



Visit [www.itseasytorecycle.org](http://www.itseasytorecycle.org) for more information on the Build with Bags program, as well as other general recycling information.



## Build with Bags Program

*is brought to you by:*



Iowa Grocery Industry Association



Iowa Department of Natural Resources



Metro Waste Authority

**Iowa Grocery Industry Association**

2540 106th Street

Des Moines, Iowa 50322

Phone: 515.270.2628

Fax: 515.270.0316

E-mail: [info@iowagrocers.com](mailto:info@iowagrocers.com)

Web site: [www.iowagrocers.com](http://www.iowagrocers.com)

**BUILD**  
with **BAGS**

A program by your participating Iowa Grocers to convert plastic shopping bags into recycled products for parks and schools.

# Do You Want to Make a Positive **Impact?**

## Support Iowa's New "Build with Bags" Program

This brochure introduces a new program designed to raise awareness and give the public a complete understanding of plastic bag recycling and the use of reusable bags. This program, titled *Build with Bags*, is the evolution into the next generation of recycling in the state of Iowa.

*Build with Bags* has been spearheaded by several conscientious organizations in the state that care about their communities and the people who live within them. Together, these entities have committed to a plan that will challenge their fellow Iowans to become more informed to the benefits of reducing, reusing and recycling.

The main goal of *Build with Bags* is to tackle one of the top environmental concerns circulating across the globe – plastic bag recycling. Over the next two years, all participating program sponsors will center their efforts on doubling the number of plastic bags recycled by grocery stores in Iowa. It's a goal all grocers throughout the state are serious about attaining, and aligns with individual programs stores currently have in place.

Plastic bag recycling bins with the *Build with Bags* logo will be strategically positioned in participating grocery stores in Iowa to help generate attention. Plastic bags may also be marked with program graphics to help remind people why it is important to recycle, and reusable bags will be made available for all those consumers who have already transitioned away from using paper and plastic bags.

So keep your eyes and ears open for information and opportunities regarding this evolutionary program! The benefits of it are something all Iowans will be proud of for decades to come!

# BUILD with BAGS Program Overview

## Goals of the Build with Bags Program are to:

### 1 – Reduce Bag Use

- Train employees:
  - About the importance and methods for reducing bag use, stressing the environmental benefits of the effort
  - To increase the number of items per bag
- Consider the use of devices that ensures plastic bags are adequately full
- Promote the Build with Bags Program to consumers on plastic bags in Iowa grocery stores
- Track plastic bag consumption

### 2 – Increase Use of Reusable Bags

- Provide a wide selection of reusable bags
- Train and remind cashiers to offer reusable bags as an option at checkout
- Inform consumers about the benefits to using reusable bags
- Promote the use of reusable bags through marketing efforts, including:
  - Marketing Materials
  - Signage
  - Economic Incentives
  - Informational Brochures

- Determine options for economic incentives such as:
  - Credit for the use of reusable bags
  - Donations to charity based on use of reusable bags
- Provide a promotional reusable bag introducing consumers to the Build with Bags Program
- Track sales and use of reusable bags

### 3 – Increase Plastic Bag Recycling

- Improve visibility of plastic bag recycling locations at stores
- Provide new Build with Bags Program recycling bins with a durable and distinctive container design
- Provide in-store signage
- Ensure routine servicing of the recycling bins
- Implement advertising and in-store promotion (messaging, signage, etc.)
- Provide examples of products made from recycled plastic bags at several locations (benches, tables, containers, etc.)
- Track rates of plastic bag recycling (by weight)

### 4 – Fund Purchases of Recycled Plastic Equipment for Parks and Schools

- Develop a grant program that will provide funding to schools and parks to purchase equipment made of recycled plastic
- Fund a grant program with revenues generated by participating grocers from the recycling of plastic shopping bags