



# EWWR GOOD PRACTICES AND CASE STUDIES

## (BE A FRÄNGAROO - ALWAYS BRING YOUR BAG WITH YOU!)

### 1. Details of Action:

EWWR Coordinator: VKU  
Name of Action Developer: Bluepingu e.V.  
Name of action: **Be a Frängaroo - always bring your bag with you!**  
Nominee **category**: Association/NGOs  
European Special Prize: Yes  No   
Dates of action: 17.-26.11.2017  
Website: <https://wp.zerowastenuue.de/beuteltier/>

#### **Location of action**

Place of implementation: bakeries in Nuremberg and region of Nuremberg  
City: Region of Nuremberg  
Region: Bavaria  
Country: Germany

### 2. Action's theme:

- Reduce – Strict avoidance and reduction at source
- Reuse – Reuse and preparing for reuse
- Recycle – Waste sorting and Recycling
- Clean-up activities
- Thematic Focus 2017: Reuse & Repair – Give it a new life!

### 3. Description of the nominated action

We have collaborated with 17 bakeries and shops during the week of waste reduction. Together we gave our 500 free reusable bags for bread. Each bakery had its own “patron” – a person from our group of volunteers, who was a contact person, who was responsible for questions around the reusable bags and a local motivator during EWWR. The bags themselves we gave out for free. Each customer who used the reusable bag frequently got as a gift a reusable coffee to go cup out of bamboo material as a reward for his or her efforts. After EWWR we collected 250 orders for more bags. We will keep up with reproducing more bags and giving them out to bakeries. We want to continue that work in 2018 and also start working towards reusable bags for vegetables in supermarkets. We were happy that we found many motivated volunteers who wanted to become part in our little campaign. We have planned the whole week of waste reduction together. The team work went really well. Especially our strategy to have a “patron” in every bakery was a good idea, because by doing that each of us had less work to do and all of us had a mayor responsibility during EWWR. We created our own logo and prepared the bags with the logo ourselves, which was a fun way to become active.

### 4. Reasons why the action has been selected for the EWWR 2017 Awards:

#### a) Visibility and communication: How did this action reach people?

The bluepingo team built an own internet webpage for the project. There you can find a map so that it is easy to see which bakery or shop participates in the campaign. Through social media they “prepared” their followers (1.400 “likes”) for the campaign and they did a really good job. Bluepingu was Germany’s most active Action Developer on social media in 2017. They had their own hashtag #SeiEinBeuteltier and



combined it with #ewwr2017 and the EWWR in every post, which was a big boost also for EWWR. They invited the media for a press conference to a bakery – 2 local newspapers and a radio channel reported.

They decided not to use flyer in order to save resources and to not unnecessarily produce more waste.

**b) Originality and exemplarity:** What makes the action original or innovative?

I really like the topic: bakery bags is not a popular but a very important part of the whole debate around reusable or disposable shopping bags. Those bags, usually made out of valuable paper, is used only for some short minutes and – in difference to plastic bags, usually it cannot be reduced for anything else so it directly ends up in the trash bin.

I found the logo with the kangaroo and the slogan (its only funny in German) “Sei ein Beuteltier” “Be a Marsupal” very creative. It is a slogan which is also funny and interesting for children, who like animals and who want to be a Marsupal too by using reusable shopping bags.

By following the team on social media you could almost feel the positive dynamic the team created. All of them volunteered with a high level of self motivation and optimism. The concept of having one “patron” for each participating shop I found very useful. Because usually it is not 100% sure if a participating shop in an EWWR action is really 100% dedicated to the action. You have no „control” - with a patron it is different. You have a motivator, informer, and communicator in the shop, which brings more life to the action, because usually sales staff in the shops are less motivated then volunteers of the project.

The action is very well replicable – bread is being sold everywhere in Germany and Europe, so It has an enormous potential.

**c) Lasting impact and follow-up:** How will this action have a lasting impact and how will they follow-up on it?

The bluepingu team finished the campaign with 250 orders for more reusable bags. They will now reproduce their bags and continue giving them out in bakeries during 2018.

They further want to widen their action towards vegetable bags which are usually made of thing plastic. They produce tshirts with the kangaroo logo to be more present in Nuremberg and the regions on official occasions such as public events.

The team knows that it is hard to change habits, but they believe that people who started once by being pushed

**d) Quality of content:** What makes this action the best?

I especially like the topic of bakery bags – which is in my eyes the same problem such as to go cups. It is an enormous waste of natural resources and those bags are impossible to reuse so they end up in the bin after only some minutes.

That is why I find it absolutely important to have initiatives who work on alternatives.

I was impressed by

- The logo
- The way they produced their own bags – it was a very professional way to organize the little EWWR campaign
- The social media presence – they did a very good job and reach a lot of people in the internet.
- The optimism : the volunteers were absolutely motivated and showed positive energies – it means a lot of dedication to build a local campaign which involves many volunteers.



## 5. Find out more:

Website: <http://ewwr2017.ZeroWasteNUE.de>

Social media: <https://www.facebook.com/BluepinguFranken>

<https://www.facebook.com/ZeroWasteNUE/>

<https://twitter.com/bluepingu>

[https://www.instagram.com/bluepingu\\_nuernberg/](https://www.instagram.com/bluepingu_nuernberg/)