

SUSTAINABLE TOP 100 DESTINATION SUCCESS STORY

Puerto Natales – Chile

Municipal ordinance about removal plastic bags in Natales.

Natales is a destination recognized worldwide for its natural beauty, National Parks, Natural Monuments and reserves that preserve scenarios of high biodiversity, flora and fauna; so this city has an important tourist vocation that must be developed in conjunction with actions that promote the care and protection of the environment. Due to the need to maintain and preserve an orderly and pollution-free city at the level of soil, air and water; where the characteristic strong winds of the region favor the dispersion of waste, especially plastic bags in the coastal edge, sea, forests and steppes, is that on January 3, 2014 in the municipality of Natales, Magallanes, is published the "Ordinance on the use of plastic bags in Puerto Natales" which became effective on February 1, 2014; what is an important tool in the search for the sustainable development of this city, thus increasing the quality of life of its residents. Natales becomes the first city in Chile to execute an ordinance eliminating the delivery of plastic bags throughout the commerce, including supermarkets and pharmacies.

The dissemination campaign was very well received by the community, since it sought to improve the quality of the inhabitants taking care of our scenarios and natural heritage; eliminating one of the products that generates more volume of pollution and damage, without considering the indiscriminate use of it. Along with this campaign, the community was invited to start using reusable bags, which remain to this day. This campaign began with a period of education to the local community on the subject, raising awareness among those outside the issue of the importance of minimizing the environmental impact by changing bags. Added to this, reusable bags were given to the community by the Municipality where private actors were invited to collaborate with the delivery of bags. On August 3 of the year 2018, Chilean National Law n° 21.100 was published, which "Prohibits the delivery of plastic bags of commerce throughout the national territory", which aims to protect the environment by prohibiting plastic bags of commerce; which reaffirms that the path which we started 5 years ago is the right one.

Contact: Felipe Vera|Ilustre Municipalidad de Natales| www.muninatales.cl/turismo/