



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Waste Awareness Wales
Country/Region: Wales
Name of nominated project developer: Keep Wales Tidy
Name of nominated action: The Cilfrew Resident's Association reusable shoppingbag giveaway
Place: Neath Port Talbot
Town:
Region:
Country: Wales
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:

The Cilfrew Resident's Association craft group decided for EWWR to give out cloth bags free of charge to their local shop in order to stop the issuing of plastic carrier bags. They had discussed making cloth bags and thought the best place to give out these bags would be at source where they were needed. In the first week the craft group supplied to the local Family Fayre shop 200+ cloth bags made from recycled cotton material free of charge. In the first month alone they made and supplied 500+ cloth bags and prevented the issuing of 1000+ carrier bags. Since then the craft group have continued to supply cloth bags to the shop and succeeded in stopping 3000 carrier bags from being issued according to the local shopkeeper.

7. Please describe the originality of the action:

Because of their enthusiasm for the project the craft group have made a big difference to the awareness of the people in the village of Cilfrew. The shopkeeper welcomed the action and says it brought him customers. The craft group source all their material from local sources and make the bags on domestic sewing machines to a very high standard. The bags initially were sought after for their uniqueness and used for work bags, lunch bags, college bags and for many other uses. This is a project that shows how motivation can make a difference without money. This craft group promote self help and do not ask for money for projects but attempt to work on projects they can do without money but by mobilising help within the community to make a difference to their environment and to make people more aware of environmental issues affecting us all.

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

The target audience with this project was a village of 900+ people plus passing trade who were confronted with a shopkeeper who only gave them good quality cloth bags which they were able to reuse in many ways. One instance related to me was of a young man making his daily trip to the local shop who was given a cloth bag made from old bedding which had flowers over it. He stated 'I cannot walk down the road with that, I have my street cred to think about'. The following day when he arrived at the shop and the shopkeeper handed him a cloth bag once again he stated 'hang on a minute please' and produced out of his pocket his own 'bag for life' which he has brought every day since. People now bring the cloth bags back to the shop and the need for plastic carrier bags has diminished to practically nothing.

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

As the shopkeeper was giving out 1000 plastic bags a month prior to the initiative then the number of people participating has to be approximately two hundred and fifty at a minimum.

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

The lasting impact is that people are now aware of the alternative to plastic and have found innovative uses for the cloth bags given to them at no cost. It will also become a bonus to the shopkeeper when the charge for plastic carriers is implemented as these bags carry no levy. The waste reduction here is plain to see and the whole village has become more aware as a result of the project of the viability of an alternative to the plastic carrier.

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



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There are many people who are unable to work through various reasons such as disabilities. These people would also like to be able to help with litter picks and environmental projects in their areas but are unable to because of their disabilities. Schemes such as this one give these people the opportunity to help the environment in spite of not being able to physically due to mobility problems. Members of the Cilfrew Craft group are in this position, where they are unable to walk in the woods and do environmental work but are able to sit and sew to make a difference in their own way.



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