



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: National Steering Committee
Country/Region: Italy
Name of nominated project developer:
Name of nominated action: Baumaobag - Il sacco delle crocchette diventa borsa
Place:
Town: Casale Monferrato, Alessandria, Valenza, Vercelli, Frassineto Po
Region: Piemonte
Country: Italy
Website: www.senapecoop.eu
Nominee **category**: Other
Dates of action: 19th November and 22th – 27th November

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

At the tailor shop RiciCuci (where they recover used cloth), they used empty bags of dry food for dogs and cats to produce shopping bags (baumaobag).

They collected the packages through an advertising campaign at the kennels and catteries managed by their cooperative, schools and the pet shops.

Baumaobags had distributed during the EWWR at the organic market "Il Paniere" of Casale Monferrato and Vercelli, at the pet shops, the kennel of Valenza, the kennel and cattery of Alessandria, the tailor shop RiciCuci and the Punto raccolta rifiuti differenziata of Frassineto Po.



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

The attention to the pets in our country is increasing, through the emotional aspect that animals awaken in many people, this action sent a message of environmental protection and resource conservation.

They produced nearly 100 shopping bags and the target audience who received the message has been: who has received the shopping bag, and also who helped to collect the material, to produce it and the target receptor the advertising campaign, the pet shop clients market clients and the cooperative members.

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

Packages of dry food for dogs and cats is usually constituted by a layer of wrapping paper, a layer of plasticfilm and a layer of plastic of paper, so it's very difficult to recycle. This action is original because propose to recover a material, which its destination until now is the landfill or incinerator.

However, this material with this composition is especially resistant against the weight and the humidity, so an excellent material for making bags.

We liked the fact that this action links the protecting animals field to the waste reduction with a same message of environmental protection and resource conservation.

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

Some links:

<http://www.senapecoop.eu/settimana-europea-per-la-riduzione-rifiuti.html>

<http://www.radiogold.it/notizie/cultura/2011/09/20/nasce-la-baumaobag-il-sacco-delle-crocchette-diventa-borsa-34530.html>

<http://www.radiogold.it/notizie/feste-sagre-e-mercatini/2011/11/15/baumaobag-36594.html>



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