

## Challenge Topic: Point of Sale Product Transportation

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### Challenge Description

Plastic bags are environmentally problematic, can't be processed by most municipal recycling facilities (MRFs), and only a very small percentage of them is recycled via store takeback programs. Paper bags tear easily, are sub-optimal at loadbearing, and perform poorly when wet. Reusable bags are often forgotten at home and can be awkward in the checkout and bagging process. Most shoppers only bring to reusable bags for grocery shopping but not for other types of stores.

How might we develop a better way to transport products home after point of sale?

### Success Criteria

1. Have a low environmental lifecycle impact
2. Reflect circular design principles
3. Be easy for consumers to adopt and consistently use
4. Be cost-effective
5. Perform as well or better than current options in carrying ability and during bagging at checkout

### Relevant Efforts

1. [Ellen MacArthur Foundation](#)
2. Responses to bag bans  
<http://www.retailcrc.org/RegGuidance/rcracompliance/Pages/bagMatrix.aspx>
3. International learnings
  - a. [British Columbia + Retail Council of Canada Bring Your Bag Guide](#)
  - b. [BC Bring Your Bag Campaign](#)
  - c. [UK Carrier Bag Fact Sheet](#)
  - d. [UK Carrier Bag Data](#)
4. Current plastic bag minimization strategies:
  - a. Offering a discount for using a reusable bag
  - b. Asking customers if they need a bag
  - c. Charging for bags
  - d. Paper bags only
  - e. Not offering any single-use bags
  - f. Compostable produce bags

### **Relevant Perspectives**

*The solution needs to satisfy the needs and stand up to the scrutiny of these stakeholders – consider interviewing some of them.*

1. Customers
2. Retail customer experience teams (HQ level employees who want the customer to have the most positive, stress-free shopping experience possible)
3. Store associates at checkout, baggers
4. Waste experts