



No Bag for 3 Items or Less!



ENTRANT

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CATEGORIES ENTERED

Improved Consumer Information and Involvement

COCA-COLA  AMATIL



SPECIAL FEATURES



Each year an estimated 500 to 1 trillion plastic bags are consumed worldwide translating into 1 million per minute!! Not only do billions end up as litter each year, the effect on the environment is huge with plastic bags among the 12 items of debris most often found in coastal clean-ups.



As one of the largest companies in New Zealand, Woolworths Ltd's Progressive Enterprises has been actively putting in place initiatives to enhance the environmental sustainability of the business.



A major component of this has been reducing plastic bag usage as demonstrated by its first hugely successful initiative PACK 7, which trained checkout staff to place 7 items into each shopping bag hence reducing plastic shopping bag consumption.



"No Bag for 3 Items or Less" was launched in April this year following a successful trial in Hamilton, where 85% of customers said a resounding "no" to a checkout bag when buying 3 items or less. After this trial the initiative was introduced to all 156 Foodtown, Woolworths and Countdown supermarkets nationwide.

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The programme is supported by an internal communication programme, staff eco badges and point of sale and in store radio reminders for both staff and customers in the checkout area. In addition, checkout operators have been trained and are actively encouraged by their checkout managers to ask customers if they want a bag for 3 items or less.

