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Smart reusable shopping bag rewards eco-consciousness via app

Vienna, 5th August 2019 | goodbag—that's the name of a smart reusable shopping bag created by the Austrian start-up bgood. The bag can be scanned contactless with a smartphone in participating stores and rewards shoppers for reusing it. With the recently published goodbag app, users can plant trees with every purchase, collect plastic waste from the ocean or receive exclusive discounts—all by shopping in participating stores.

Experiencing environmental protection and making it measurable

With goodbag, environmental protection becomes an interactive experience. Users can see in real time how many times they have used their own bag. In addition to being able to support environmental projects with every purchase or getting discounts, users can collect badges and tackle challenges. Through playful elements and instant feedback on the positive effect of their own actions, goodbag motivates users to bring their own bag with them when going out. For participating stores goodbag is an attractive opportunity to help protecting the environment with their loyal customers and at the same time attract new customers.

How does goodbag work?

A Near-field communication (NFC) chip, which is built directly into the logo of the bag, makes all of this possible. The free goodbag app displays an interactive map, where you can find all the participating stores. Once inside a store you can choose from various coupons selected by the store owner. Currently, you can choose between planting a tree, collecting plastic waste out of the ocean or getting a discount.

The only requirement is that you bring your goodbag when shopping. Once you select a coupon in the app you just hold your phone on top of the goodbag logo for a few seconds in order to redeem it.

Motivation by Nudging

The idea for goodbag came to the two founders Christoph Hantschk and Todor Lazov during their college studies. Theories from behavioural economics had shown that rewards and direct feedback can help motivate people to become more involved in protecting the environment. The concept of goodbag is based on the nudging principle developed by Richard Thaler. Nudging motivates people to take certain actions through small recommendations and incentives. Goodbag shows users in real time how often their bag has been used and rewards them for their eco-consciousness.

Denner and Heathrow Airport as partners

More than 130 stores in Vienna, Lisbon and Amsterdam are already participating in the goodbag network. Starting October 2019, over 800 stores of the Swiss food retailer Denner, which is part of the Migros Group, will be added. Talks are currently underway with a large number of international trading companies and recently Europe's largest airport- Heathrow- has been acquired as a partner. By the end of the year, it is expected that at least 1,000 stores will be part of the movement.

So why is there a need for goodbag?

Environmental pollution by plastic waste is a global problem. According to studies, about 8 million tons of plastic ended up in the oceans in 2010. A major contributor of this waste is plastic bags, which are used for an average of only 25 minutes. After that, they end up in the garbage bin at best, to be incinerated later, or, at worst, discarded in the environment, especially the ocean. Goodbag is designed to motivate people to carry reusable bags long-term and at the same time to collect plastic waste from the sea and plant trees to combat climate change. By the end of the year the two founders want to plant at least 100,000 trees.

The goodbag app is available for free in the App Store and on Google Play

Google Play: <https://play.google.com/store/apps/details?id=io.goodbag.app&hl=en>

App Store: <https://apps.apple.com/gb/app/goodbag/id1454555534>

goodbag is made of 100% organic cotton and can be purchased online and in participating stores from €9,90

www.goodbag.io/buy-a-goodbag