

THE UNECE CONVENTION ON ACCESS TO INFORMATION, PUBLIC PARTICIPATION AND ACCESS TO JUSTICE IN ENVIRONMENTAL MATTERS (AARHUS CONVENTION)

TASK FORCE ON ACCESS TO INFORMATION

ELECTRONIC INFORMATION TOOLS: CASE STUDY BY [BELGIUM – WALLOON REGION]

[HTTP://MOINSEDEDECHETS.WALLONIE.BE](http://moinsdedechets.wallonie.be)

WEBSITE OF THE WALLOON REGION MEANT TO RAISE AWARENESS ABOUT WASTE REDUCTION (TO INFORM; TO SHARE GOOD PRACTICES; TO RELAY COMMUNICATION CAMPAIGNS; TO INTERACT WITH THE TARGET AUDIENCE; TO CONNECT (SHARE USEFUL LINKS)).

<http://moinsdedechets.wallonie.be/>

I. Description

- **1. Brief description:**
 - Objective of the website: to raise awareness about waste reduction through:
 - Information
 - sharing of advice and good practices
 - call to action in the context of communication campaigns, everyone at its own scale.
 - Type of content published:
 - News
 - Facts and figures, information on organizations active in waste prevention or waste management in Wallonia, types of household waste, ...
 - Good practices: at home, at the store, at school, at work, at leisure
 - Thematic videos and illustrations
 - Downloadable communication media
 - Events (announcements and follow-up)
 - Useful links
- **2. Type:** regional website (Public Service of Wallonia)
- **3. Scope:** local (regional scale)
- **4. Working language(s):** French. Some pages of the website are translated into German. It is planned to expand the German translations of the content.
- **5. Target users:**
 - Citizens: 70%
 - Active organizations in waste prevention or waste management in Wallonia, and environmental associations: 15%
 - Cities and municipalities: 5%
 - Schools: 5%
 - commercial establishments: 5%
- **6. Starting year:** 2013
- **7. Budget and funding source:** 250 € / year for hosting the website
- **8. Contact:**

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II. Implementation

- **9. Policy, legal and institutional context:**

- Thematic website dedicated to public awareness about waste reduction, belonging to the Walloon region and complementary to other thematic websites of the region (such as the environment portal: website that hosts all the legislative requirements, including those concerning waste reduction in Wallonia).
- Website developed as communication tool for a campaign at the initiative of a ministerial cabinet in charge of environmental politics.
- Website that evolves (various content brought) as a reference tool on awareness about waste reduction in Wallonia.
- **10. Partner organizations involved:** Various organizations subsidized by the Walloon region are invited to communicate on the calendar of their awareness actions for the current year. These actions (often participatory workshops for the citizens) are published in a calendar on the homepage of the moinsdedechets.wallonie.be website. These communications are centralized by the experts from the Walloon region.
- **11. Stakeholders involved, their expected benefits:**
 - in the tool development: external service provider (Cible Communication): development of the website (navigation, CMS implementation and visual design) in collaboration with the Walloon region.
 - in the implementation of the content: good collaboration between communication experts and prevention & waste management experts, working for the Walloon region.
- **12. User needs and methods of their assessment:** no assessment
- **13. Technology choice:** DRUPAL (technological development provided by an external service provider)

III. Evaluation

- **14. Results:** the access to the website consultation's statistics (via Google Analytics) is recent and does not allow us to establish conclusive results.
- **15. Efficiency gains:** /
- **16. Risks:** /
- **17. Challenges encountered (please indicate resolved or not):**
 - Website navigation and technology needs to be revised to be more relevant to the current use of the website (a new navigation proposal has already been endorsed by all parties).
 - The website is less successful with the following audiences: cities and municipalities; schools and commercial establishments. The envisaged solution: to intensify the relay of the news and campaigns with our local partners (through their own communication channels). Taking care to always refer to the website moinsdedechets.wallonie.be in our communication actions in order to improve its reputation.
- **18. Lessons learned:** /
- **19. Conditions for successful replication:** /
- **20. Overall assessment of the tool:** moinsdedechets.wallonie.be is the only reference website on the theme of waste in Wallonia. It is complementary to other thematic websites of the Walloon region, such as the environment portal: website that hosts all the legislative requirements / whereas the moinsdedechets.wallonie.be website is dedicated to public awareness. There is a regular publication of content on the website. Some content published on moinsdedechets.wallonie.be is relayed on a Facebook theme page (Environment) of the Walloon region, thus increasing the rebound from one tool to another.