

BEYOND THE BAG

'Break Up With Single-Use Bags' Campaign

Amplification Kit

Summer 2025



About

This document outlines key messages, communications and social media guidelines, and the media strategy for the launch of the Consortium to Reinvent the Retail Bag's 'Break Up With Single-Use Bags' campaign, managed by Closed Loop Partners' Center for the Circular Economy.

This campaign is the largest retail campaign in California to drive single-use bag waste reduction, bringing together national retailers and local mom-and-pop shops across Orange County, San Diego County and the Inland Empire. We invite you to join us in amplifying this important milestone across your networks, as we continue our collective work to build a more sustainable and circular future for retail.

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Welcome & Introduction



Welcome!

We are thrilled to partner with you in our work to reduce single-use bag waste.

The Consortium to Reinvent the Retail Bag, a multi-year collaboration across leading retailers to reinvent the retail bag and address single-use bag waste, is pleased to launch the ‘Break Up With Single-Use Bags’ campaign in Orange County, San Diego County and the Inland Empire, starting late July 2025.

Built on the Consortium’s work over the past five years—which has involved evaluating hundreds of innovations, testing multiple solutions, surveying thousands of customers and retail staff, and testing the largest “bring your own bag” pilot in 2023—this campaign **activates retailer collaboration to help customers break up with single-use and bring their own reusable bags or go without one altogether, whenever and wherever they shop.**

The in-market activation in California builds on proven tactics, with an expanded scope and extended timeline—**running for over a year to generate deeper insights into long-term behavior change and systems-level outcomes.**

Learnings from this campaign will also inform how we activate in a second market, starting in 2026. Building a more sustainable future for the retail industry will not happen overnight, but by collaborating and testing solutions to meet customer needs, the industry can create change and help reduce single-use waste.

Campaign Overview

- Where** Orange County, San Diego County (specifically coastal and inland San Diego), and the Inland Empire (specifically Riverside-San Bernardino-Ontario MSA)
- When** Starting July 28th, 2025 – ongoing.
- What** The ‘Break Up With Single-Use Bags’ campaign builds on proven customer engagement strategies, including in-store signage, checkout prompts, parking lot signage, and out-of-store marketing, all designed to reach shoppers at key decision points. Implemented across hundreds of stores, this collective effort activates retailer collaboration to scale impact and drive a broader cultural shift, where bringing reusable bags or skipping a bag altogether becomes the norm. All participating retailers will deploy the same set of strategies to ensure a consistent, recognizable experience for customers across locations.
- Who** All Strategic Leads of the Consortium to Reinvent the Retail Bag —**Target, CVS Health and Ralphs & Food 4 Less (The Kroger Co.)**— as well as Supporting Partner **Dollar Tree**. The Consortium is also engaging hundreds of other retailers beyond its partners, from mom-and-pop shops to large brands, to reach even more local customers. Additionally, dozens of local stakeholders and community leaders support the effort in their community and beyond. Please visit or refer others to www.closedlooppartners.com/beyond-the-bag/bub/ for more information.

Communication Dos and Don'ts

Do:

- Notify Center for the Circular Economy of **all** media requests related to Beyond the Bag and this specific campaign, so that we can support and provide additional guidance and resources as needed.
- **Share any communications material with Center for the Circular Economy for review** in advance of public release to ensure it aligns with collective initiative messaging, including press releases and social media.
- Use the #BeyondtheBag hashtag in social media posts and other online promotional channels.
 - *See page 13 for full suite of hashtags*
- Refer to the Initiative in full form: **Beyond the Bag Initiative**

Don't

- Refer to 'Break Up With Single-Use Bags' as a time-bound pilot - it is an ongoing campaign
- Imply forthcoming implementation of the solutions in-store or any specific next steps beyond the campaign



External Key Messages – 1 of 2

As we embark on this collective effort, we believe that transparency should guide all our communications. It is important to make clear that we are on this journey knowing that systems change will not happen overnight, and that all partners involved are willing to test, learn and iterate to achieve a more sustainable future for retail.

Below are a few key messages that we encourage you to share when speaking about your participation in Beyond the Bag's 'Break Up With Single-Use Bags' campaign:

1. Together, we aim to **help solve a massive global waste challenge**. An estimated 100 billion single-use bags are used every year in the U.S.—addressing this challenge requires collaboration across stakeholders including retailers, customers and cities.
2. There is **strength in numbers** when it comes to bag reduction and reuse. Impact is greater when many retailers work together to learn from one another and collaborate to reduce single-use bag waste, increase bag reuse and create systems-level change.
3. **Pairing policy with strong community engagement is crucial** for creating lasting, sustainable change. Ahead of the statewide ban on all plastic bags in California, this campaign supports businesses, communities and shoppers to reduce single-use bag waste, for good.

External Key Messages – 2 of 2

As we embark on this collective effort, we believe that transparency should guide all our communications. It is important to make clear that we are on this journey knowing that systems change will not happen overnight, and that all partners involved are willing to test, learn and iterate to achieve a more sustainable future for retail.

Below are a few key messages that we encourage you to share when speaking about your participation in Beyond the Bag's 'Break Up With Single-Use Bags' campaign:

4. We know that retailers play an important role in reducing single-use waste. **These are easy, near-term bag reduction solutions any retailer can implement** to encourage customers to transition away from single-use bags, skipping the bag altogether, or using the reusable bags many of us already have at home.
5. Through the 'Break Up With Single-Use Bags' campaign, we are working alongside other retailers to support more customers to bring their own bags more frequently, or skip the bag altogether, whenever and wherever they shop. **The campaign builds on proven tactics—such as consistent nudges and messaging throughout stores and the community**—that can positively influence customers at each point along their shopping journey.

Other Key Messages

- While reusable bags are one of the most adopted reusable products today, research from the Consortium to Reinvent the Retail Bag shows a lack of consistency in use. The 'Break Up With Single-Use Bags' campaign aims to support customers to **remember their bags more frequently and reimagine where they could bring their bags**, beyond just the grocery store.
- The 'Break Up With Single-Use Bags' campaign also reminds customers: **If you don't need a bag, skip it.** Whether grabbing one item at the grocery store, stopping by the pharmacy or picking something up at a convenience store, skipping a bag is an easy way to reduce waste. If you forget to bring your own bag and don't need one, just skip it!
- Collaboration is the focus of this campaign. Participation from many retailers—both national and local—and local stakeholders **creates more opportunities to consistently support customers** in building the habit of breaking up with single-use bags, across more types of stores.
- The 'Break Up With Single-Use Bags' campaign **invites any retailer with stores in the activating locations to participate** regardless of size, scope or the types of products sold—from grocery, superstores, convenience and pharmacy to sporting and home goods, beauty, apparel, electronics and more.

Copy & Creative Guidance



Interested in downloading signs and/or pre-designed social media posts?

Please visit: <https://www.closedlooppartners.com/beyond-the-bag/break-up-bag-campaign-downloads/>

Social Media Handles

Social Media Handles – please tag the campaign in all social media posts

Campaign Name	Instagram	Facebook
Break Up With Single-Use Bags	@bagbreakup	Break Up With Single-Use Bags

Consumer-facing content will be posted on these accounts 3x a week from late July to late October. We invite you to repost and share on your own channels!

Consortium to Reinvent the Retail Bag Handles – please tag Closed Loop Partners in all LinkedIn posts

Managing Partner	LinkedIn	Facebook
Closed Loop Partners	@Closed Loop Partners	N/A

Social Media Hashtags

Campaign-specific hashtags to include:

#BYObag, #SkipTheBag, #BringYourOwnBag, #BagBreakup,
#BreakUpWithSingleUseBags, #BeyondtheBag

Regional hashtags to potentially include:

#BYOSoCal, #SoCalSkipsTheBag

Popular relevant hashtags to potentially include:

#circulareconomy, #reducereuserecycle, #reduceplastic,
#reducewaste, #reusablebags, #reusablebag, #reuse



Collateral Language – Announcement Long Form

Below is sample long form language announcing participation in the ‘Break Up With Single-Use Bags’ campaign, for inclusion in newsletters, LinkedIn or social media posts. When posting on social media, please follow tagging and hashtag guidelines.

Option 1

[Store Name] is Breaking Up With Single-Use Bag Waste—Join Us! We’re proud to be part of Beyond the Bag’s ‘Break Up With Single-Use Bags’ campaign here in **[City/Region]**, encouraging simple ways to reduce waste while you shop. Bring your own bag—or skip one if you don’t need it. It’s a small choice that adds up to a big difference for our community and the planet.

Let’s bag better together! Learn more: <https://www.closedlooppartners.com/beyond-the-bag/bub/>

Option 2

[Store Name] Is Breaking Up With Single-Use Bags—Join Us! We’re proud to be part of Beyond the Bag’s ‘Break Up With Single-Use Bags’ campaign here in **[City/Region]**, joining more than 1,000 stores across Southern California to help customers reduce waste. Whether you bring your own bag or skip one altogether, small choices can make a big impact for our community and the planet.

Let’s bag better together! Learn more: <https://www.closedlooppartners.com/beyond-the-bag/bub/>

Option 3

Today, an estimated 100 billion single-use bags are used per year in the U.S. and fewer than 10% of these are recycled. To address this challenge, we are proud for **[Store Name]** to be part of the solution alongside national retailers and local stores in the ‘Break Up With Single-Use Bags’ campaign. The multi-county effort in Southern California aims to help customers reduce single-use bag waste by making it easier to bring a reusable bag or skip one altogether.

Let’s bag better together! Learn more: www.closedlooppartners.com/beyond-the-bag/bub/

Collateral Language – Announcement Short Form

Below is sample short form language announcing participation in the ‘Break Up With Single-Use Bags’ campaign, intended to be posted on social media accounts. When posting on social media, please follow tagging and hashtag guidelines.

Option 1

100 billion single-use bags are used each year, and many end up in our waterways. We’re joining the ‘Break Up With Single-Use Bags’ campaign to flip the script—and we need you with us. Bring your own. Skip the bag. Be part of the shift.

#BreakUpWithSingleUseBags
#SkipTheBag #BYObag
#BeyondTheBag

Option 2

We’re making it easier to skip the single-use bag. As part of the ‘Break Up With Single-Use Bags’ campaign, we’re joining hundreds of retailers to help shoppers bring their own or skip the bag altogether. Simple steps, big impact.

#BreakUpWithSingleUseBags
#SkipTheBag #BeyondTheBag

Option 3

We’re joining 1,000+ stores across Southern California in the ‘Break Up With Single-Use Bags’ campaign to reduce bag waste. Join us—bring your own or skip the bag when you can. Learn more: www.closedlooppartners.com/beyond-the-bag/bub/

#BreakUpWithSingleUseBags
#BYOSoCal #SoCalSkipsTheBag
#BeyondTheBag

Collateral Language – For Local Cities & Counties

Formal Post

[City or county name] is proud to support the 'Break Up With Single-Use Bags' campaign, a regional effort to reduce waste by encouraging customers to bring their own bags or skip one altogether. Local and national retailers are stepping up across the region to make sustainable shopping easier. Save money and help the planet by bringing your own bag or skipping it!

Learn more: www.closedlooppartners.com/beyond-the-bag/bub/

#BreakUpWithSingleUseBags #BYOSoCal
#SoCalSkipsTheBag #BeyondTheBag

Quick Post

We're working with retailers across **[city or county name]** to cut down on single-use waste and save you money.

Skip the bag fee by bringing your own bag or not taking a bag.

Learn more: www.closedlooppartners.com/beyond-the-bag/bub/

#BreakUpWithSingleUseBags #BYOSoCal
#SoCalSkipsTheBag #BeyondTheBag

Collateral Language – For Consultants

Formal Post

We're proud to collaborate with Closed Loop Partners and the Consortium to Reinvent the Retail Bag on 'Break Up With Single-Use Bags'. This multi-county campaign brings together national and local retailers to scale proven strategies that reduce single-use bag waste and support long-term behavior change across Southern California.

Learn more: www.closedlooppartners.com/beyond-the-bag/bub

#BreakUpWithSingleUseBags #BYOSoCal
#SoCalSkipsTheBag #BeyondTheBag

Quick Post

We're collaborating with Closed Loop Partners to help scale what works. 'Break Up With Single-Use Bags' is reducing single-use bag waste across SoCal through simple, proven solutions.

Learn more: www.closedlooppartners.com/beyond-the-bag/bub

#BreakUpWithSingleUseBags #BeyondTheBag

Collateral Language – Quick Engagement Posts

Below is sample short-form language that serve as pithy reminders for consumers to change their bagging habits. When posting on social media, please follow tagging and hashtag guidelines.

Option 1

Your reusable bags miss you. They're in your trunk. Or your closet. Or hanging by the door.
Next time you shop, grab one before you go. Let's make forgetting bags a thing of the past.

#BreakUpWithSingleUseBags #SkipTheBag #BeyondTheBag

Option 2

Got a trunk full of reusable bags... that you always forget?
Same.
But hey, next time you shop, skip the bag if you don't need it.
Or finally give those totes the spotlight they deserve.

#BreakUpWithSingleUseBags #BYOBag #SkipTheBag
#BeyondTheBag

Option 3

Buying gum and a granola bar?
You don't need a bag—you need pockets.
Skip the bag and reduce waste!

#BreakUpWithSingleUseBags #SkipTheBag #BeyondTheBag

Option 4

Want to save money and reduce waste?
Bring your own bag or skip one if you don't need it.
Every time you skip the bag, you save money and help the planet!

#BreakUpWithSingleUseBags #BYOBag #SkipTheBag
#BeyondTheBag

Campaign Boilerplate Language

Please use the boilerplate language below when referring to the campaign in any press releases or long-form content (such as a newsletter):

This initiative is made possible by the Consortium to Reinvent the Retail Bag, managed by Closed Loop Partners' Center for the Circular Economy. The Consortium is a multi-year industry collaboration across retail sectors that identifies, tests and implements viable design solutions and models that more sustainably serve the purpose of the current retail bag. The Consortium's Beyond the Bag Initiative drives forward a circular future for retail by reducing single-use bag waste through education, incentives, nudges and policy. Target, CVS Health and The Kroger Co. are Strategic Leads of the Consortium, with Dollar Tree, Meijer and Walmart as Supporting Partners.

The campaign launches at a pivotal time, as major retailers recognize the need to support customer behavior change to meet waste reduction goals. California was the selected market for the campaign in anticipation of a significant policy shift: beginning in January 2026, the state will ban all single-use and thicker plastic bags, offering paper as the only single-use bag option. This transition presents a key opportunity for impact, based on evidence that well-designed policies, paired with effective consumer engagement, can drive meaningful reductions in single-use bag waste.

Creative Identity

Typography

PRIMARY TYPEFACE

Neue Montreal Bold

For headlines and key messages. When placed on the Eggplant scene, use drop shadow for depth.

SECONDARY TYPEFACE

Neue Montreal Regular

Use very sparingly when subheads have clauses that need separation. When placed on the Eggplant scene, use drop shadow for depth.

Please share any bespoke creative material with Center for the Circular Economy for review in advance of public release to ensure it aligns with collective initiative messaging.

Colors

ORANGE PEEL

C0 M52 Y98 Y0
R255 G145 B23
CMS 1495 C
HEX ff9117

EGGPLANT HIGHLIGHT

C89 M100 Y20 K9
R69 G31 B116
CMS 269 C
HEX 451f74

EGGPLANT SHADOW

C93 M100 Y34 K48
R37 G12 B68
CMS 2695 C
HEX 250c44

*Orange Peel can be used for occasional graphic highlights but should not be applied as orange text on Eggplant

EGGPLANT SCENE

FAQs

Please refer to the following slides for more details on the project, which can be used for external purposes, such as media inquiries, or for internal information sharing within your organizations.



Frequently Asked Questions – Who

What is the Beyond the Bag Initiative, launched by the Consortium to Reinvent the Retail Bag?

The Beyond the Bag Initiative, launched by the Consortium to Reinvent the Retail Bag, is a multi-year collaboration across retail sectors that aims to identify, test and implement innovative new design solutions that serve the function of today's single-use retail bag, delivering ease and convenience for consumers while striving to lessen the impact on the environment. The Consortium engages with stakeholders across the bag value chain, including suppliers, materials recovery facilities, municipalities, advocacy groups and others to support this collaborative approach designed to promote viable market solutions that can scale, and bring value to retailers, customers and end markets.

Who are the Partners of the Consortium to Reinvent the Retail Bag?

Target, CVS Health and The Kroger Co. are Strategic Leads of the Consortium, with Dollar Tree, Meijer and Walmart as Supporting Partners. Learn more about the Consortium [here](#).

Where is the Consortium on its journey today?

Over the last five years, the Consortium has evaluated hundreds of innovations, tested multiple solutions in market, spoken to or surveyed thousands of consumers and retail staff and tested the largest bring your own bag pilot to date. Our iterative testing enabled us to upend perceived truths that could have resulted in unintended consequences, and informed strategic, thoughtful decision-making for the path forward.

Today, working with 6 retail partners, the Consortium is validating insights and best practices in market, while advancing near-term impact opportunities and setting the stage for longer-term systems change.

Frequently Asked Questions – Why

Why does the retail bag need reinventing?

Single-use plastic bags are among the top 10 items found on beaches and waterways, and a top contaminant in recycling streams. It's estimated that we use 100 billion single-use bags per year in the U.S., contributing to a global waste challenge. While the convenience of the single-use retail bag can't be disputed, the negative impact—considering its short use (12 minutes, on average) and long 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 on our environment, and for brands who are seeking more sustainable solutions. Current alternatives can be operationally challenging, inconvenient, and environmentally challenging, often trading one environmental issue for another. The retail bag needs reinventing. The initiative not only brings together major retailers as Consortium Partners but also engages with stakeholders across the bag value chain, including suppliers, materials recovery facilities, municipalities, local retailers, advocacy groups and others to support this collaborative approach designed to promote viable market solutions that can scale, and bring value to retailers, customers and end markets.

Why are we doing this campaign?

The Consortium to Reinvent the Retail Bag has spent years identifying and refining practical strategies to reduce single-use bag waste. Real-world pilots have shown that simple, low-cost tactics, like signage and customer prompts, can effectively shift behavior, especially when supported by policy. **Now, we're expanding those solutions to meet a growing challenge.**

The 'Break Up With Single-Use Bags' campaign is about helping more people take simple actions that add up, bringing a reusable bag or skipping the bag entirely. By working together to scale these proven tactics, we aim to:

- Remind customers they can bring their own bag to many types of stores
- Create more touchpoints to build lasting habits
- Help shift everyday behavior toward a future with less waste

Frequently Asked Questions – What

What is being implemented during the campaign?

The Beyond the Bag Initiative designed a consumer campaign concept to reach consumers in the movable middle. This campaign concept will underpin out-of-store marketing, store signage and checkout prompts, to encourage customers to bring their own bag or go without one. Bag reduction strategies include:

- Signs: Strategically placed signs in and out of store to remind customers to bring their own bags, or skip one altogether if they don't need one
- Prompt: Asking customers, “do you need a bag?” at checkout
- Media amplification: Leveraging out-of-store communication to reach customers at key points in the shopping journey

What are the goals of this campaign?

The goal of the 'Break Up With Single-Use Bags' Campaign is to spark a cultural shift away from single-use bags, encouraging customers to bring their own bag or go without one. The campaign uses collective retailer action to encourage customers to bring their own bag or go without one altogether. More broadly, it aims to drive culture change by supporting reuse and ultimately, bag reduction. The Consortium will measure this by:

- Measuring the impact of bag reduction strategies on customers, retail operations, finances and the environment
- Analyzing the impact of collective action across diverse markets, retailers and customers

What will the success of the initiative be?

We want to drive a national-scale culture shift towards reduction and customers bringing their own bags. By identifying and scaling low-cost, low-effort solutions to support customers at each point in their shopping journey, we can scale reduction and reuse in convenient, operationally effective ways. Success will be advancing a more sustainable and waste-free future for the retail bag, driving progress and momentum across the retail industry.

Frequently Asked Questions – Where & When

Where is the campaign happening? Why did you choose to implement here?

The campaign launches at a pivotal time, as major retailers recognize the need to support customer behavior change to meet waste reduction goals. California was the selected market for the campaign in anticipation of a significant policy shift: **beginning in January 2026, the state will ban** all single-use and thicker plastic bags, offering paper as the only single-use bag option. This transition presents a key opportunity for impact, based on evidence that well-designed policies, paired with effective consumer engagement, can drive meaningful reductions in single-use bag waste. Specific regions were also selected for their high density of retailers, enabling us to saturate the market with our tactics for bag waste reduction and measure the impact of collective action.

When is this happening? And for how long? What happens at the end? Will they continue on?

The ‘Break Up With Single-Use Bags’ campaign launches in late July and will run for over a year to support long-term behavior change and measure systems-level impact.

- Out-of-store marketing will run for approximately three months
- In-store and near-store signage will remain up indefinitely, continuing to prompt customers over time
- The Consortium will track impact throughout the campaign, with evaluation continuing for over a year

The goal is to create lasting change, and participating retailers are encouraged to continue using the materials indefinitely.

When will we know about the impact, or when will the Consortium share data?

The Consortium is collecting multiple forms of data throughout the campaign, including retailer-reported metrics, in-store observations and customer surveys. Over the course of the year, we’ll be measuring impact, identifying what’s working, and exploring opportunities to strengthen the approach. We’re excited to share learnings as they emerge and ensure that insights from this campaign help inform future waste reduction efforts—both in California and beyond.

Thank you

For questions about the campaign, please reach out to
BeyondtheBag@ClosedLoopPartners.com

