

CASE STUDY #3

ENVIRONMENTALLY RESPONSIBLE PURCHASING BEHAVIOR

DISRUPT RETAIL

Call for Technology by **SOOAMC**

PARTNER:  goodbag

CHALLENGE

Retailers have an important role in guaranteeing the sustainability of their operations as well as positively influencing the whole value chain. This includes helping customers in the adoption of a socially and environmentally responsible purchasing behavior. Continente has been implementing several initiatives to reduce the use of unnecessary or problematic plastics in its packaging, together with a strong focus on being carbon neutral at the corporate level. At Continente, we believe customers are crucial players and are eager to contribute by embracing sustainable practices. How can they be involved?

SOLUTION

goodbag encourages the reutilization of a carrier bag by providing quality 100% sustainably sourced cotton bags. A dedicated app allows customers to register their bag and to track every time they reuse it in a store in order to encourage that behavior through rewards and real-time feedback. Through goodbag's partnerships with WeForest and One Earth – One Ocean, one tree is planted for each bag sold and a plastic bag is removed from the ocean whenever a purchase is registered through the scanning of the NFC chip present in each goodbag.

TIMELINE

Continente's partnership with goodbag went live on June 5th 2021 – World Environment Day. 30 000 Bags were distributed through **82 stores** featuring **three designs**.

When the first pilot ended the results were collected and evaluated. The numbers were promising: After only 2 months the bags had sold out and 4 788 plastic bags were collected.

Building upon the successful pilot, Continente expanded the availability of goodbags to 320 000 units across their store network, enabling their customers to actively contribute to sustainability while enjoying a seamless and eco-friendly shopping experience.

Together with Continente and goodbag, users could achieve great impact just by visiting the stores and reusing their shopping bags. As of July 2023 Continente customers planted nearly 15 000 trees and collected over 50 000 plastic bags from the oceans with goodbag.



60 days | **30 000** bags sold



4 788 Plastic bags collected



14 934 trees planted



51 374 Plastic bags collected

First Pilot

July 2021
30 000 bags
Sold for EUR 5
Sold out in 2 months
5 000+ App Downloads

Evaluation Phase

October 2021 –
December 2021
Collecting Customer Feedback
with Case Study
Preparing Second Launch

Second Launch

June 2022
310 000 bags
30 000+ App Downloads
4,9 out of 5 Customer rating

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0% PLASTIC
100%
AWESOME!

CONCLUSION

Continente's customers embraced the campaign and the message behind it. The 100% cotton bags are not only trendy, and good looking, but also of a high quality which makes them appealing and resistant.

The project showed once again the importance of adopting a responsible behavior, and the relevant role that retailers may have on the adoption of these practices. goodbag's solution was the mean to ease up the adoption by providing a meaningful customer experience. By choosing goodbag, customers become part of a movement that is shaping a better future for all and is, and based on the convincing app rating in Portugal of 4.9 out of 5 stars, it's also fun and rewarding to experience.



“I like it and recommend it 😊 a fun way to help keep our beautiful blue planet, always clean.”

Neusa, goodbag app user

“Working with goodbag was one more step in our journey to a more sustainable planet. The results after our trial showed us that customers value these initiatives as we do. We are happy to be in sync.”

*Pedro Lago,
Director for Sustainability and Circular Economy*

“Great app, it's motivated me to reuse the same bag over and over again and thereby help the environment.”

Bárbara, goodbag app user