25 November 2015, Thursday, 26 November 2015, Friday, 27 November 2015, Saturday, 28 November 2015, Sunday, 29 November 2015.

### 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 2015: Dematerialisation, Doing more with less!

- Yes
- No

### 4. Description of the nominated action:

After the success achieved during the last three editions of the "Bazaar Square" during the European Week for Waste Reduction, for the fourth year running, the Association [Il Formicaio](#) (The ants' nest) is once again the lead partner in the project/action "LuogoComune" for the EWR 2015 that gathers numerous environmental reality in the Province of Lecce. This year, unlike the previous years, the activities did not take place in Piazza Sant'Oronzo but were located in suburbs, also closer to involved organizations and where Il Formicaio has inaugurated its new headquarters in the outskirts of the city, "Le Casermette". As always, the proposal reinforces Salento's ongoing and united commitment to raising awareness of environmental issues in the area. After having sensitized citizenship to the concept of "Gift economy" in the areas of Lecce more accustomed to consumerism, the new exciting challenge has been to re-evaluate a city's main peripheral suburbs sometimes not taken into account by the policies of territorial development. A set of activities has been implemented:

- The official opening of the Bazar del Dono (Gift Free shop): an alternative economy free shop promoting and putting into practice circular economy (reuse objects, reduce waste, tackle the huge consumerism and create a network of relations between citizens and associations) and environmental education. The basic concept of the Gift Bazaar is simple: "Leave what you do not want, take what you need", but has great



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importance in terms of ethical, social and environmental values.

- *Le'nticchie Ethical Catering*: it lets participants taste organic and ethical products, thus enabling people to really taste the difference. Le'nticchie (The Lentils) provides education on healthy, responsible eating; it uses seasonal, organic, Km0 or fair trade produce from local trustworthy producers. This catering prefers reusable or biodegradable materials to avoid waste and reduce environmental impact.
- *The Hub Lecce*: More than just an English school, it implements alternative ways of learning using a communicative method of teaching. During the EWWR The Hub hosted and facilitated English language discussion workshops in which people from different countries exchanged different approaches to reducing environmental issues, using non formal education support - CERF A2-C2 level language learners. This led to an exchange of best practices that are present in traditional cultures and we maybe forgot.
- Swap party by *Vulcanicamente* (Volcanically) together with *KiiO Candles* and *LeMiriadi49*: bring back to life items in good condition but no longer used. [The local association *Vulcanicamente* offers mobility opportunities, information, intercultural and intergenerational lifelong learning by encouraging the creation of an active European citizenship. KiiO Candles is a company working in the production of handmade design candles 100% environmentally friendly, using only vegetable waxes and natural materials. The local association *LeMiriadi49* promotes cultural, education and training projects related to responsible tourism, drawing on principles of democracy, solidarity and ethics. Has organised four editions of the Green Sound Festival, a musical event ethically responsible.
- Ri-creando (Re-creating): "eco-fashion and eco-design sartorial labs" where creations are born ecologically through the ancient art of sewing and the technique of upcycling textiles, fabrics and garments now abandoned to give them new life and functionality+ screening of the documentary "The True Cost".

Global Climate March: On November 29: to conclude the EWWR, all partners took part in the Global March supporting radical change in the current economic, energy and development models and the need to reverse the effects of global climate change

### 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

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

#### a) Visibility and communicational aspects

The action LuogoComune held for the EWWR 2015 recorded great visibility in the local media especially thanks to the network formed by organizations involved and collaborations with local authorities that have used their own channels of communication to advertise the events. The visibility to the community was achieved through the various channels of social organizing associations that count, just on Facebook, a total of over 10,000 followers who were informed with daily posts, shares, images, invitations about the event. In line with the theme of dematerialization, despite posters for each event, **only 10 have been printed to be placed in**



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key locations. It is in fact preferred to focus on a viral communication via the web and through word of mouth.

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

The quality of the action was ensured by the involvement of different local actors that have long been operating in the specific sectors of the different activities proposed. Each association involved with its own cultural background and knowledge of the area; the thematic focus has enabled the implementation of an effective and efficient action. Once again, the power of networking has allowed to capture different aspects of dematerialization for waste reduction favoring redistribution of objects (bazaar gift) and the creative reuse (upcycling) of materials and food (no waste recipes) instead of the more complex and expensive recycling.

### c) Originality and exemplarity

The content of the action itself is comprehensive and centered; the aspect of the English conversations is to try to integrate people from different nationalities. The awareness-raising of different types of economy (of the gift and exchange) is in itself a differentiator compared with mainstream European Economics. Bringing under one umbrella the various actions in different districts of the city, from the periphery to the center, can be a model for all citizens.

### d) European reproducibility

All the actions can be considered best practices easily reproducible in Europe since they turn out not to be dependent on infrastructures or an Institution but on the community, the people. The bottom-up approach used binds the result of the activities to the local context on which they insist, but makes them easily replicable in different contexts since similar issues emerge in different European contests (common base, similar scenarios).

### e) Lasting impact

The deepest way to have a lasting impact is to act on the mentality and habits of people. The action, being a fundamental reflection on consumption and the gift economy tries -through good practices attractive and activities- to stimulate citizenship towards a more sustainable lifestyle.

### f) Motivation

Being involved by local actors who have been working successfully on the territory on the concept of dematerialisation from different points of view with simple and easily reproducible activities: this is what involved and motivated, led all target participants to acquire easy, replicable best practices in their everyday life and spreadable with a multiplier effect.



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**Bazar del Dono/ Gift Bazar.**

**No waste recipes**

