

EWWR 2023: PACKAGING BAG SWAP STATION - REUSE ME!

GERMAN INITIATIVE TO PREVENT PACKAGING WASTE



Where?

Several districts in **Frankfurt (Germany)**

Who?



Promoted by:



The association **Lust auf Besser leben** launched the campaign in **2017**, together with the trade association of the Bornheim district and store owners

Key Facts



Development and installation of **bag swap stations** that allow shoppers to **place used shopping bags** so that they are **available for use** by other shoppers.



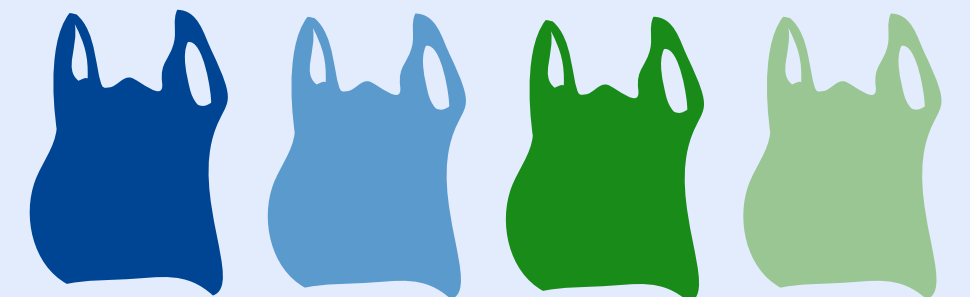
Trying to avoid waste in all areas of life, each station provides much more **information on sustainable and resource-saving living** in line with the idea of "zero waste".



The stations are continuously advertised through **social media campaigns** and **press coverage**, also raising awareness among neighboring districts.

How does it work?

- ✓ **Fold the bag** and place it behind the rubber supports. Ready!
- ✓ **All bags are welcome:** paper bags*, plastic bags, cloth bags, gym bags, ...
- ✓ **Clean or wash** - pass on what you would like to use yourself!



*** Did you know?** Disposable paper bags are not a better alternative to plastic bags, as their production involves a very high consumption of resources (Source: www.nabu.de and [German Federal Ministry for the Environment](http://www.umweltbundesamt.de)).



Advantages for station owners

- Free eye-catcher for the store.
- Promotion of the sustainable idea.
- Contribution to the cleanliness and sustainability of the city.
- One sponsor per district will support the maintenance work.
- Contribution to raise awareness on waste prevention.
- Space for additional advertising information.

Find out more on the campaign website: <https://www.lustaufbesserleben.de/taschen-tausch-station-reuse-me/>



Supported by
RÉPUBLIQUE FRANÇAISE
Ministère de l'Écologie

