



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Public Waste Agency of Flanders (OVAM)
Country/Region: Flemish region/Belgium
Name of nominated project developer: re-use shop OKAZI
Name of nominated action: "FLAGBAG"
Place: Re-use shop OKAZI
Town: Hasselt
Region: Flemish region
Country: Belgium
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 city of Hasselt offers the re-use shop OKAZI a lot of used flags and banners. These flags and banners are used to produce all kind of bags as shoppingbags, backpacks, bags as well as scarfs and to refurbish old seats. This is done by a social employment project. The flag emblem or symbol design is still recognisable what makes these bags funny and unique. This project has been already started up but not yet proposed to the large public. The European Week for Waste Reduction was an ideal opportunity to launch this project.

7. Please describe the originality of the action:

Until now new products have not been produced from old flags and banners. A patent is pending for these "Flagbags". It is a unique cooperation between a local authority and an association.

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

The citizens of Hasselt and surroundings are the main target group. They are potential shoppers in the different re-use centers.

A second target group is the social employers who produce the flagbags.

The townhall of Hasselt will give these flagbags as a present for visitors and during events.

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

The customers and potential customers of the re-use centers and social employers.

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

Saving of virgin materials and creating opportunities for social employment.

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

The material of flags and banners is strong and durable. It takes a lot of raw material. It's a waste to throw it away when it is not worn out.

The idea to re-use textile from discarded products for the production of new products can be easily taken over and disseminated.

Federal, local governments as local authorities have to think more critically about the products they throw away! Private and public organisations or associations as NGOs, non-profit organisations in their country, region as municipality are maybe interested to reuse materials and commodities. Graphic designers have often very creative ideas to design new things with old things.

12. Please also include any press articles, photos, video or any other material that would help the jury to better understand the exemplary nature of the nominated EWWR action.





Stad maakt handtassen van oude stadsvlaggen

Hasselt

De stad Hasselt lanceert precies in de Europese week van de afvalvermindering de 'Flag-bag', een handtas gemaakt van oud vlaggenstof. Vanaf nu levert de stad haar afgeschreven vlaggen en wimpels dan ook in bij kringwinkel Okazi die er schoudertassen, boodschappentassen en sjaals van zal maken om ze dan weer te verkopen. De tassen worden gemaakt in een naaiatelier met sociale tewerkstelling.



De 'flagbags' zijn te koop bij kringwinkel Okazi.

Foto: Steve DILLIER

"We hebben dit project ingediend bij het Europese project Life+ dat organisaties die voortdurende projecten indienen promoten en in maart 2010 een award uitdeelt voor de beste ideeën", legt schepen van Leefmilieu Michel Froidmont uit. "In totaal zijn daar 2.577 Europese acties goedgekeurd voor de komende jaren bij elf uit Vlaanderen. Hasselt diende nog een tweede project in om het papierverbruik te verminderen door aanpassingen aan je's en printers uit te voeren en het personeel te sensibiliseren."

"De 'flagbags', zoals de 'vlaggenhandtassen' heten, blinken wel uit door hun originaliteit", vindt milieumanager Hilde Poortmans. "Okazi had al lange tijd interesse in onze afgedankte vlaggen en wimpels. Zij namen een grafisch ontwerp onder de arm die van elke handtas, sjaal of schoudertas een uniek stuk maakt."

2.500 vlaggen

"Jaarlijks gooien we zo'n 2.500 vlaggen weg, ook al zijn ze soms nog in meer dan 'Sociale Staat', herijnde directeur-

ingenieur Marc Swyngedouw. "Bij ons sloot een vlag drie jaar dienst en is zo dan afgeschreven. Dat levert jaarlijks toch meer dan 2.000 vierkante meter vlaggenstof op die nu niet meer op de afvalberg telt."

De spullen zijn te koop in kringwinkel Okazi. Voor een handtas betaal je gemiddeld zo'n 20 euro.

Dirk JACOBS

Kringwinkel Okazi, Sint-brudersteenweg 150 in Hasselt
www.okazi.be

