



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Ministry of the Environment
Country/Region: Estonia
Name of nominated project developer: Environmental Board
Name of nominated action: Make your own environmental friendly shoppingbag
Place: All counties in Estonia
Town: all towns
Region: -
Country: Estonia
Website: www.keskkonnaamet.ee
Nominee category: Administration/public authority
Dates of action: 19.-27.11.2011

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:

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

Competition for best/interesting/funny ideas of selfmade shoppingbag from used textile. First level evaluation of best shopping bags was done at schools. Selected "winners" were sent to exhibition which moved town to town. Best three shoppingbags got prizes.



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

Target audience was kindergarden and elementary school children. Kids were motivated to make something with their own hands, from the material they can find at their homes and also use their imagination as best they can to make the best shoppingbag to win the price. Final received nr of shopping bags (after preselection at local schools) was 314 bags.

6. Please explain why you have decided to nominate this action for a EWWR Award, following the main criteria listed here below

- 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) "road-show" exhibition made shoppingbag competition very visible to general public. From exhibition it was seen that not only plastic bag or supermarket's eco-bag can be solution to carry food. With very simple tools and zero budget it is possible to make something useful and same time be environmentally friendly;
- 2) More than originality this action has visibility and so to say mission of reminding people that very simple solutions are right next to us and without any cost. Nowadays people start to forget such things and try to find solution from supermarkets by buying stuff they think they need;
- 3) Very clear focus on textile waste prevention;
- 4) Very simple idea of action where any other interesting idea of handwork can be included . Also very flexible to change depending on target audience age;
- 5) participants using their own made bags every day life catch an eye. Participants awareness about waste prevention is now better and they probably use and share their knowlgment in other areas aswell.

7. Please provide us with photos, videos, weblinks or any other material that would help to better understand the EWWR action.

