

# CASE STUDY #3

## ENVIRONMENTALLY RESPONSIBLE PURCHASING BEHAVIOR

# DISRUPT RETAIL

Call for Technology by **SONAEMC**

**PARTNER:**  goodbag

### CHALLENGE

Retailers have an important role in guaranteeing the sustainability of their operations as well as influencing positively the whole value chain. This includes helping customers in the adoption of a socially and environmentally responsible purchasing behavior.

Continente, the Portuguese grocery retail leading brand, has been implementing several initiatives to reduce the use of unnecessary or problematic plastics in its packaging, together with a strong focus on being carbon neutral at the corporate level. At Continente, we believe customers are crucial players and are eager to contribute by embracing sustainable practices. How can they be involved?

### SOLUTION

goodbag encourages the reutilization of a carrier bag by providing quality 100% sustainably sourced cotton bags. A dedicated app allows customers to register their bag and to track every time they reuse it in a store in order to encourage that behavior through rewards and real-time feedback.

Through goodbag's partnerships with WeForest and One Earth One Ocean, one tree is planted for each bag sold and a plastic bag is removed from the ocean whenever a purchase is recurrently registered through the scanning of the NFC chip present in each goodbag or, alternatively, confirmed by store associates at the check-out.

### TRIAL

Continente's partnership with goodbag went live on June 5th 2021, the World Environment Day.

Bags were distributed through **82 stores** with **3 designs** with the sayings:

*Think outside the bag | less is more | 0% plastic, 100% awesome*

Together with the physical campaign, Continente was also integrated in the companion app where customers could register their bag's purchase and the subsequent reutilizations of the bag in the store.



### RESULTS

Only one month after the launch, the adoption went beyond our expectations, and the demand was high.

About 10 000 bags were sold, 3 681 customers installed the goodbag's app where they scanned the bags in Continente stores 4 788 times.

What does it mean? 10 000 trees planted and 4 788 plastics bags collected from the ocean in 30 days!



**30**  
days



**10 000**  
trees planted



**4788**  
plastic bags collected

### CONCLUSION

Continente's customers embraced the campaign and the message behind it. The 100% cotton bags are not only trendy, and good looking, but also of a high quality which makes them appealing and resistant.

The project showed once again the importance of adopting a responsible behavior, and the relevant role that retailers may have on the adoption of these practices. goodbag's solution was the mean to ease up the adoption by providing a meaningful customer experience. The impact witnessed with the good results of the trial led us to increase stock, ensuring future availability in all our stores and to plan a new campaign.

*"Working with goodbag was one more step in our journey to a more sustainable planet. The results after our trial showed us that customers value these initiatives as we do. We are happy to be in sync."*

- Pedro Lago, Director for Sustainability and Circular Economy