



# EWWR good practices and case studies

## Yellow Bag

### 1. Details of Action:

Coordinators: Verband kommunaler Unternehmen e.V.  
Action Developers: E. Spillmann  
Name of nominated action: The experiment "Yellow Bag"  
Town: All over Germany  
Region: All over Germany  
Country: Germany  
Website: [www.facebook.com/dasexperimentgelbersack](https://www.facebook.com/dasexperimentgelbersack)  
Nominee category: Citizen  
Dates of action: 21.11.-29.11

### 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 2014: Stop Food Waste.

- Yes
- No

### 4. Description of the nominated action:

The „experiment Yellow Bag’s offers everyone to start his or her personal challenge of how to avoid packaging waste (In Germany, packaging waste is supposed to be thrown into the “yellow bag” and is recollected separately by private companies. Every German knows about the “yellow bag” and its purpose). The initiator has installed the facebook webpage <https://www.facebook.com/DasExperimentGelberSack>. A personal challenge should be documented on the page and is shared through a growing network in the internet. A challenge can last from 2 to 4 weeks. Every after a new volunteer is being chosen to start his or her own challenge. The documented challenges are being discussed and good examples of how to avoid plastic packaging are easily shared from people to people.

The initiator of the experiment started the very first challenge during the EWWR 2015 and especially created a poster for the EWWR 2015 against plastic bags and shared it through Facebook: <https://www.facebook.com/media/set/?set=a.869988996433371.1073741830.395970143835261&type=3>. With that, all records of clicks and outreach were broken and the likes went up. Over 1000 people had seen the post. The action supported the EWWR in Germany in an important way by making the topic more



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visible. The challenge is very successful, every month many volunteers want to be the next “challenger” to try out and document their personal way of how to avoid packaging.

### 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 EWR 2014 Awards:

#### a) Visibility and communicational aspects

Facebook is one of the central modern communication tools of our times. There cannot be enough initiatives which are focusing in Social Media to make the topic of waste reduction go viral. The initiator Ms. Spillmann had an easy to realize and creative idea: to publish the daily fight against packaging waste via Facebook and to make it participative by inviting strangers to do the same. For a single person it is the most intelligent way to reach as many participants and followers for the “experiment Yellow Bag” as possible.

The Experiment Yellow Bag therefore was a huge help for EWR in Germany in the social media world – they published and shared the info, reached more than 1000 people and therefore were supporting our campaign to the maximum.

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

The action is totally focused on the first R: Reduction! I score the quality of that action as very high, because the challenge is an easy but effective way to activate every single person to analyse his or her waste behaviour and as a consequence to change that. Through the use of social media this is a truly innovative and modern action.

#### c) Originality and exemplarity

The experiment Yellow Bag inspires people to think actively about their own waste habits. It inspires everyone to start at home to analyze his or her own yellow bag/ packaging waste. Only if we know when we do produce what kind of waste, we can start to consciously change our behavior. That’s why a 2-4 weeks challenge being documented in Social Media is an excellent idea!



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### d) European reproducibility

Facebook is a medium that everyone in the world is using. Therefore the idea of the challenges is easily to replicate in other regions of Europe. But even the German Experiment Yellow Bag receives likes by people from other European countries.

### e) Lasting impact

The challenges are going to continue also after the EWWR 2015. The University of Hildesheim recently offered to support the project. The organizer Ms. Spillmann wants to organize a bigger event in her hometown Hildesheim for the EWWR 2016, she reportedly is in contact with several initiatives already!

### f) Motivation

The fact that “normal” people do the challenge and make it viral via Facebook it is easy for others to be inspired and to start rethinking their own waste habits. Facebook is the best social media tool to use. Even other institutions like the University of Hildesheim want to support that experiment, which shows that Facebook is a good communication tool for waste reduction!

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“Das Experiment gelber Sack.” On Facebook

“Das Experiment gelber Sack.”  
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