

Reused packaging



Principle: a reused packaging = prevented waste!

Actions putting the spotlight on products/services that help reduce the use of disposable packaging or assimilated (like forks, knives and plates) can have a very effective and direct impact on the reduction of packaging waste (especially single-use plastic shopping bags). The action can be, for instance, a contest about the issue or may involve the concrete creation of reusable packaging (e.g. using other old products/materials).

This activity can be organised by anyone (local authority, business, school, etc.): the principle remains the same.

Objectives

- ▶ Make European citizens aware that action can be taken at their level and on a daily basis to reduce waste by reusing packaging or assimilated products.

What you need

- ▶ A **location** to hold the activity: a school room, a community hall, etc.
- ▶ **Tables and chairs** to enable participants to perform the activity.
- ▶ If it is a contest (e.g. a drawing contest), **support material** (paper, white plastic bags, etc.).
- ▶ If it is about creating a reusable packaging, **old products** to be used as raw material and **relevant tools**.
- ▶ **Measuring equipment**: weighing scales to weigh the reused products, etc.

Preparing and implementing the action

Before the EWWR (one month beforehand)

- ▶ Define the concept (and the rules, if any): contest, kids acting as ambassadors for reusable bags, creation of reusable packaging, etc.
- ▶ Set-up logistics: location, transport of material, etc.
- ▶ Register your action with your official EWWR Coordinator.

Pre-EWWR (one or two weeks beforehand)

- ▶ Prepare the material needed for the operation: tools, tables/stands, a camera/video recorder, etc.
- ▶ Prepare the equipment needed for the evaluation: scales, weighing table, etc.
- ▶ Communicate: invite journalists to an opening or closing ceremony and/or send out a press release to print and broadcast; display posters to inform the public; advertise via social networks and partners' channels (city hall, school hall, etc.).



Prevention Thematic Day 2013 | Reuse / repair

During the EWWR

- ▶ Manage the activity and go to meet participants to explain the purpose of the EWWR and of waste prevention.
- ▶ Remember to take photos.
- ▶ Measure participation.
- ▶ Monitor the quantity of products reused (or reusable items produced) by counting them, using the **annexed pdf**.

After the EWWR

- ▶ Insert the final number of products reused in worksheet 1 of the annexed excel file. This will give you a comprehensive overview of how much waste you avoided by implementing this EWWR action.
- ▶ Send the excel file, pictures and other relevant feedback to your EWWR Coordinator.
- ▶ Make sure that all the bags created, if any, are distributed and used.

More information

▶ Examples of actions

- "Sei tu che fai la differenza" - You make the difference (Italy):
http://www.ewwr.eu/sites/default/files/EWWR_2009-case-studies_Education_7-Circolo-didattico-Pozzuoli_IT.pdf
- Eco-Bag school contest (Portugal):
http://www.ewwr.eu/sites/default/files/EWWR%202010_Case%20Study_School_Portugal_APA.pdf
- Flag bag (Belgium): http://www.ewwr.eu/sites/default/files/EWWR_2009-case-studies_Association_Re-use-shop-OKAZI_BE.pdf
- Change Bag – Plastic against Canvas (Austria):
http://www.ewwr.eu/sites/default/files/EWWR_2011-Case%20studies_NGO_Austria.pdf
- Make your own environmental friendly shopping bag (Estonia):
http://www.ewwr.eu/sites/default/files/EWWR_2011-Case%20studies_Administration_Estonia.pdf
- I play sports without my canned drink (Belgium):
http://www.ewwr.eu/sites/default/files/EWWR_2011-Case%20studies_NGO_Brussels.pdf
- The Cilfrew Resident's Association reusable shopping bag giveaway (United Kingdom):
http://www.ewwr.eu/sites/default/files/EWWR_2009-case-studies_Association_Keep-Wales-Tidy_UK.pdf
- "Porta la Sporta" (Bring your bag) (Italy): http://www.ewwr.eu/sites/default/files/EWWR_2009-case-studies_Association_Associazione-Comuni-Virtuosi_IT.pdf
- A call for reusable bags designer (Spain): http://www.ewwr.eu/sites/default/files/EWWR_2009-case-studies_Association_Ensanche-de-Pamplona_ES.pdf
- A smiley in my sandwich box (Belgium): http://www.ewwr.eu/sites/default/files/EWWR_2011-Case%20studies_School_Brussels.pdf
- Baumaobag (Italy): http://www.ewwr.eu/sites/default/files/EWWR_2011-Case%20studies_Others_Italy.pdf
- Reuse of fruit and vegetable boxes (Spain):
http://www.ewwr.eu/sites/default/files/EWWR%202010_Case%20Study_Business_Asturias.pdf

▶ EWWR Coordinator's website/contact (e.g. Setmana Europea de la Prevenció de Residus : www.arc.cat/setmanaprevencio)

▶ European Week for Waste Reduction:

www.ewwr.eu

contact@ewwr.eu



With the support of
the European Commission

