



## Project LIFE10 ENV IT 000307 NO.WA

### Action 3 - Activity 3.1 Mapping activities' organization

#### GENERAL INFO:

Good practice title: "Bambini leggeri (Kids Light)" Washable nappies in the nursery and incentives for families

Proposers: Colorno (PR)

Partner:

- ☐ Public authority      ☐ Public authority and LOD      ☐ LOD
- ☒ Other (please, specify): company

Main activities:

- ☐ Communication campaign on waste reduction
- ☒ Packaging reduction, as
- ☐ Deli counter packaging reduction
  - ☐ Sale of products with refills (detergents, razors, batteries, etc.)
  - ☐ Sale of products with empty returnable (water, wine),
  - ☐ Sale of products with reduced packaging (ecodesign)
  - ☐ Use of reusable boxes/pallet
  - ☒ Other (please, specify): nappies
- ☐ Sale of bulk or plug products (please, specify):
- ☒ Sale of green products (reusable nappies, rechargeable batteries etc.), eco label or other environmental certifications,
- ☐ Reuse of unsold products (food a non food). In particular:
- ☐ Donation to charities
  - ☐ Discounts to consumers for products close to expiry
  - ☐ Other (please, specify):



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- ☐ Reuse market  
☐ Other actions of prevention:

Start date: 2008

Activities' state of art : ☒ ongoing ☐ finished ☐ other (please, specify):

Country, Region and City where activities have been developed: Italy, Emilia Romagna, Colorno

Inhabitants: 9117

Contacts:

Useful links:

<http://www.comune.colorno.pr.it/page.asp?IDCategoria=766&IDSezione=24152> ;

<http://www.nonsolociripa.it> ; <http://www.goreal.it>;

Fonte report pre-waste: <http://www.prewaste.eu/>

## DESCRIPTION

### 1. ACTIVITIES BRIEF DESCRIPTION

*Please, provide a brief description of your activity highlighting the added value of your practice within the selected category.*

The municipality of Colorno with the project "Kids Light", proposed to incentive washable nappies. The project is addressed to both private users, (in this case families with children), and the nursery of the town.

### 2. ACTORS

*Please, indicate stakeholders and key players that are developing the activity.*

Shopkeeper (and light shops), local nurseries, nursery teachers and educators, cooperatives operating nurseries, manufacturers diapers, laundry, media.



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### 3. BENEFICIARIES

*Target groups and final beneficiaries to whom the initiatives is directed.*

Citizens

### 4. OBJECTIVES

*What are general and specific objectives within the waste reduction policy? (Please, quantify as more as possible).*

Encouraging the washable nappies.

### 5. VOLUNTARY INSTRUMENTS ADOPTED (if it is relevant)

*Indicate whether and what tools - communication, economic, legislative and volunteers - have been used to develop the activities (e.g.: Agenda 21, participation tools and methodology, memoranda of understanding, certification, environmental management systems).*

### 6. PROCESS DESCRIPTION

*Describe the project making ways (action / work steps).*

In the first phase "Nursery Light", the administration has contacted the municipal structures. The first step, carried out during the school year 2007-08, was to introduce to biodegradable nappy and for school year 2008-09 was decided the permanent abandonment of normal nappy for introduce the durable nappy. The company that manages the nursery has an obligation to use durable nappy and biodegradable nappy. Teachers and school staff were informed and trained properly. The management of the washing activity was given to an industrial laundry in a cycle certificate. In the second phase "Families Light", started a policy of incentive for families. This stage has been promoted with a press releases campaign and through the distribution of flyers and posters. For newborns is distributed a voucher of 50 € for buy washable nappies kit that cost 120 €. In Italy the policy of encouraging the washable nappies began in 1997 with the municipality of Torre Bondone, and now involve more than 100 government (municipalities, provinces and regions), each with its different modes of incentive.

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### 7. MONITORING

*Describe the methodological approach adopted for the monitoring of outputs and results.*

The management of the washing activity was given to an industrial laundry in a cycle certificate.

*Have indicators been provided ex ante in order to measure outputs and results? Please, provide an indicators list.*

### 8. WASTE REDUCTION RESULTS

*Please, indicate to what reduction of waste degree the project has contributed.*

For Nursery we have a 100% of use washable nappies in it, and have joined the campaign of incentives the 30.6% of newborns and 25% of children 0-36 months. Another positive element is that the 3 stores involved have agreed to work together in identifying

### 9. COSTS

*What are the activities' costs? What are the activities' revenues (if any)?*

For “Nursery Light” cost are not available.

Costs for families: Meetings with educators 480 €, Project management 960 €, Various meetings 2160 €, Media 3940 €, Contribution to the family 3550 €, Monitoring results 960 €.

### 10. FUNDS SOURCES

*Indicate types and amount of available and intercepted funds.*

## SWOT ANALYSIS



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PLEASE, FILL IN THE FOLLOWING TABLE:

<p><i>STRENGTHS</i></p> <ul style="list-style-type: none"> <li>- Washable nappies are not difficult to use.</li> <li>- washable nappies are healthy for the child</li> <li>-</li> </ul>	<p><i>WEAKNESSES</i></p> <ul style="list-style-type: none"> <li>- The estimate of the amount of waste that has been reduced or family ca not be done precicely.</li> <li>- slow cultural and educational process.</li> </ul>
<p><i>OPPORTUNITIES</i></p> <ul style="list-style-type: none"> <li>- allow families to save at least 1500€ per child.</li> <li>-</li> <li>-</li> </ul>	<p><i>THREATS</i></p> <ul style="list-style-type: none"> <li>-</li> <li>-</li> <li>-</li> </ul>