**TRASHY TUESDAY**

**Date: 25th July 2017**

**Notes from meeting:**

* Next time starting 30 mins earlier to have time to chat and order drinks, food etc.
* Emma- make this information freely available via the website, help create a movement.
* Elisa- utilize storyboarding and roleplaying to access the tangibility of the idea, work out what should be the focus and the key areas.
* Storyboarding and role-playing- First brainstorm as many ideas as you can, then start to test out an idea with storyboarding

One group working on how we stop/ reduce plastic bags and 2 groups work on how to help to reuse/ repurpose plastic bags.

How do we prevent them from getting to the ocean? E.g. bags on the streets, in peoples homes and how to stop them from getting to stage B, the ocean. (prevention)

How do we get them out of the water or ocean? (treating the problem)

**Group 1-** **Bag rental system**

How do we eliminate bags that a store will give you? Rent out a bag at the mall from a kiosk type system or from within the store.

Available in shopping malls (stores would opt in for the system)

$5-10 dollar bags to rent and return, also functions as a coat check, leave your coat for a bag.

You can either take the bags home and then bring them back another time to receive your deposit, or only use it until you get to your car then drop the bags off when you exit the car park.

If you didn’t think you needed a bag and later realize you do you can also purchase them from the teller/ cashier.

Bags can feature advertising from stores within the mall

You can return your bags to any stall if you pay a deposit but if you choose to do the coat check option the customer would return to the original kiosk location.

**Group 3- Collection of ideas**

Boomerang bag concept, buying into a reusable bag system

Need for incentives- take similar approach to McDonalds calorie alert, you have just saved XX turtles (McDonalds version- add cream for xx calories). Show the user what impact their shopping habits have on the environment.

More options for produce bags- supermarkets having branded bags and encourage customer loyalty, reusable produce bags or for bulk produce

Final theme- online grocery shopping without plastic bags

Online shopping arrives to your home with so much plastic, what if it could be delivered without any plastic and all reusable containers?

Discussion: Issue of produce bags, why do we even use produce bags in the first place? How do we change the need/ concept? Do you need this bag? If you do it will cost you 5c at the till. Offering alternatives and how do we monetize that?

**Group 3**- **Plastic token/reward concept**

Gamification of shopping plastic free

Have an app that collects points (Pokémon Go style), find out what stores have double points that day and go to that specific location

Can be teams v teams or individuals- really want to focus on creating competition and a gaming environment

Not just for eco friendly shoppers- needs to have appeal to the general public

Similar idea to group 2 of having incentives such as you have reached 1,000 points and saved XX turtles or stopped 200 plastic bags going to landfill.

They could receive rewards when they reach a target such as tickets to a movie, vouchers for a shop/supermarket, holidays etc. This could also be how businesses receive value for their involvement (another way to reach people and good PR).

When you signup you receive a survey with shopping habits to help suggest motivations e.g. what time do you usually go shopping? You receive a reminder/ notification around that time to remind you to bring your bags.

Buy in for retailers-advertising benefits to the retailer both within the app or on the bags