

Press release

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Start-up goodbag collaborates with Swiss retail chain Denner:**The smart shopping bag that collects plastic waste out of the ocean**

goodbag - that is the name of the smart reusable shopping bag from the Austrian start-up bgood. With goodbag customers can now shop in over 800 stores of the Swiss Retailer Denner. The twist: for every purchase with the goodbag Denner donates to the NGO One Earth - One Ocean the cost equivalent to collect one plastic bag out of the ocean.

The goodbag bag is the first smart reusable shopping bag that rewards people for re-using their bag while shopping and allows them to track their own impact on the environment. The goal of bgood and Denner is that more customers re-use their shopping bags in order to reduce the number of single-use plastic bags. With the goodbag app, users can track in real time how often they have used their own bag. Technically this works through a near-field communication (NFC) chip that is sewn into the logo of every goodbag. Customers can scan this chip contactless with their smartphone every time they are shopping in a participating Denner store. For each scan Denner donates to the organization One Earth - One Ocean. The goodbag App creates a playful personal connection to the very own bag of each customer. With goodbag, re-using a bag and therefore protecting the environment becomes an interactive experience: in the goodbag app users can collect digital badges and complete various achievements. All goodbags are made out of 100% organic cotton and are now available at 800 Denner store in a limited edition for a retail price of CHF 3.90. The goodbag app is free and is available to download in the App Store and on Google Play.

Donation for the oceans and for afforestation

Every time customers shop with a goodbag, One Earth - One Ocean collects a plastic bag out of the ocean. Plastic pollution is a global challenge. An estimated 150 million tons of plastic circulate in the world's oceans and every year more than 8 million tons are added. The NGO One Earth - One Ocean runs its own fleet of ships that collects plastic waste out of the oceans and rivers and thus makes a contribution against plastic pollution of the oceans. In addition: For every goodbag sold a tree is planted with the organization WeForest in Zambia or Tanzania.

Idea was developed at university

The basic idea for the goodbag was conceived by Christoph Hantschk and Todor Lazov in a random facebook chat where they met online during their studies. "Christoph had this idea about motivating people to reuse their bags through making the created impact visible in real-time and rewarding them for their eco-friendly behavior. The solution was standing right in front of me on my desk - put NFC chips in the bags." says co-founder Todor Lazov. It took the two founders several months of prototyping and redefining their product during the IKEA Startup Bootcamp Accelerator where they spent three months at camp site in the woods of Sweden to reach product-market-fit. The concept behind goodbag is based on the nudging principle developed by behavioral economist and Nobel Prize winner Richard Thaler: people are incentivized to take desired actions by offering them a reward and showing them the impact of their actions in real-time with instant gratification. "With the goodbag we created a unique shopping experience for customers that enables them to do good in their everyday life and at the same time see that every little action counts towards a more sustainable future. We are delighted to be able to offer our solution together with Denner all across Switzerland." said goodbag co-founder Christoph Hantschk. Currently there are over 1,000 partner stores in 5 countries where you can buy and use the goodbag. From summer 2020 the start-up will add many of the most frequented international retail chains to their system and users will be able to use the goodbag worldwide. The bag is also available for purchase online.

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