

Initiatives
to zero waste
in the Balearic
Islands

Circular ideas, round results

Rezero



“
Our
customers
are happy
to reduce
waste
”

Mallorca
Small Business
Local production
Bulk sale



Trafal. Espacio Bio

Only a year ago this plastic-free and bulk store was opened in Manacor. A family initiative, led by Soledad and Rachel, who wanted to remedy the excess of plastic and packaging in their daily shopping. Today we can say they have succeeded. They have a loyal clientele that spreads the word of mouth and more followers each day.

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Soledad Bustamente
Rachel Suaste
Founders

1. What values do you start from?

The plastic issue was the trigger. In Mallorca if you don't have a well, you buy water constantly, bottles and carafes. When my brother came from Argentina he was struck by this exaggerated consumption of plastic. We started researching on how to remove plastic. We knew some consumer groups in Barcelona, who bought on large amounts and thus eliminated packaging. We found a detergent company and from there we searched for all kinds of products to set up the in bulk store.

2. What actions have you taken to achieve these values?

We sell drugstore and food products in bulk and have also incorporated plastic-free hygiene products, all in glass. We also use our facilities to carry out workshops and other activities on cooking, recycling and feminine hygiene. This is what goes into Bio Space. The activities help bring people closer to the store.

There are many products but sometimes it is difficult to obtain them and bring them to the island. Regarding fresh products we only have local production, the remainder we have to bring it from outside.

3. What does it mean to apply these actions, what is the return?

People are very happy and grateful despite the involvement it implies, carrying your packaging, weighing it But those who start doing it come back. We have never paid for advertising; word of mouth works very well. Our customers are delighted to see that they do not generate as much plastic waste. We are the only ones in Manacor and surroundings, so even people who live 30-40 km come here just to buy. We have very loyal customers. All these people were looking for this but could not find it. They understand the price of the product, they know they are biodegradable and they pay for it.

4. How do you imagine the future?

I would like to expand because people are always asking for more products. We sell especially to residents. We are very happy to have made this bet.

Fundació prevenció
residus i consum

Rezero

Rezero is a non-profit foundation that yearns for a society that values the resources provided by natural systems and integrates all materials into cyclical processes, without toxic materials, or products that are left unused. This campaign aims to make visible the Balearic initiatives and companies that carry out inspiring actions and references in the prevention of waste and responsible consumption, be it from ecodesign, local and ecological production, repair, reuse, recycling, management prevention of waste or any other activity that allows progress towards a circular economic model based on zero waste.

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