

Cooperation stories

from the MED PROGRAMME

Let's celebrate in green!

During summer season, in Cogoleto, a small coastal village in Liguria: everyone here knows the one event not to be missed: the traditional 'Golden Cross' festival. This festival gathers indeed over 15.000 persons every year.

In 2010 Genoa's development agency 'GAL', a partner of the project WASMAN, decided to enrich this festival by another dimension. Tradition and respect for the environment merged into the new 'WASMAN Ecofesta' where for the first time plates and cutlery were biodegradable and all participants were invited to actively cooperate by consciously sorting their waste. The result was astonishing: 95% of the event's waste was recycled.

This activity is the result of an idea jointly developed by eight partners of the WASMAN project co-financed by the MED Programme. These partners are committed to promote another perception of waste sorting by promoting recycling as a daily practise and natural habit.

The Alcalá la Real municipality in Spain, also represented by one of the project partners, decided to bring the WASMAN's message directly to schools: Through games and playful activities, children learned to sort waste correctly, but also designed small and creative artworks composed of recycled elements. By carrying out such activities, the project developers hope to raise environmental awareness





and responsibility, not only of those 1000 pupils, but also within their social environment.



By sharing these positive experiences the WASMAN partnership intends to create a collection of new governance tools all contributing to the creation of a Mediterranean waste management model.

The virtuous circle desired and involving citizens and institutions seems to be starting:

In 2011, the Genoa Province created an 'Eco-festival-label' bringing together the existing experiences within the project or collected by the project. This label has already been incorporated into 21 traditional festivals. It enabled to recycle around 40.000 tons of waste and even more importantly: it encouraged some participants to change their daily habits.

More about the project on www.wasman.eu



More about the MED Programme on www.programmamed.eu



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