CRAI supermarkets created the ‘Eco-Point’ initiative in 2005, offering bulk products with minimal packaging for dry food. Eco-Point combines innovation, environmental sensitivity and cost savings through bulk purchasing.

**Context**
Eco-Point is a project born from the collaboration of CRAI supermarkets and Planet Life Economy Foundation, a non-profit organization committed to eco-friendly attitudes in the business world. Through Eco-Points, which can be found in certain sections of their supermarkets, CRAI proposes a new way of shopping, responding to a growing public interest in environmental issues. Eco-Points offer everyday products, such as pasta, rice, cereals, legumes, nuts, coffee, spices and sweets, in a bulk format through direct dispensers.

**Objective**
With the Eco-Point system, CRAI intends to reduce packaging waste while at the same time offering low cost products. The benefits of the system include:
- buying only the amount necessary
- savings for the consumer between 10% and 70% compared to the price of packaged products
- significantly lower packaging waste

**Means**
Dry foods are available from direct dispensers in the Eco-Point sections. In certain stores, dishwashing and laundry detergents and pet food can be purchased in the same way. Special biodegradable bags are available for dry food, as well as reusable containers for liquid detergents.

**Results**
The 30 Eco-Points in Italy and Switzerland prevent the use of an estimated million packages per year. In the village of Oulx for example, 2,700 kg of product has been sold in bulk, saving around 12,300 packages since the opening of an Eco-Point in 2005.

**No packaging - you only pay for the product**

**Further Information**
Eco Point: [www.crai-supermercati.it/etica_e_ambiente/ecopoint.asp](http://www.crai-supermercati.it/etica_e_ambiente/ecopoint.asp)
Planet Life Economy Foundation: [www.plef.org](http://www.plef.org)