

# Strategies for Businesses to Help Change Consumer Behavior

## At the Register

Simply ask “Do you need a bag?” Given the option many people choose to skip taking a bag.

## Ideas to Encourage Use of Reusable Bags

You might find one or more of these ideas good for your business

- Display reminders in store parking lot or windows “Do you have your reusable bags?”
- Use your e-mail list or Facebook page to alert locals and out-of-town customers that you encourage the use of reusable bags.
- Give a reusable bag away if a customer makes a purchase over a certain amount.
- Have store-branded reusable bags act as a permanent coupon for some amount of discount off all purchases or instead of a gold coin reward.
- Donate \$0.05 to a local non-profit organization for each reusable bag used to pack customer purchases.
- Give a discount of \$0.05 for each reusable bag used to pack customer purchases.
- Charge \$0.05 for each paper bag used to offset the added cost of paper.
- Give away a drawing ticket for each purchase by a customer using a reusable bag over a fixed period of time. Promote the practice, announce the winner(s) in the store, to your e-mail list, on your social media accounts and in the paper.