

## Launch of paid reusable bags (Portugal)

In early 2007, Pingo Doce supermarkets replaced the free distribution of plastic bags for bags that cost €0.02 each and promoted their reuse. Through this action in its 372 stores, in five years, Pingo Doce decreased the distribution of plastic bags by 47% in weight which equates to 7667 fewer tons of bags in landfills.

### Facts

Place / Location	Portugal
Commencement Date	2007
Duration	Ongoing
Theme	Prevention
Type of Initiative	Practice/ Activity/ Action, Economic and Market Based Instruments
Initiated by	Pingo Doce
Involved Stakeholders	
Funding/Financial Support	no
Success Rate	Very Successful.
Case Study prepared by	<p>Isabel Palma</p> <p>Fundação da Faculdade de Ciências e Tecnologia da Universidade Nova de Lisboa [Partner 15]</p> <p><a href="mailto:i.palma@campus.fct.unl.pt">i.palma@campus.fct.unl.pt</a></p>

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**Available documentation and further information**

<http://www.pingodoce.pt/pt/servicos/responsabilidade-social/gestao-de-residuos/>

Report -

[http://ir2.flife.de/data/jeronimo\\_martins/igb\\_html/content.php?bericht\\_id=1000001&lang=POR&pic=213](http://ir2.flife.de/data/jeronimo_martins/igb_html/content.php?bericht_id=1000001&lang=POR&pic=213)

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