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	Isabel Palma Fundação da Faculdade de Ciências e Tecnologia da Universidade Nova de Lisboa [Partner 15] i.palma@campus.fct.unl.pt

MARLISCO is a FP7 project funded by the European Commission.

The views and opinions expressed in this publication are the sole responsibility of the authors and do not necessarily reflect the views of the European Commission.

CAPACITIES

European Commission

Submitted by	Isabel Palma Fundação da Faculdade de Ciências e Tecnologia da Universidade Nova de Lisboa [Partner 15]

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

back to overview

MARLISCO is a FP7 project funded by the European Commission.

The views and opinions expressed in this publication are the sole responsibility of the authors and do not necessarily reflect the views of the European Commission.