


## Eu Nao Faço Lixo (Portugal)

|  |   |                     |
|--|---|---------------------|
|  | <b>Region</b>                               | Portugal            |
|  | <b>Type of prevention measure</b>           | Awareness Campaigns |
|  | <b>Geographical level of implementation</b> | Regional            |
|  | <b>Target</b>                               | Consumers           |
|  | <b>Date of implementation</b>               | 2008                |
|  | <b>Type of waste</b>                        | All types           |

Through an interactive informational portal, LIPOR centralises its awareness-raising efforts, offering practical guidance on waste reducing activities and engaging activities for young people.

### Context

LIPOR, the waste management organisation of greater Porto, prioritises waste prevention in its 2007-2016 strategic plan for the sustainable management of solid waste. Through its multidisciplinary measures designed to tackle behavioural change, LIPOR aims to engage a broad range of stakeholders in its 8 municipalities in waste prevention activities and habits.

**eunaofacolixo.com**

### Objective

LIPOR created the “eu nao faço lixo” (or “I don’t create rubbish”) website as part of its efforts to proactively improve the sustainable management of resources, and specifically, in response to significantly increasing levels of waste generation in the Porto area, which reached 544,000 tonnes in metropolitan Porto in 2008.

### Means

The measure addresses a range of waste streams by targeting individuals, rather than stakeholder groups, and demonstrating actions that can be taken in a range of contexts, including the home, the workplace, and during specific leisure activities. The information portal includes:

- An eco-citizen letter of commitment to the prevention of waste. Signees receive regular updates on prevention and reduction activities.
- LIPOR’s ten commandments of waste prevention, highlighting ten key actions that are effective and easy to adopt

- Information on how to organise or participate in local activities for European Waste Reduction Week
- Practical ideas for reducing or avoiding waste in all the rooms of the house, at the office, at school, at parties, on holiday, in the countryside, at the beach, and when shopping
- An interactive space in which citizens can share ideas and a competition entitled “My Idea Counts”, recognising one useful idea each month
- Games and waste simulating tools



### Results

Many of the recommended actions have evident benefits, and can have significant impacts when adopted broadly at community level. The website provides a wide range of information and motivational material that support LIPOR’s “100 kilos less” target in schools, and is accessible and comprehensible to a broad audience, including schoolchildren at three selected levels.

### Further Information

Campaign website: [www.eunaofacolixo.com](http://www.eunaofacolixo.com)