



A campaign of the



**Two Oceans AQUARIUM**  
Explore • Experience • Engage

# RETHINK THE BAG.ORG

**FOR A PLASTIC SHOPPING BAG FREE SOUTH AFRICA**



Initiated March 2011



© Candice Chaplin

## Campaign Objective



- 8 billion (*J. Dikgang 2010*)
- 96% landfill
- < 20 minutes use
- last 1000's years / forever
- cost +.50c
- .8c levy
- 2004 - 2014
- R1.2 billion **raised**
- R200 million **spent** on environment
- R 1 billion “**missing**” / misspent
- 2011 Buyisa-e-Bag disbanded







Ladismith  
Klein Karoo



















Bob - Green Turtle





Two Oceans AQUARIUM

## Rethink the Bag objectives

- Empower citizens by showing them how they can easily make a measureable difference in their waste management by NOT using plastic shopping bags every time they shop
- Create environmental awareness, regarding waste consumption in general, via behavioural change with this ONE item
- Encourage current plastic bag industries to transform operations to focus on reusable/long-life bag production – no loss of employment
- Convince government to place a **total ban** on plastic shopping bags countrywide in South Africa





No more false branding, no more false pricing and no more trashing the environment!

WOLWORTHS  
**PLEASE RECYCLE ME!**

**LOWEST PRICES**  
MONTHLY, WEEKLY, DAILY

**SHOPS**

**SAFETY FIRST**

**Click n Go**



Shop online at  
[www.picknops.co.za/shop](http://www.picknops.co.za/shop)



**LOW PRICES**

and save money on  
PLAN, SHOP & GO

**builders**

**OUR WORLD**

**SA's ONLY**  
NATIONAL RETAILER WITH A  
**VERIFIED**  
**100%**  
**RECYCLED**  
**SHOPPING BAG**

The plastic content of this bag is 100% recycled.

**checkers**

[www.checkers.co.za](http://www.checkers.co.za)

DOWNLOAD OUR APP OR ENTER YOUR MOBILE NUMBER AT THE TILL TO SAVE EVEN MORE!





# Single use plastic shopping bag recyclability

info as at May 2017

Retailer	Recyclable YES / NO	Info and Message on bag
	<b>YES</b>	SA's only National Retailer with a Verified 100% Recycled shopping bag. PLEASE RECYCLE THINK OF THE ENVIRONMENT - PLEASE USE THIS BAG AGAIN
	<b>NO</b>	 Reduce Reuse Recycle
	<b>NO</b>	REDUCE REUSE RECYCLE This bag contains 30% recycled plastic material. This bag is made in South Africa from HDPE material which can be recycled. Earth Care Logo 

Retailer	Recyclable YES / NO	Info and Message on bag
	<p style="text-align: center; color: red; font-weight: bold;">NO</p>	<p>PLEASE RECYCLE ME. / SET A TREND. PLEASE REUSE OR RECYCLE THIS BAG. This bag contains 75% recycled manufacturing waste. The last place it wants to end up is in a landfill. Please reuse or recycle. The bag and planet will thank you.</p> 
	<p style="text-align: center; color: red; font-weight: bold;">NO</p>	<p>This Bag was produced in South Africa and Contains Recycled Material that reduces our Carbon Footprint. WE LOVE OUR COUNTRY. PLEASE RECYCLE.</p>
	<p style="text-align: center; color: red; font-weight: bold;">NO ?</p>	<p>LOVE OUR WORLD We believe it is not just about value , its about values that's why we're looking out for the environment with this bag made from 75% recycled material. EARTHLOVERS – Partners for a Better Tomorrow</p> 



Retailer	Recyclable YES / NO	Info and Message on bag
	<p><b>NO ?</b></p>	
	<p><b>NO ?</b></p>	<p>This bag contains 20% recycled manufacturing waste.</p> 
	<p><b>NO ?</b></p>	<p>This bag is made in South Africa from HDPE material which can be recycled.</p> 
	<p><b>NO ?</b></p>	<p>This bag is made in South Africa from pure virgin material and can be recycled.</p> 



1 trip



2 reusable bags

OR

1 week



1 month







192  
per year for  
**ONE**  
person!

pledge



*“For the good of the environment, I pledge to no longer purchase or accept any plastic shopping bags. Instead I will take my own reusable, long-life shopping bag.”*



petition



10 851



Show us your bag





Survey

# Partnerships and Projects

- ✓ DF Malherbe high school - PE
- ✓ Wynberg GHS
- ✓ Prestwich Primary
- ✓ The Grove Primary
- ✓ Herschel Primary
- ✓ Greyton Transition Town
- ✓ Gelvenor Textiles
- ✓ Overstrand Municipality
- ✓ WWF
- ✓ V&A Waterfront
- ✓ SPAR, Western Cape
- ✓ Bargain Books - *70 stores nationwide Jan '17*







STSELLERS

BREAKING NEWS

LIVE

BB Bargain Books

IS GOING green  
#NoPlasticBags

BB Bargain Books  
Range • Value • Service • Convenience

IS GOING green  
#NoPlasticBags

www.bargainbooks.co.za @bargainbooksSA Bargain Books SA

BB Bargain Books

Thank you for shopping at Bargain Books









# SPAR surveys June 2017



## Question

Cape Quarter  
197

Greenpoint  
500

Seapoint  
499

Fish hoek  
526

Khayelitsha  
346

If, for environmental reasons, this store were to no longer provide plastic shopping bags, would you still shop here?

Y 90%  
N 10%

Y 84%  
N 16%

Y 87%  
N 13%

Y 92%  
N 8%

Y 79%  
N 21%

**YES** average 86%

Would the fact that a store did NOT provide plastic shopping bags, for environmental reasons, actually encourage you to shop with them?

Y 45%  
N 55%

Y 58%  
N 42%

Y 50%  
N 50%

Y 73%  
N 27%

Y 72%  
N 28%

**YES** average 60%

Would you be in favour of a plastic shopping bag ban across SA?

Y 79%  
N 21%

Y 75%  
N 25%

Y 71%  
N 29%

Y 85%  
N 15%

Y 62%  
N 38%

**YES** average 74%

*10 for 1 swop*

2016

11 120 reusable bags  
(111 120 psb's)

2017

135 Western Cape  
(28 Namibia)

32,000 reusable bags



**PLASTIC IS  
RUBBISH**

**GET YOUR  
FREE**

reusable SPAR bag



**#InternationalPlasticBagFreeDay**

**3 July 2017**

**SPAR**





# Thank You!



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