



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: MINISTRSTVO ZA OKOLJE IN PROSTOR

Country/Region: SLOVENIJA

Name of nominated project developer: Ecologists without borders- EKOLOGI BREZ MEJA (in cooperation with Eco Vitae Ecological Society, Lukatarina Design Studio and The Miha Artnak)

Name of nominated action: BAG ON BAG

Town: Ljubljana

Region: Central Slovenia

Country: Slovenija

Nominee **category**: Association/NGO

Dates of action: 20-27 November

Year: 2010

2. Please select the **theme(s)** highlighted in the action:

- Too Much Waste
- Better Consumption
- Better Production
- A Life for Products
- Less Waste thrown Away

3. Type of Action

- Action open to general public
- Action open to a target group
- Action based on the production of communication tools
- Other, please specify:



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4. Please give a detailed and precise description of the nominated action:

"Bag for Bag" project combines art and ecology to promote an environmental tax. During the European Week for Waste Reduction (EWWR), Ecologists without Borders collected within the Bag for Bag project 40 110-litre bags filled with plastic bags brought to their stalls mainly by individuals, but also 12 nursery schools, 21 primary schools, 4 secondary schools and 3 faculties, which took part in the project. They also collected fifteen 110-litre bags full of plastic cups. One bag contains approximately 1,000 plastic bags or 500 cups, which means that around 40,000 plastic bags and 7,500 plastic cups were collected in total. Not all of the collected material could be used for the art work created during the week; in the near future, we can therefore expect another new creation made from the remaining material.

The essential part of the Bag for Bag project was the process of creating great art works from plastic bags and cups that was performed by visual artist. The organisers divided the artistic creations into three parts:

- 1. Plastic in archaeology:** Miha Artnak created an art work from plastic bags, which he called Hunting the Hunters – the Monster Awakened from Kongresnitrg. The artist explained that his work represents a monster stretching out its tentacles across the City of Ljubljana, symbolising consumption and the problem of waste separation. The tentacles of the consumer society, like those of the monster are getting longer and longer every day, which substantiates the basic message of the work.
- 2. Plastic surgery in sport:** In the same week, Katarina Mrvar and Luka Mancini from the Lukatarina design studio were making footballs from plastic cups, in an artwork called Stop the Plastic Cup World Cup. According to the two designers, the most popular sport in the world is not football but waste accumulation, and one of the most absurd disciplines is the consumption of plastic cups. All week, they therefore appealed to the public to jointly stop the Plastic Cup World Cup.
- 3. Inevitable:** Throughout the project's implementation, the organisers were stalked by BAGFOOT. This bag-made creature is rumoured to be an artistic guerrilla intervention in the studio of the artists Katarina Mrvar and Luka Mancini. The sudden appearance of BAGFOOT in different programmes, reports and events, video clips on the web, its outbursts on Facebook, and its walks through the old city centre of Ljubljana have considerably disturbed the public. BAGFOOT remains a mystery that may never be unravelled. At the opening of the art exhibition, Miha Mancini said meaningfully that all of us are actually and unfortunately still BAGFOOT.

5. Please describe the target audience and how the action motivated its public/target audience, as well as the number of participants:

It is estimated that this event was been seen by 10000 visitors; also all participating schools, kindergardens and other institutions in Ljubljana was been invited to take part and to collect materials in order to create art. The event was mentioned in every major media which means that a much larger number of people was been informed about the event. The project partners announced the winning donor of plastic – Miškolin Nursery School from Ljubljana. As part of the project, an exhibition of two artistic creations was officially opened: Hunting the Hunters by The Miha Artnak and Stop the Plastic Cup World Cup by the Lukatarina design studio. The project partners informed visitors about "Bagfoot" and presented them with the truth about this monster which was, however, slightly embellished through a performance by stand-up comedian Vid Valič. The prize for the winning team was contributed by Jure Vršnik who designed special multi-use bags for the children. The essential part of the Bag for Bag project was the process of creating great works of art from plastic bags and cups that was performed by visual artist The Miha Artnak and the team from the Lukatarina design studio, Luka Mancini and Katarina Mrvar. The public was motivated through different actions which has been run through the week. As the result of the action was public exchange in the media and among the politicians. This project will showed the problems of plastic bags and cups, while the surprising data on the amounts and impacts on the environment will raise the level of awareness. The goal is for people to come to the store with a reusable bag and use reusable cups instead of plastic ones. These are only minor changes in a person's behaviour that have no impact on the quality of our life-style, but do have an impact on the environment in which we live in.



6. Please explain why you have decided to nominate this action for a EWWR Award, following the main criteria listed here below (you can add your criteria if needed) :

- 1) visibility and communicational aspects
- 2) good practice, originality and exemplarity
- 3) quality of content and focus on waste prevention,
- 4) European reproducibility
- 5) follow-up in long-term and lasting impact

1. As part of the project, an exhibition of two artistic creations was officially opened: Hunting the Hunters by The Miha Artnak and Stop the Plastic Cup World Cup by the Lukatarina design studio. The project partners informed visitors about "Bagfoot" and presented them with the truth about this monster which was, however, slightly embellished through a performance by Slovenian stand-up comedian Vid Valič. The project partners announced the winning donor of plastic – Miškolin Nursery School from Ljubljana. Slovenia has not had such an event yet. They presented waste reduction to people in a creative way. Art made from used plastic showed how much waste we produce on a daily basis without asking ourselves what happens to it after it has been thrown away. This project presented the possibilities of preventing waste production in an innovative way. It is also showed that something beautiful can be created from waste.

2.+3 In short we can say: "Bag for Bag" project links art and ecology to promote an environmental tax. All week, they therefore appealed to the public to jointly stop the Plastic Cup World Cup. Footballs of different sizes made of plastic cups attracted the attention and interest of passers-by, especially children. In the words of Luka Mancini, the biggest of them is in serious danger of being transformed into an egg – a rotten egg of the consumer society. Only those with nerves of steel and a good stomach could work with the plastic cups. The sudden appearance of BAGFOOT in different programmes, reports and events, video clips on the web, its outbursts on Facebook, and its walks through the old city centre of Ljubljana have considerably disturbed the public. BAGFOOT remains a mystery that may never be unravelled. At the opening of the art exhibition, Miha Mancini said meaningfully that all of us are actually and unfortunately still BAGFOOT, etc.

4+5. Environmental tax on plastic bags and proposal for a fund

The purpose of the Bag for Bag project partners is to draw attention to the problem of excessive use of plastic bags and plastic cups in Slovenia. Around 300 million plastic bags are used and thrown away in Slovenia every year. Many countries and cities around the world (Ireland, China, Israel, South Africa, San Francisco, Melbourne) either ban the use of plastic bags or charge an environmental tax for their use, which makes people think twice about their use. These countries and cities decided to introduce these measures after years of struggling against the problems caused by the overuse of plastic bags. In Slovenia too, more and more plastic bags are lying around the environment. We believe that this project can be carried out anywhere and in every town. The larger it would get, the more public would be interested in it. Imagine we could dress the Great wall of China with bags! Raising awareness will contribute to changing our behaviour, while our endeavours to introduce plastic bag tax will have an even greater impact. In this way we will approach to the prevention of waste production also on a systemic level and make long-term contributions to greater changes in this area.



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7. Please provide us with photos, videos, weblinks or any other material that would help the jury to better understand the nominated EWWR action. Where possible, provide basic translation into English.





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