



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: Government of Navarre  
Country/Region: SPAIN  
Name of nominated project developer: Trade Association ENSANCHE DE PAMPLONA  
Name of nominated action: A CALL FOR DESIGNER BAGS REUSABLE  
Place: ENSANCHE  
Town: PAMPLONA  
Region: NAVARRA  
Country: SPAIN  
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:

- 21<sup>st</sup> November
- 22<sup>nd</sup> November
- 23<sup>rd</sup> November
- 24<sup>th</sup> November
- 25<sup>th</sup> November
- 26<sup>th</sup> November
- 27<sup>th</sup> November
- 28<sup>th</sup> November
- 29<sup>th</sup> November



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

- Reusable bag contest. Dealers Association of the Eixample in Pamplona during the week organized a competition to design a reusable cotton bag which subsequently printed for distribution among its members and distributed these to the end customer.

**Objectives**

In the election of creativity has been winning Responsible Consumption in value in two lines:

1. Responsibility for waste prevention: the public aware that we all have an obligation to care for nature through actions like the reuse of bags of organic material to avoid the indiscriminate use of plastic bags.
  2. Responsibility in supporting childhood: a few cents for every reusable bag sold will go to support a nutritional center Congo Republic called "Mukila" project developed by the Foundation Juan Bonal and the Sisters of St. Anne
- s.

**7. Please describe the originality of the action:**

Encourages the use of reusable bags in the process of disappearance of the plastic by designing a bag appealing to the consumer

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

General Public  
The three hundred shops in the area

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

The entire population of Navarre is the recipient. Competed many people

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

It is expected that designing an attractive bag to promote the use of these reusable bags from the population at the expense of plastic.

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

We believe that action is easily playable on any region



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