

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

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| 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>i.palma@campus.fct.unl.pt</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

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