



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Italian Steering Committee
Country/Region: Italy
Name of nominated project developer: Associazione Comuni Virtuosi
Name of nominated action: "Porta la Sporta" (Bring your bag)
Place: [Http://portalasporta.it](http://portalasporta.it) and all the Italian territory
Town: all municipalities that reply to the association' call to act
Region:
Country: Italy
Year: 2009

2. Select the correct participant category:

- Administration/public authority
- Association/NGO
- Business/Industry
- Educational establishment
- Other (e.g. hospital, retirement home, cultural centre, etc.)

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

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

4. Type of Action

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

5. Please indicate the date(s) of the action:

- 21st November
- 22nd November
- 23rd November
- 24th November
- 25th November
- 26th November
- 27th November
- 28th November
- 29th November



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

Communication action to raise awareness of municipalities about the necessity to use the re-usable bags instead of plastic ones. Many municipalities of North Italy have replied to this invitation. Before and during the EWWR the association throughout its website made a call to act towards Italian municipalities and schools. Municipalities made an action of raising awareness giving as a gift re-usable bags to their citizens with the involvement of supermarkets, malls, big store etc.

7. Please describe the originality of the action:

The campaign that still continues, is aimed to involve a high numbers of actors following those municipalities that want to abolish plastic bags in favour of reusable ones. The campaign and the association give the communication tools (for example a special logo) and the tools in general to organise local environmental campaigns.

8. Please describe the target audience and how the action motivated its public/target audience:

The main targets are public administrations but the will of the campaign is to take contacts with as many stakeholders as possible to establish a dialogue and to raise awareness about the necessity of stopping the use of plastic bags.

9. Please indicate the number of people who participated in the action:

Many towns (about ten) replied to the call to action involving their citizenship. It's hard to give a precise number, but we can speak in terms of thousand people.

10. What lasting impact does the action propose to have in terms of commitment to waste reduction?

The campaign is going on creating still relationship with single municipalities. The EWWR was a way to raise more awareness and put the attention on this topic but this association worked and is still working to let the situation change: in Italy in fact we still have plastic bags, the government proposal of abolishing them since the 1st January 2010 has not been respected procrastinating the law for one more year, but we can see a bottom-up movement.

11. Explain how this action may be replicated in other countries/regions throughout Europe:

The same campaign can be replicated in other regions creating a website and relationship with those local actors ready to change their town's habits regarding the use of re-usable bags. The website (www.portalasporta.it) contains useful information not only from Italy but from all over the world.



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