



A Path Toward Reducing Single-Use Plastic Bag Waste

2023 IMPACT REPORT
CONSORTIUM TO REINVENT
THE RETAIL BAG



phone ✓
keys ✓
wallet ✓
bag ✓



when you shop,
bring your bag

collective effort



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A Letter from Kate Daly

In the bustling aisles of stores, from retail outlets to grocery chains and corner pharmacies, there is one item that invariably occupies a central role—the bag. It seems like a simple decision for consumers, but the reality is far more complex. For those seeking to make conscientious choices, the wealth of confusing language and conflicting information can be overwhelming. In this moment, more questions arise than straightforward answers. “Should I opt for paper or plastic?” “Isn’t a tote bag the most sustainable choice?” “Doesn’t everything ultimately get recycled anyway?”

It’s no wonder that consumers find themselves perplexed amidst the array of available options. Some bags may be more environmentally friendly to produce but pose significant challenges when it comes to disposal. The truth is, there is no single solution among the bag choices currently available. Today, it is estimated that 100 billion plastic bags are used annually in the U.S. and fewer than 10% are recycled. Addressing the colossal and intricate challenge of single-use plastic bags demands experimentation, innovation, and a commitment to constant improvement. It necessitates systems level change. This is precisely where the Consortium to Reinvent the Retail Bag flourishes—fostering collaborative partnerships and pioneering insights to confront the most daunting material challenges and accelerate the transition to a circular economy.

We launched the Consortium to Reinvent the Retail Bag in July 2020, knowing that partnerships would be required to enact systemic change. The Consortium’s Beyond the Bag Initiative exemplifies a collaborative approach that thinks outside the box, seeking solutions that align the interests of people, the planet and business.

Three years into the Consortium, this report serves to illuminate the remarkable milestones and impact made through our collective work. From sourcing hundreds of innovative alternatives to the single-use plastic bag from around the world, to launching the largest reusable bag tests in the U.S. market to date, we have gathered critical insights in understanding the cultural shift required to move away from our single-use culture.

For example, we learned that most consumers are reluctant to decline bags when offered by a cashier and put on the spot, and that connecting bag reduction messaging to a broader social norm in signage can result in a **40% reduction in single-use bag consumption**. Most critically, we saw the power of collective action manifest successfully in our Bring Your Own Bag campaign in Denver, Colorado and Tucson, Arizona that convened more than 160 retailers, from mom-and-pop shops to large brands. This campaign reached more than two million consumers and showed that collective nudging, operational changes and messaging to consumers to bring their own bag could result in **over five million fewer bags used per year** in these two regions.

In this report, we highlight our learnings—from year one to three—walking through our iterative process of identifying possible solutions, testing them in-market, and learning from these tests with the ultimate goal of broader implementation to reach scale.

Beyond the Bag propels us towards a future where retail is more circular, reducing single-use plastic bag waste through education, incentives, innovation, nudges and policy. It

promotes the widespread adoption of reusable bag solutions and explores renewable material substitutions when reusable bags are not feasible, and the necessary recycling or composting infrastructure is in place to collect substitutions.

Looking to the future, Beyond the Bag envisions a world where reusable bag solutions are scaled to meet the needs of consumers across diverse channels, including emerging growth areas like buy online pick up in store. Recognizing the evolving landscape of retail and the increasing popularity of online shopping, Beyond the Bag aims to ensure that sustainable bag options are seamlessly integrated into these new avenues of consumer interaction. By collaborating with retailers and innovators, Beyond the Bag is actively exploring innovative strategies to provide convenient and environmentally conscious bag solutions precisely when and where they are needed. This forward-looking approach will not only reduce the reliance on single-use bags but also empower consumers to make sustainable choices at every stage of their shopping experience.

We extend our heartfelt gratitude to our partners for their continued collaboration in building a sustainable, circular, prosperous and equitable future. Together, we can create a world where every bag carries not just our purchases but also our aspirations for a waste-free future.



Kate Daly
Managing Director
Center for the Circular Economy
Closed Loop Partners

The Consortium to Reinvent the Retail Bag

The Consortium to Reinvent the Retail Bag is a pre-competitive collaboration amongst retail brands that aims to identify, test and implement innovative new design solutions that serve the function of today's single-use plastic retail bag.

Closed Loop Partners' Center for the Circular Economy launched the Consortium's Beyond the Bag Initiative in 2020 with Founding Partners CVS Health, Target and Walmart and it has grown to a partnership with more than a dozen retailers, alongside Environmental Advisory Partners Conservation International and Ocean Conservancy.



The Single-Use Plastic Bag Predicament

Transitioning from a linear take-make-waste economic system to a circular economy, where materials are shared and reused requires addressing the excessive use of single-use plastic bags, particularly in the U.S., where an estimated 100 billion plastic bags are used annually, with less than 10 percent being recycled.¹

While the convenience of the single-use plastic retail bag can't be disputed, the negative impact — considering its short use (12 minutes², on average) and long estimated lifespan — have led to rising consumer concern, advocacy campaigns and regulatory bans and fees. This is a challenge that is top-of-mind for communities and consumers who are concerned about the impact of single-use plastics on our environment and for brands who are seeking more sustainable solutions. Current alternatives can be costly and inconvenient, often trading one environmental issue for another.

The retail bag needs reinventing.



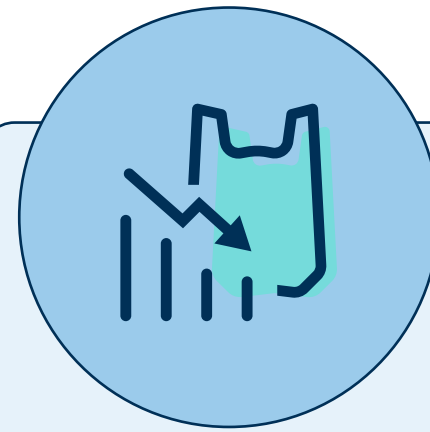
Uniting for Change: Leveraging Collective Action to Address a Complex Challenge

OUR GOAL

A WORLD WITHOUT SINGLE-USE PLASTIC BAG WASTE

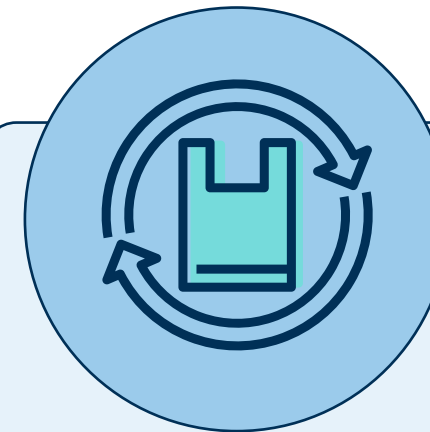
At its core, the Beyond the Bag Initiative strives to address the challenge of single-use plastic bags through collaboration. Unified and driven by the vision for a world without single-use bag waste, the Consortium brings together 16 retailers, representing 70,000+ stores and 7 different retail sectors, equating to a huge opportunity for impact. Our retail partners recognize the urgent need for transformational change and that to move the needle quickly requires true collaboration.

OUR APPROACH



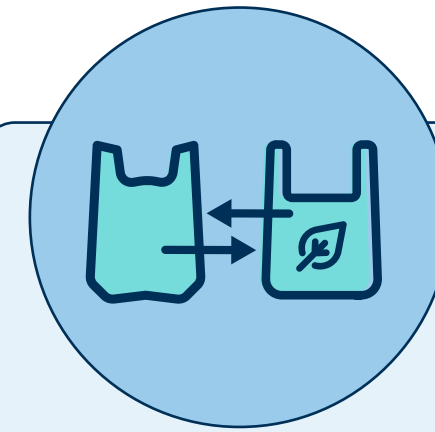
Drive reduction

of the total number of single-use plastic bags used through education, incentives, operational changes, nudges and policy



Advance reuse

of existing reusable bags that you have at home or offering customers the option to “borrow” one as part of a reusable bag service



Switch where appropriate

to recoverable single-use bags made of renewable materials when reusable bags aren't an option

We Can Get Further Together: A Broader Ecosystem to Extend Our Impact

The Beyond the Bag Initiative not only brings together major retailers, but critically engages with stakeholders across the entire bag value chain, including suppliers, NGOs, materials recovery facilities, municipalities, advocacy groups and others to support this collaborative approach designed to prioritize and promote viable market solutions that can scale, and bring value to retailers, customers and end markets. The Consortium’s unique approach galvanizes stakeholders, enabling us to share insights and knowledge to accelerate the commercialization of the systems and solutions necessary to address the global waste challenge.

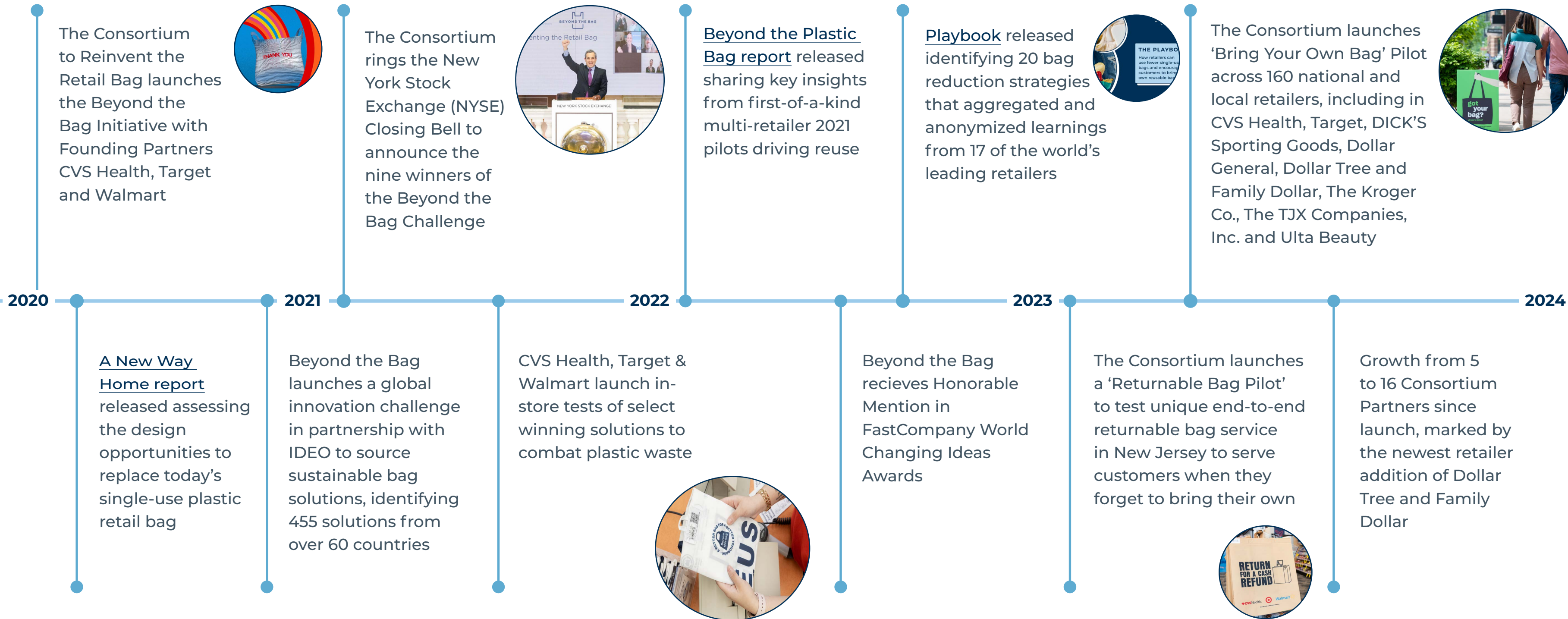
WHO WE’VE WORKED WITH

Select highlights



Key Milestones on Our Collective Journey

Over the last three years, the Consortium has evaluated hundreds of innovations, tested multiple solutions in market, and surveyed thousands of consumers and retail staff, iteratively testing solutions and upending perceived truths that could have resulted in unintended consequences. Together, the Consortium is gathering insights and best practices in market, while advancing near-term impact opportunities and setting the stage for longer-term systems change.



A Snapshot of Our Impact to Date

16

RETAILERS
REPRESENTING OVER
73,000 STORES
NATIONALLY

230+

STORIES AND FEATURES
OF THE CONSORTIUM'S
WORK IN NEWS OUTLETS

5.8 million

FEWER BAGS USED PER YEAR, PROJECTION BASED
ON THE RESULTS OF THE CONSORTIUM'S SINGLE-
USE PLASTIC BAG REDUCTION PILOT IN TUCSON AND
DENVER THAT INCLUDED 160+ RETAILERS

2.1 million+

CONSUMERS REACHED ACROSS TUCSON
AND DENVER MARKETS



450+

sustainable bag solutions sourced by the
Beyond the Bag Challenge

4

in-market multi-
retailer reusable
bag service
solutions tested



**“It’s amazing to see fierce
competitors working together.”**

*2023 pilot participant customer quote

~10k

customers engaged across the U.S. to gather
grassroots insights and support data-driven decision
making

**3 CONSORTIUM PARTNER
RETAILERS** collecting data across
11 COMMUNITIES to measure
impact and effectiveness of New
Jersey Bag Ban policy to inform best
practices

~76%

of customers report bringing
their bags more often since the
implementation of the New Jersey
plastic bag ban

“We’re proud to partner with Closed Loop Partners and other leading retailers to take on a challenge facing the entire industry. We welcome others to join us in this collective effort as we aim to design a better solution.”

-Amanda Nusz, SVP of Corporate Responsibility, Target

“This collaboration with Target, Walmart and other like-minded retailers and innovators allows for collective reach that can be truly impactful.”

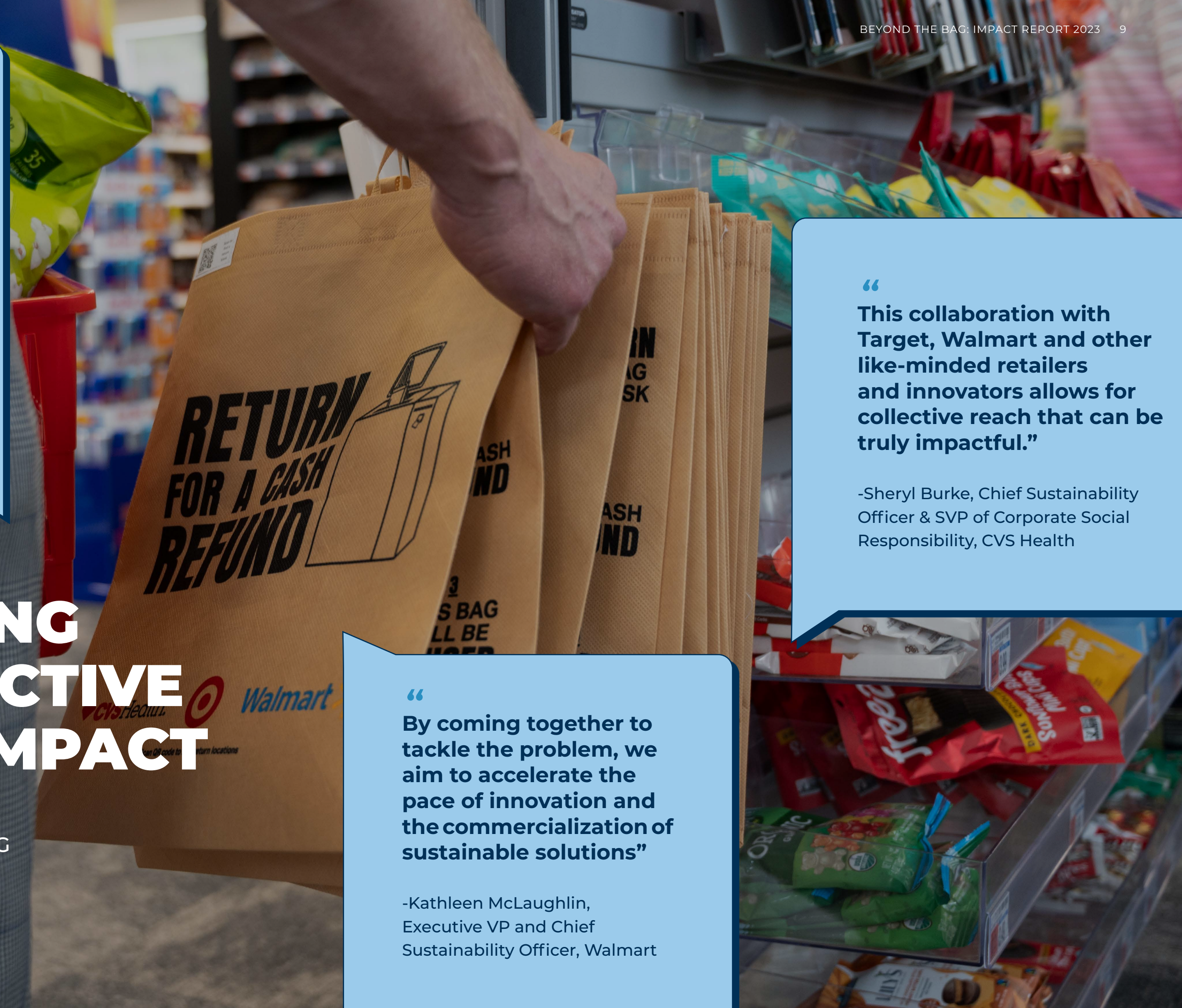
-Sheryl Burke, Chief Sustainability Officer & SVP of Corporate Social Responsibility, CVS Health

CELEBRATING OUR COLLECTIVE ACTION & IMPACT

HIGHLIGHTS FROM OUR WORK
ACTIVATING, TESTING, MEASURING
AND CATALYZING CHANGE

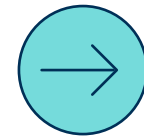
“By coming together to tackle the problem, we aim to accelerate the pace of innovation and the commercialization of sustainable solutions”

-Kathleen McLaughlin,
Executive VP and Chief
Sustainability Officer, Walmart



What Do Customers Think? Beyond Paper Vs. Plastic

To truly address the challenge of single-use plastic bag waste, first we need to know customers and how, why and when they use the bag today. How does it meet their needs? How doesn't it? **The consumer is at the heart of our work.**



We unlocked essential customer insights that shape how retail bags must evolve to meet customer and operational needs

What We Learned

When do consumers *most* need a solution to get goods home?

43% say for purchasing groceries for the household

When do consumers *least* need a solution to get goods home?

29% say to pick up prescription or medications

25% say when purchasing 1-3 items on a quick shopping trip

15% say when purchasing large items

WHAT CONSUMERS DON'T WANT TO SAY OUT LOUD

“ I am scared to ask for no bag when checking out”

“ I’m a plastic bag hoarder (and I’m due for a purge)”

“ I deserve this nice bag”

“ I have enough totes to carry a lifetime of shopping”

DOUBLE BAGGING

“They hand me the Rx paper bag and try to put it in a plastic bag. I say no because the paper bag clearly shows I paid.”

–RHONDA, 50

CASHIER AUTOPILOT

“I said no bag [when checking out at the retailer] but they did it anyway.”

–SARA, 23

NO BAG, THANKS

“I just carry those small items out.”

–CYNDA, 53

ON DISPLAY

“It’s a colorful tote [given at retailer] that looks great on my doorknob.”

–SARA, 23

LIKE BEING ASKED

“[At retailer] they ask if you need a bag. I like that.”

–SHEVAUN, 39

WEAK IS WASTEFUL

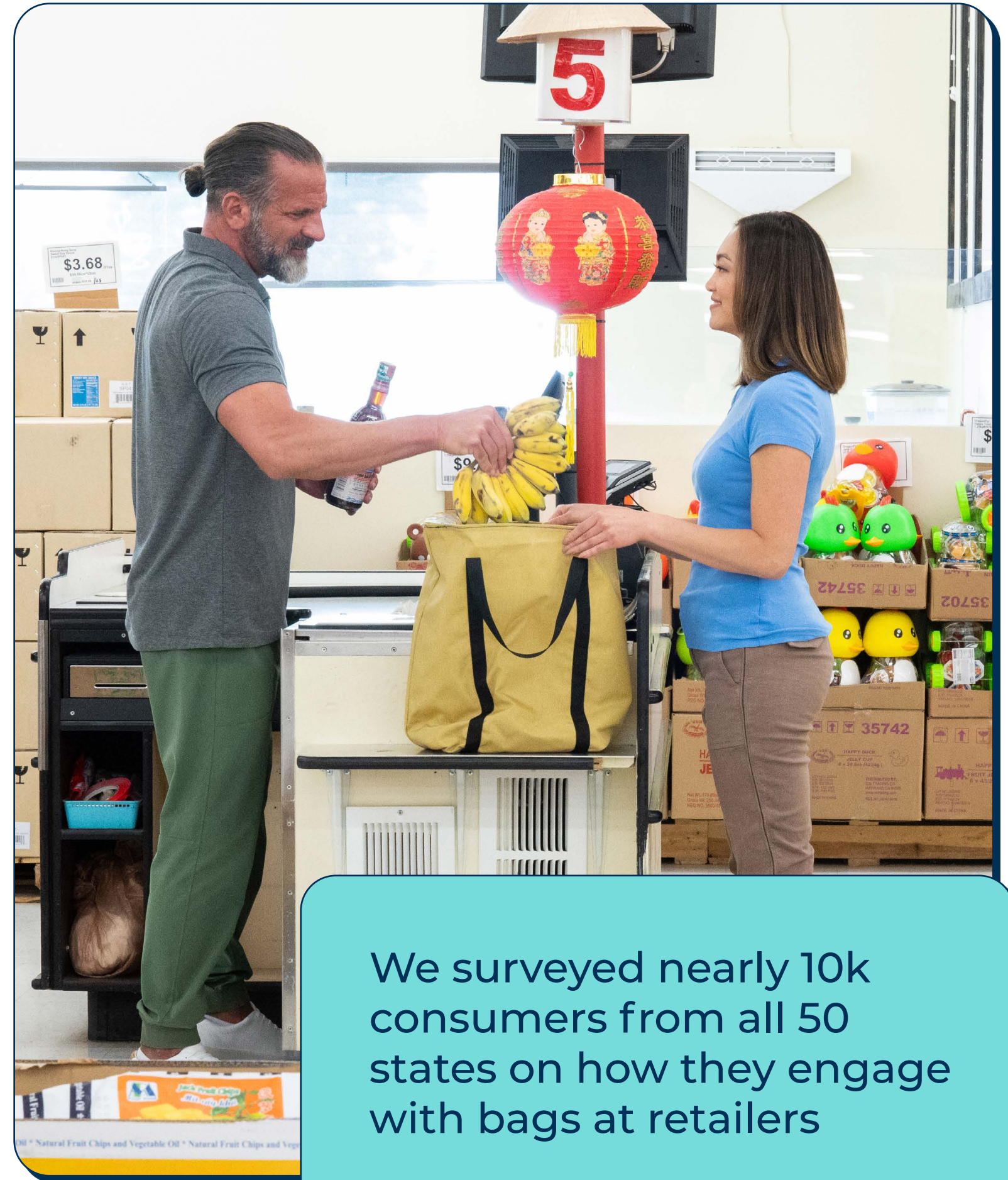
“Stronger bags hold more stuff and reduce waste [because I use fewer bags].”

–SHEVAUN, 39

LEAKS ARE THE WORSE

“In a paper bag, leaking is a problem. Noodles falling on the street, it’s the worst.”

–GIA, 27



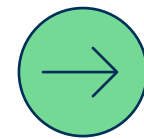
We surveyed nearly 10k consumers from all 50 states on how they engage with bags at retailers

What Strategies Exist for Retailers to Reduce the Number of Single-Use Plastic Bags In-Store?

17 of the world's leading retailers contributed their learnings to the Playbook, an open-source resource to inspire retailers to reduce single-use bags in store.



Click here to view the full suite of bag reduction strategies from the Consortium's Playbook



We identified over 20 tried and tested strategies to reduce the number of bags needed by retailers

What We Learned

There are four types of bag reduction solutions retailers can implement today to drive positive impact and cost savings



COMMUNICATIONS

- Self check-out messaging
- Informative signage
- Mobile reminders
- Media amplification



CUSTOMER INCENTIVES

- Bring your own bag incentives
 - Financial
 - Loyalty rewards
 - Charitable donation
 - Raffle entry
- Single-use bag fees:
 - Corporate
 - Legislative



EMPLOYEE TRAINING

- Ask if customers need a bag
- Efficient order fulfillment
- Better bagging tips
 - Fill bags to the top
 - Do not double bag
 - List no-bag items
 - Bag only on request
 - Thank customers who bring their own bags



REUSABLE BAG & FIXTURE DESIGN

- Compelling placement
- User-friendly merchandising and check-out design
- Diverse set of reusable bags to meet varying customer needs
 - Size
 - Design
 - Form
 - Price

Spotlight on two retailers that successfully reduced plastic bag waste and generated savings in-stores

1) COMMUNICATIONS STRATEGY

Connecting language to a broader social norm in signage can result in 40% less single-use bag consumption

A retailer tested different language on signage in-store to see what best influenced customer behavior to bring reusable bags. Below are the findings from the tests, showing that the combination of language in Sign C was most effective. This language was found to reduce single-use bag consumption by 40%.³

SIGN A

GOOD ★★

Shoppers in this store believe that reusing shopping bags is a worthwhile way to help the environment.

Please continue to reuse your bags.

States local beliefs and norms on bag behaviors

SIGN B

BETTER ★★★

We thank you for helping the environment by continuing to reuse your bags.

Thanks customer for bag behaviors

SIGN C

BEST ★★★★

Shoppers in this store believe that reusing shopping bags is a worthwhile way to help the environment.

We thank you for helping the environment by continuing to reuse your bags.

Combines messaging from sign A and sign B

2) EMPLOYEE TRAINING STRATEGY

Batching orders sustainably can result in savings of \$200k on single-use bag spend

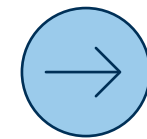
A national mass retailer restructured their in-store picking logic to prioritize bag reduction in order fulfillment by revising the picking algorithm to more effectively batch orders. Instead of other perishable grocery items, retail employees were asked to pick dry grocery items with general merchandise. With no impact on the 90-minute internal picking window or the two-minute order delivery window for curbside pickup, the new picking logic saved \$1.8M in payroll costs and \$200k in single-use bag spend.

³ Judith I.M. de Groot, Woke Abrahamsen and Kayleigh Jones, Persuasive Normative Messages: The Influence of Injunctive and Personal, Norms on Using Free Plastic Bags, Apr. 2013

What's the Impact of Collective Action?

The Consortium aimed to drive a cultural shift, supporting customers to build the habit of bringing their bag or to opt to go without one, by implementing nudges and communications strategies together across hundreds of retail stores. This year, the following strategies were simultaneously tested in, near and outside of different types of stores across two different cities, Tucson, AZ and Denver, CO:

- **Signs:** Testing sign designs, language and placement in and out of store to encourage customers to bring their own bag
- **Prompt:** Asking customers, "do you need a bag?" at checkout
- **Media amplification:** Leveraging out-of-store communication tactics to prepare customers to bring their own bag



We eliminated millions of bags across diverse markets through collective testing in national retail stores and mom-and-pop shops

160 retailers

participated, including Consortium Partners and beyond, from mom-and-pop shops to large brands, to reach even more local residents

375+ stores

participated across the tests

3000+ customers

interviewed in the markets to gauge reception

38,000+ observations

of customer behavior at checkout across the markets

What We Learned



5.8 million fewer bags used

per year, projection based on the results of the Consortium's single-use plastic bag reduction campaign in Tucson and Denver



2.1 million consumers reached

across the two markets

Images from across the Consortium's Bring Your Own Bag Campaign that engaged millions of consumers in Denver, CO and Tucson, AZ, nudging them to remember to bring their own reusable bags



From Scientists to Highschoolers: Who Are the Innovators Reinventing the Retail Bag?

450+ submissions

to the global Beyond the Bag Innovation Challenge to reinvent the retail bag from across **60 countries**

9 winners

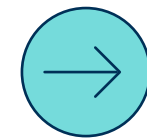
of the Beyond the Bag Innovation Challenge announced

5 criteria

to evaluate solutions, including sustainability, business and technical viability, accessibility, customer experience and alignment with reuse and recovery infrastructure



[Click here](#) to see the Consortium's landscape report on opportunities to redesign the single use plastic bag



We sourced hundreds of innovative alternative solutions to the single-use plastic bag

What We Learned

It was important to select an array of designs because we need a suite of solutions. There is no one answer. Consumers and businesses transport from an in-store purchase, from curbside pick-up, and via in-home delivery. They are based in cities and in suburbs. We need to think about each of these scenarios and the social, geographic, and economic context to ensure we are using solutions best suited to each.

The Nine Winning Solutions

REUSABLE BAG SYSTEMS

High quality packaging that serves the purpose of today's single-use bag but remains in circulation for multiple uses within a user-friendly system.

- **ChicoBag:** Bags as a service.
- **GOATOTE:** Enabling access to clean, reusable bags through a kiosk system.
- **Returnity:** Systems-driven reusable packaging integration.

ENABLING TECHNOLOGY

Enabling technologies accelerate the uptake of smart, sustainable solutions, opening up new exchanges with customers and working towards a bagless future.

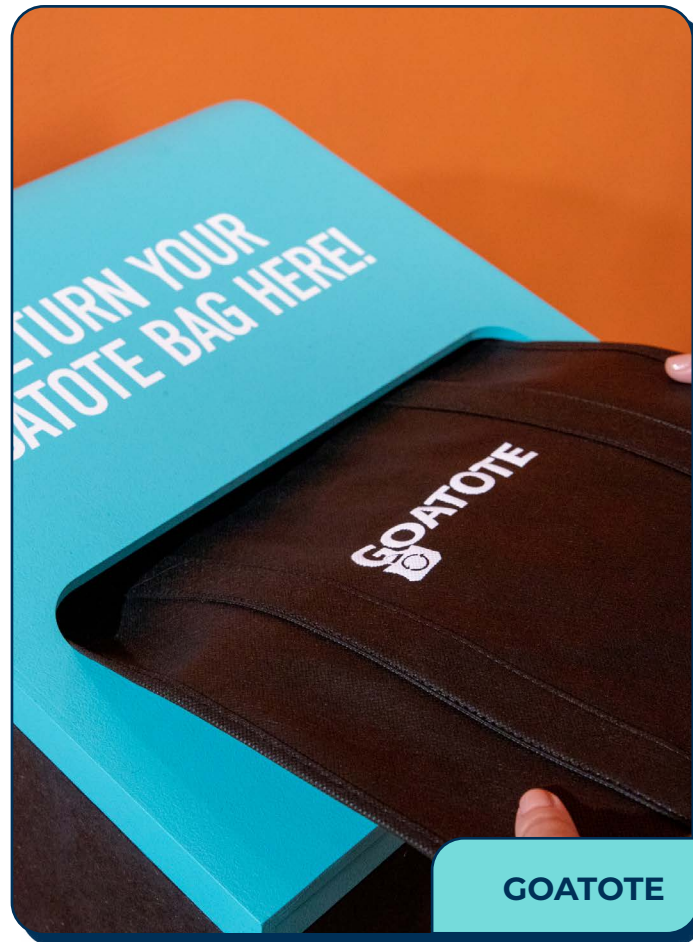
- **Eon:** Connected circular bag.
- **Fill it Forward:** Connecting consumers to the reusable bag they already own.
- **99Bridges:** IoT powered smart-tag/bag system, and beyond.

INNOVATIVE MATERIALS

Pioneering sustainable materials that replace single-use plastic bags and bring value to customers, retailers and the recovery system after-use

- **Domtar:** Strong, lightweight and stretchable – the better paper bag.
- **PlasticFri:** Compostable bag alternative made from agricultural waste.
- **Sway:** Regenerative retail bags made from seaweed.

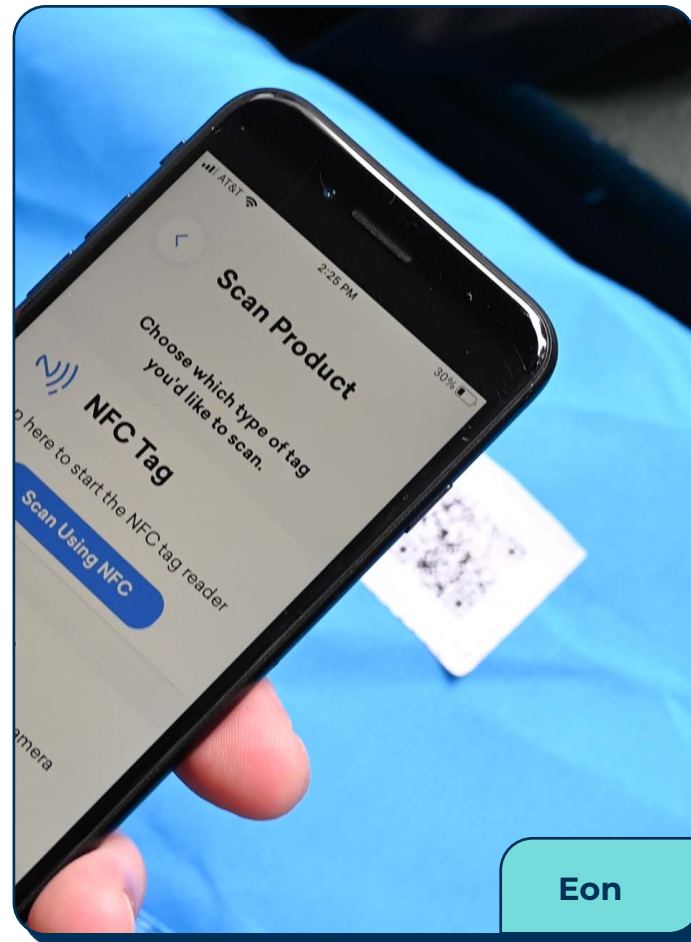
IN THE FIELD



GOATOTE



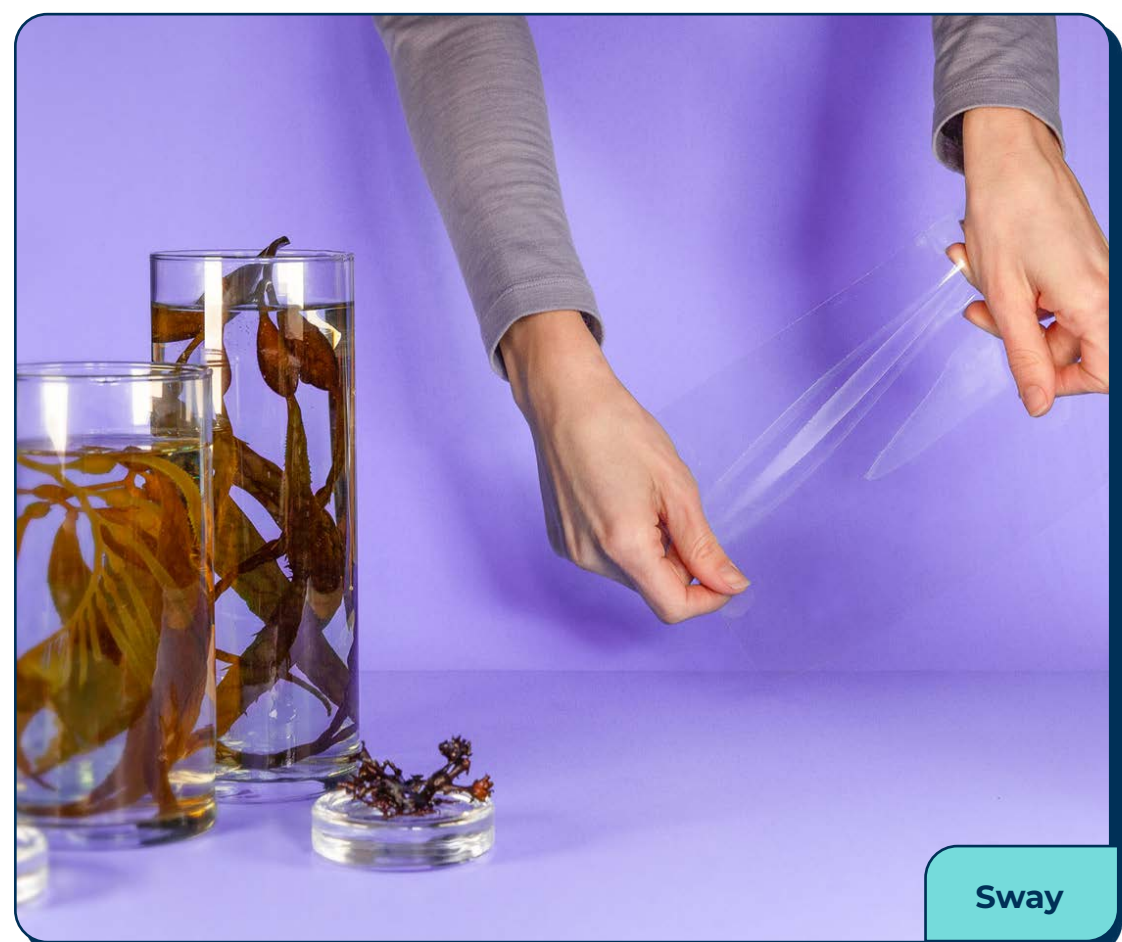
PlasticFri



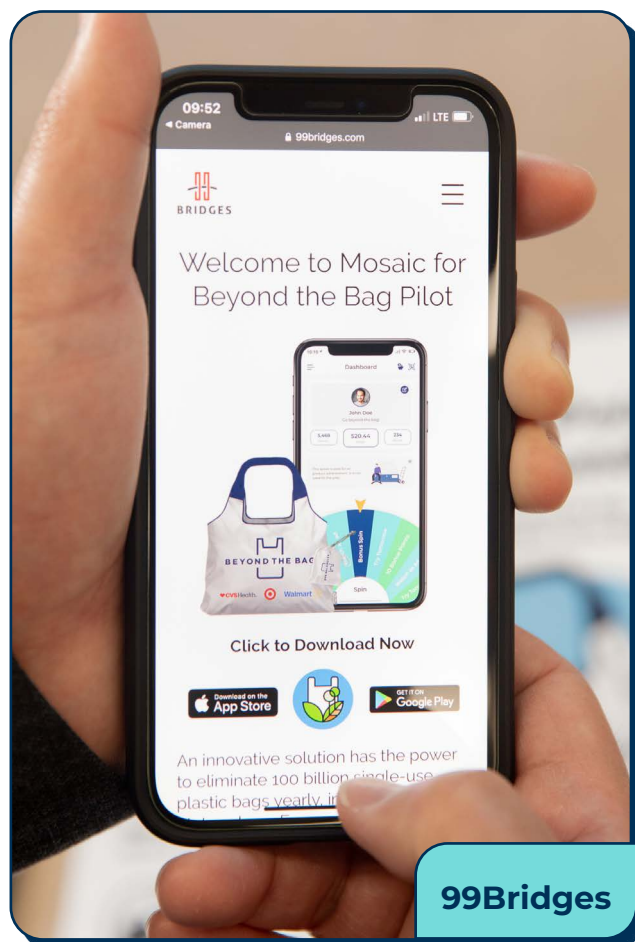
Eon



Returnity



Sway



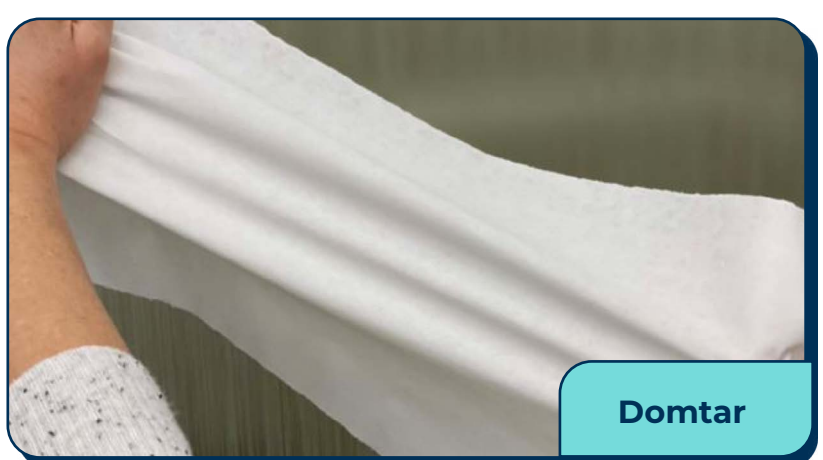
99Bridges



ChicoBag



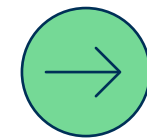
Fill it Forward



Domtar

Why Is Iterative Testing So Key to Driving Progress?

To avoid any unintended consequences of a large-scale, system-wide change, such as changing material sources or product delivery models, it is critical to thoroughly research, test and pilot products and services. Change doesn't happen overnight, that's why collaboration and partnership among startups and other critical stakeholders, like brands, recyclers, composters, among others, are important to consider early on. This ensures startups are better prepared for their go-to-market strategies and for integration into existing infrastructure.



We supported innovators and helped refine solutions for alternatives to the single-use plastic bag

Circular Accelerator

supported development of 9 innovators

6 innovators piloted in Founding Partners' stores —CVS Health, Target and Walmart

\$1M in prize money

distributed across 9 innovators

78 product tests

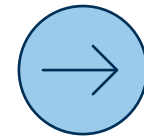
to help innovators improve performance, customer experience and align design with end-of-life recovery infrastructure

Innovation showcase connected startups with **20+ retailers, investors,** and other key stakeholders to help innovators grow momentum

Where Innovators Are Now

Below is a snapshot of just a few exciting developments from some of the innovators since being selected as winners.

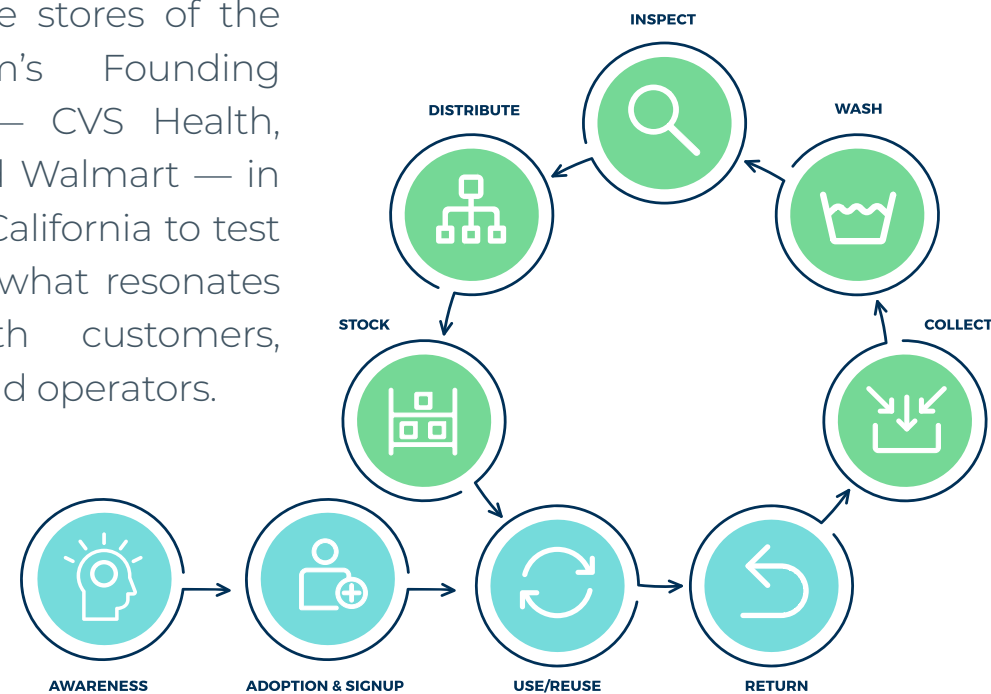
- **GOATOTE** expanded its solution to the Canadian market and continues testing in select Consortium Partner stores
- **Sway, Returnity and EON** raised \$11 million collectively
- **Returnity and GOATOTE** selected as finalists of The Reusies Awards in 2022
- **99Bridges and Returnity** partnered with the Consortium to provide operational services for an additional pilot in 2023, testing a new returnable bag system



We ran first-of-a-kind multi-retailer pilots with shared reusable bag systems across CVS Health, Target & Walmart stores

What's the Formula for Reuse to Succeed?

We've all had moments when we've forgotten our reusable bag or taken an unplanned shopping trip. In those moments, we need to meet customers where they are and offer the opportunity to "borrow" or rent reusable bags at a retailer's store. In 2021, Beyond the Bag Challenge winners ChicoBag, Fill it Forward, GOATOTE and 99Bridges piloted their reusable bag solutions and/or technologies across nine stores of the Consortium's Founding Partners — CVS Health, Target and Walmart — in Northern California to test and learn what resonates most with customers, retailers and operators.



What We Learned

ABOUT CUSTOMERS

- ▶ **Effective storytelling is foundational for building AWARENESS**
 - Punchy, colorful and impact-oriented messaging is essential to engage customers
- ▶ **Convenience is king when it comes to ADOPTION AND SIGN UP**
 - Reuse needs to be just as easy as the single-use option
- ▶ **Customers are looking for clear and easy reasons to help them REUSE**
 - There are two kinds of motivations—rewards and environmental impact
- ▶ **Accessible drop-off points and quick confirmation of RETURN help build trust in the reuse system**
 - Ease of returns is a key factor for customers as they consider reuse

ABOUT OPERATIONS

- ▶ **Partnering with the right stakeholders matters**
 - Partnerships across the value chain directly impact the sustainability of reuse
- ▶ **Impact must be measured at every stage**
 - Whether percentage of reusable bags recovered, water and energy usage and damage or loss rates, data must be gathered at every stage of the journey
- ▶ **Further scaling reuse systems will help catalyze efficiencies**
 - As reuse grows, so do opportunities for shared infrastructure and other collaborations that can help optimize and scale systems



[Click here](#) to see the Consortium's learnings from their multi-retailer reusable bag pilots

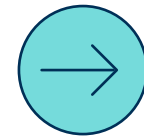


“ The biggest question we get from customers is where else can I use this?”

2021 PILOT PARTICIPANT QUOTE

How Can We Best Serve Customers in New Policy Environments?

Building on lessons learned from our 2021 in-store reusable bag pilots, in addition to lessons gathered from other reuse systems around the world, our goal was to test a reusable bag service to solve new challenges that arise when legislative or corporate policies remove single-use bags altogether from stores, helping create a waste-free world. New Jersey was selected for the Returnable Bag Pilots because of a state-wide policy that banned single-use bags in grocery stores. The Returnable Bag Pilot tested how a service could allow customers to get their goods home without selling them a bag that they don't need, while keeping existing bags in circulation.



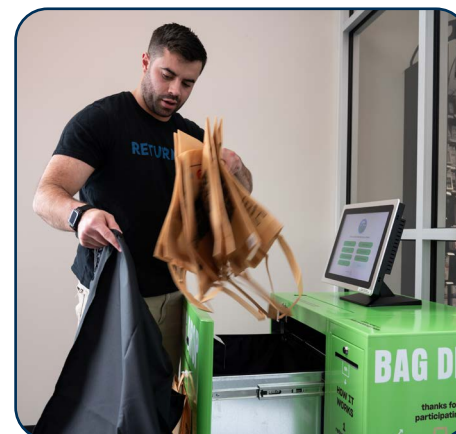
We designed and tested a unique end-to-end returnable bag service in New Jersey to serve customers when they forget to bring their own



Step 1
CUSTOMER BUYS A BAG AT CHECKOUT



Step 2
CUSTOMER RETURNS BAG AND GETS CASH BACK



Step 3
BAGS ARE CLEANED & RESTOCKED BY SERVICE OPERATOR

What We Learned

1 In New Jersey, customers have too many bags

“ I have 50 million bags.

2 Many customers don't mind accumulating bags

“ I will need these bags in the future.

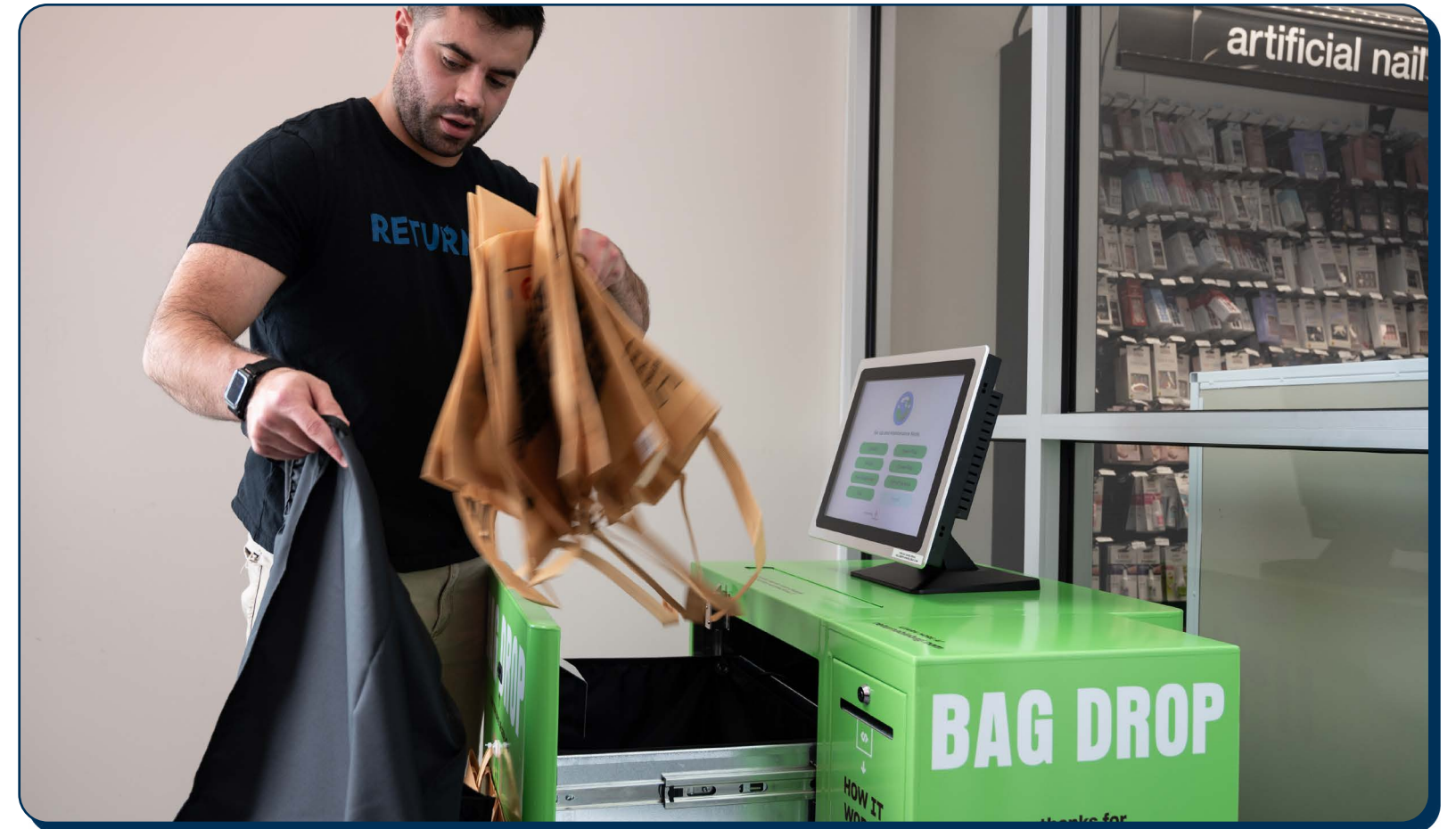
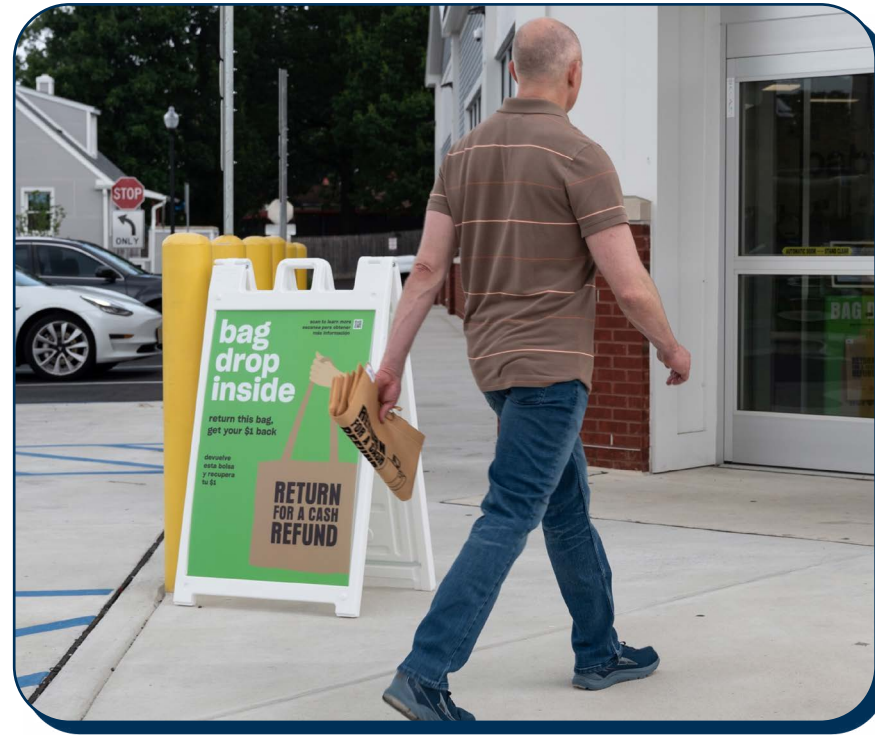
3 Customers want a solution for returning bags they've received from online shopping

“ I want to return these bags that I didn't buy.

4 If customers remembered their returnable bag, they preferred to reuse it then return it

“ I remembered to bring it back, so I reused it.

Images from across the Consortium's Returnable Bag Pilot that tested a unique end-to-end returnable bag service in New Jersey to serve customers when they forget to bring their own



How Do Consumers Respond to Different Bag Policies?

There is a fast-evolving policy landscape for reducing single-use bags across states, cities and municipalities, including the following:

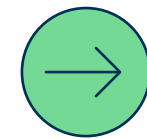
BANS

A ban policy prohibits retailers and consumers from using a specific bag type outright

CHARGES, FEES, OR TAXES

A charge, fee, or tax policy implements a financial disincentive, or a required cost, on the use of a specific bag type

These different policy types may exist as singular standalone policies, for example the implementation of a ban on single-use plastic bags or the implementation of a 5-cent fee on single-use-plastic bags. However, policies can also be layered together, for example a policy banning single-use plastic bags that also implements a 5-cent fee on single-use paper bag usage.

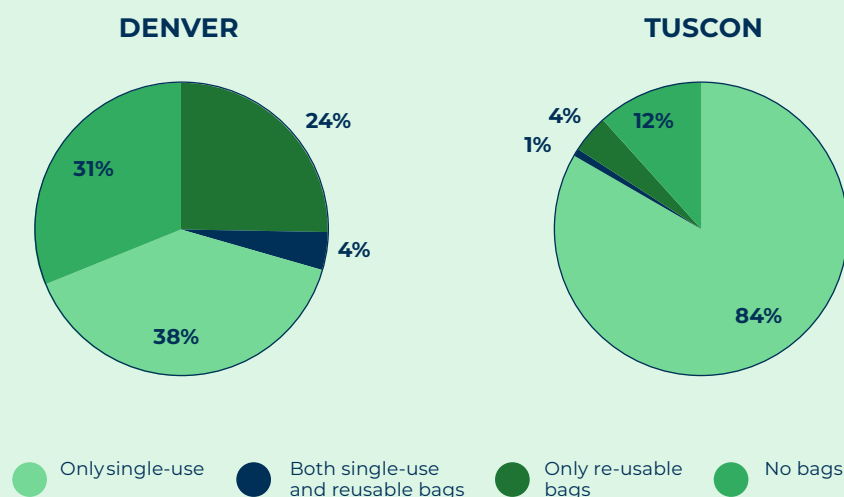


We collected unique data on the impact of policy on single-use plastic bag usage and identified best practices to share widely

What We Learned

Different policy environments meaningfully impact how likely a customer is to bring their own bag

We directly observed how consumers' relationships with bags differed across two markets – Denver, CO and Tucson, AZ. In Denver, if a customer forgets to bring their own bag, single-use bags are available for 10 cents per bag. At checkout, a customer is asked whether they need a bag before they are charged for one. Comparatively, Tucson has no bag fee policy in place, and therefore no prompts at checkout. Our research from observations of over 13,000 customers in stores across the two cities shows that the added friction from the bag fee policy results in increased rates of customers bringing a reusable bag.



Customers in New Jersey are mostly positive or neutral about the single-use plastic bag ban in their State

We surveyed 2500+ customers in NJ to assess the customer impact of the ban, implemented May 4, 2022.

AWARENESS: Despite 92% of NJ consumers reporting they were somewhat to very familiar with the new bag policy, only 34% of consumers fully understand the policy.

ATTITUDES: Sentiment towards the policy was relatively consistent over time, with ~70% of consumers saying they were neutral to happy about the ban.

BEHAVIOR: Grocery and superstores had the largest overall increases in customers bringing their own bag rates, with an increase of 10-15%.

SATURATION: The number of consumers who have accumulated more reusable bags than they need nearly doubled since the legislation came into effect.

LOOKING AHEAD

WITH THE PROGRESS MADE SO FAR FUELING US, AND THE CHALLENGES AHEAD CALLING US, OUR COLLECTIVE WORK CONTINUES.

“

Over the course of three transformative years, we've embarked on a journey of iterative testing and learning to advance a world without plastic bag waste. Today, armed with invaluable insights and experiences, we are ready to scale our vision. The potential impact is nothing short of extraordinary, as the collective strength of our consortium members, representing hundreds of thousands of stores, propels us towards a waste-free future.

- Kate Daly, Managing Director & Head of the Center for the Circular Economy at Closed Loop Partners



What's Next for the Consortium to Reinvent the Retail Bag?

Based on three years of experimenting, testing, and iterating in-market, the Consortium to Reinvent the Bag now has the unique data, tools and proven strategies to implement systems-level change through its collective efforts and channels.



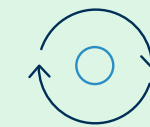
MOVING TO IMPLEMENTING AT SCALE



Drive a national scale culture shift toward reuse and customers bringing their own bag



Activate data-backed policy best practices to eliminate plastic bag waste



Solve for plastic bag waste in new and emerging channels through innovation



Advance recovery solutions for reusable bags and alternative materials



Join Us

If you're a retailer and interested in joining a community of committed and engaged retailers on the forefront of reinventing the retail bag, join us to shape a more circular future!

Get in touch with beyondthebag@closedlooppartners.com

ACKNOWLEDGEMENTS

The Impact Report is the result of the Consortium to Reinvent the Retail Bag's joint efforts to make an impact by working across the retail value chain to reduce single-use plastic bag waste. Thank you to all our Consortium members and each retailer that have contributed to our success to date. This resource is a testament to our collaboration.

Graphic Design & Imagery: Guyang Chen-Ware designed the graphics and report. Photos by Kelsey Floyd and Nicholas Pizzolato.



About the Center for the Circular Economy

The Center for the Circular Economy is the innovation arm of Closed Loop Partners, a leading circular economy-focused investment firm in the United States. The Center executes research and unites organizations to tackle complex material challenges and implement systemic change that advances the circular economy. The Center brings together designers, manufacturers, brands, recovery systems operators, trade organizations, municipalities, policymakers and NGOs to create, invest in and support scalable innovations that target systemic challenges.