

# PRINT BRIEF

BYOB! - Bring Your Own Bags

## The Problem

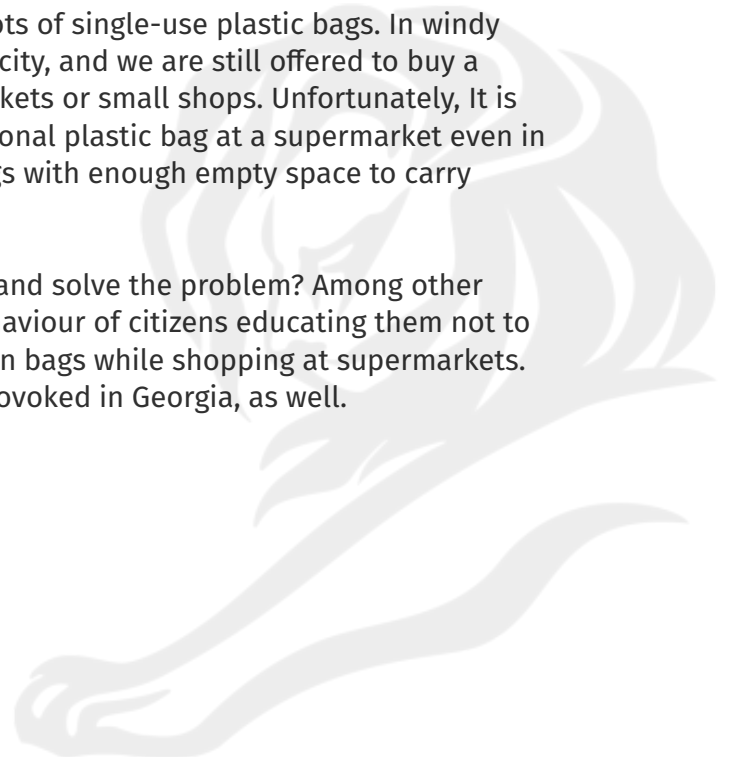
Many of us are already well aware of the problems with single-use plastic. Now we are talking about plastic bags. Every year, around 500 billion disposable plastic bags are used worldwide. 500,000,000,000. Five hundred followed by nine zeros. And, It takes 500 (or more) years for a plastic bag to degrade in a landfill. Unfortunately the bags don't break down completely but instead photo-degrade, becoming micro-plastics that absorb toxins and continue to pollute the environment. This affects our food system and wild animals. 100,000 different kinds of animals are killed by plastic bags annually.

In Georgia, 2014 statistics revealed that on average, 525 plastic bags per citizen are used annually, while this number in, for example, Ireland is 14, and in Denmark and Finland is only four. That's a huge difference.

While it is true that Georgian government started prohibiting the use of single-use plastic bags gradually from October 2018 unfortunately this solution does not seem effective in real life. Still in Georgia, most of the plastic bags are purchased while shopping for household products. Furthermore, these bags are used to carry the products for an average of 12 minutes, no more.

Problem still remains actual, Georgians consume lots of single-use plastic bags. In windy weather we all have seen flying plastic bags in our city, and we are still offered to buy a disposable plastic bag while shopping at supermarkets or small shops. Unfortunately, It is very common behaviour in Georgia to get an additional plastic bag at a supermarket even in situations when people already have their own bags with enough empty space to carry purchased products.

How did European countries like Denmark and Finland solve the problem? Among other successful campaigns they managed to change behaviour of citizens educating them not to use plastic bags for products and bringing their own bags while shopping at supermarkets. The same kind of behaviour change needs to be provoked in Georgia, as well.



## **The Task**

Create a poster that inspires/encourages viewers at supermarkets to bring and use their own bags instead of using disposable plastic bags for carrying purchased products.

## **The Channel**

Posters will be placed at the cash desks in the main supermarket chains around the country (*the most visible areas for people standing in the line at the cash desks while shopping for everyday products*).

## **Key Message:**

Bring your own multi-use bag while shopping. Save money, save the planet.

*\*As long as the meaning remains the same, you can adapt the copy of the message and use different wording to emphasize your idea.*

## **Tone of Voice:**

- Personal
- Educational
- Impactful

Be Relevant, Be smart, be memorable, be simple, be credible.  
Don't be didactic and boring.

## **Target Audience:**

Young families and individuals (20 - 39 years old) shopping at main Georgian stores; People who care about making the world a better place but are not proactive in their efforts to create change.

