

A Day Without A Bag - 2010



San Diego County
Regionwide Program

December 15, 2010



Steps to Start DWAB in Your Community

1) Determine Target Audience

Students, holiday mall/grocery shoppers, city residents, ALL

2) Develop a Message

“A Greener Holiday”, “Our Holiday Gift to the Environment”

3) Draft a Resolution

Present at City Council: declare 3rd Thursday of December

4) Build Partnerships

City departments, local community groups, organizations

5) Get the Message Out

1 month before event: online campaign, print, press event

6) Post Event Follow up

Press release on event statistics and success



Keys 2 Success

- Follow successful format laid out by Heal The Bay
- Involvement of key environmental organizations
 - San Diego Coastkeeper, I Love A Clean San Diego, Solana Center for Environmental Innovation and Surfrider Foundation San Diego
- Outreach paths: Local Solid Waste/Recycling & Stormwater Staff
- Resolution Taken to City Councils & County Board of Supervisors
- Partners
 - CA Grocers Assn, Neighborhood Market Assn, Local Grocers, Other Retailers, Large Venues, Newspaper
- Got the Message Out
 - Regional & City Webpages: www.NoBagDaySD.org
 - Pre-event press: U-T, NC Times, Coast News, Posters, Newspaper Stickers
 - Day of: Mayor's Press event w/ giveaways, TV, Newspaper

Bag Monster Promoted DWAB



Bag Monster Goes 2 School!



Outside: Parents during student drop-off

Inside: Students/Teachers during assembly



Resolutions w/ Partners



Public Participation





Recognition

- Stater Bros.
- Ralphs

- Albertsons
- Henrys
- Seaside Market
- Trader Joes
- Vons



Give Away Locations



Reminder Buttons for Store Staff



Acknowledge
‘Reusers’ - sticker

Educational Bag Insert



Your Community. Your Environment. Your Choice.

*Plastic Shopping Bags
affect your community and
your environment!*

Hundreds of thousands of marine animals die every year from eating or getting tangled in plastic bags. Southern California cities have spent more than \$1.7 billion to restore clean water in trashed waterways.

Here are some easy choices you can make:

REDUCE or eliminate plastic bag use.

BYOB "Bring Your Own Bag": Reusable, eco-friendly shopping bags are available at most stores.

REUSE plastic shopping bags for trash bags, garbage can liners or for pet waste.

RECYCLE them! Large supermarkets or pharmacies are now required to offer free plastic bag recycling. Take them to the store next time you go!



What the Public Said

- We need to do our part
- I keep forgetting my bags
- This really is important to do

What the Grocers Said

- We're glad we participated
- People bought bags in the following weeks
- We're seeing more people use their bags
- Our customers thanked us

“I Pledge Allegiance to the Reusable Bag”

94 Year
Young
“Reuser”!



Do You?!



Thank You....

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