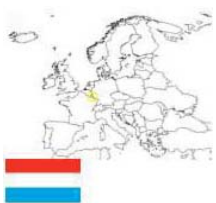


## Reusable Shopping Bag “Eco-Sac”

	Country	Grand-Duchy of Luxembourg
	Type of prevention measure	Sustainable replacement of disposable shopping bags
	Geographical level of implementation	Nationwide
	Year of implementation	2004
	Target group	Consumers
	Type of concerned waste	MSW, packaging waste

### Background

The “Eco-Sac project” has been launched by a public private partnership (PPP) between

- the Luxembourgish Ministry of Sustainability and Infrastructures,
- the Luxembourgish Confederation of Commerce (CLC), and
- VALORLUX a.s.b.l., non-profit association and licensee of the ‘Green Dot Luxembourg’,

as part of the National Waste Prevention Plan. The tripartite cooperation was based on the joint signature of a 5 year projected agreement. The thoroughly planned project has been strategically conceived on long terms.

### Objective

The goal of the project has been consisting in sustainably

- replacing disposable shopping bags, and thus
- contributing to the conservation of resources and
- reducing the emissions of greenhouse gases by
- sensitising the population to environmental issues and networked ecological thinking.

### Evolution and features

In the course of its introduction in January 2004, the Eco-Sac was distributed along with the participating retailer’s proper free disposable shopping bags. In 2007, the distribution of the latter was totally stopped, whereas in 2008 a smaller version of the Eco-Sac has been introduced. In the same year, the PPP was extended to another 5 years.

3 different kinds of shopping bags have been part of the “Eco-Sac project”:

- a big ECO-Sac (PP; 34 litres capacity);
- a small ECO-Sac (PP; 17 litres capacity);
- a small, so called “emergency bag” (HDPE).

The latter, containing at least 40% recycled material, was conceived to stepwise support the transition from disposable to reusable shopping bags.

The big and the small Eco-Sac is sold for 0,70€ and 0,50€, respectively; the price for the “emergency bag”, becoming more and more insignificant as anticipated, is 0,03€. Damaged ECO-Sacs get replaced free of charge and subsequently recycled.

The durable, highly robust Eco-Sac, at the same time being stylish and freshly designed, is suited for meeting almost all shopping situations of daily life.



### Results

In cooperation with 85 retailing companies, including the 5 major supermarket chains in Luxembourg, the “Eco-Sac project” has been nationwide experiencing a resounding success.

As permanent and periodical performance review, initiated and monitored by the tripartite partners, is of paramount importance to the project, it can be stated that the project’s objective could be achieved to the greatest possible extent.

Some data:

- Since the project’s start, some 300 millions of disposable shopping bags could get prevented;
- Due to the Eco-Sac, the emissions of CO<sub>2</sub>-eq, linked to the production of disposable shopping bags, are annually reduced by 1,000 tons;
- High degree of popularity: As a result of goal-oriented public relation campaigns and according to the conducted consumer survey’s, the Eco-Sac has been successfully established as kind of “national brand” (with a degree of brand awareness beyond 90%).

### For further information

[www.emwelt.lu](http://www.emwelt.lu)  
[www.valorlux.lu](http://www.valorlux.lu)  
[www.clc.lu](http://www.clc.lu)