



EWWR good practices and case studies

1. Details of Action:

EWWR Coordinator: LIPOR – Serviço Intermunicipalizado de Gestão de Resíduos do Grande Porto Country/Region: Portugal
Name of nominated action developer: José Marmelo e Silva Municipal Library
Name of nominated action: "Grandma's bread bag"
Place: Espinho
Town: Espinho
Region: Porto
Country: Portugal
Website:
Nominee category: Other
Dates of action: 18th a 23rd de november

2. Please select the theme(s) highlighted in the action:

- Reduce – Strict avoidance and reduction at source
- Reuse – Preparing for reuse and reuse
- Recycle – Waste sorting and Recycling
- Let's Clean Up Europe!

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 nominated action



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The action ""Grandma's bread bag" consists is the use of cloth bags when buying bread daily, avoiding the use of paper bags offered by bakeries, changing habits. There will be a discount on the price of bread or bread offer to all people who do follow a cloth bag.

The objective was to reduce the amount of waste generated at the source (paper mill and typography) and sensitize the general public to environmental preservation.

The goal was achieved, because it allowed to **reduce** the amount of waste generated at the source (paper mill, plastic and typography), for **a total of 594 paper bags**. Also moved the general public to environmental preservation. Won the environment and recovered at the same time a tradition.

The idea was to avoid unnecessary spending on the part of participating bakeries and at the same time create the habit of using the cloth bag.

Customers joined with enough satisfaction. We had the participation of 4 bakeries: "Aipal", "Pepim" Bread, "La Traviatta" and "Hotcakes Athena".

It should be noted the commitment of the bakeries and the customers ' interest in continuing the campaign beyond the Week of waste reduction. These were very pleased with the actions and promised to enlarge them in their daily life.

A poster has been produced for dissemination of each action, as well as exposed posters of European week for waste reduction, on the slogan "Together, reduce is Act!". The initiatives were recorded in local newspapers, enabling emphasis to the European week for waste prevention, as well as alert and sensitize others to this reality.

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

The target audience was the general population. Participated in the initiative about 100 citizens.

Every day people buy bread, so it have been avoided buying bags for bakeries daily. It have been offered a discount on the price of bread or some bread for who carry its own cloth bag.



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