



January 25, 2010

Senator Seth A. Goodall  
Representative Robert S. Duchesne  
Members of the Joint Standing Committee on Natural Resources  
2 State House Station  
Augusta, Maine 04333-0002

*Re: Resolve, To Convene a Work Group To Design and Implement a Statewide Disposable Checkout Bag Reduction Campaign, with Benchmarks*

Dear Senator Goodall, Representative Duchesne and Members of the Committee,

We are pleased to submit this report highlighting the accomplishments of the work group established by the State Planning Office and its partners, under P.L. 2009, Resolves 54. (See Attachment 1.)

The work group would like to thank Representative Jane Knapp for her support, and Suzette Bergeron, Bulletin Bag.com, Scarborough, Maine, Chris Flynn, Massachusetts Food Association, and Christine Flowers-Ewing, Keep California Beautiful for their expert advise.

### **Work Group Members**

Doug Carr, Perkins Thompson, Representing Rite-Aid  
Steve Culver, Hannaford Supermarkets  
Leann Diehl, Public Affairs Group, Representing the American Chemistry Council  
Shelley Doak, Maine Grocers Association  
Ben Gilman, Maine Energy Marketers  
Deb Hart, Hart Public Policy, Representing Hannaford Supermarkets  
Chris Jackson, Maine Chamber of Commerce  
Mike Parker, Maine Department of Environmental Protection  
Curtis Picard, Maine Merchants Association

Matt Prindiville, Natural Resources Council of Maine  
Steve Rosario, American Chemistry Council  
Alex Serra, Walmart  
George MacDonald, State Planning Office  
Bruce White, State Planning Office

### **Resolve Duties and Related Activities**

The Legislative Resolve assigned the work group five specific duties that were considered in the design of the MOU and campaign. The work group met regularly through the summer and fall, exploring and debating possible methods and means of successfully accomplishing the intent of the Resolve.

The following narrative details the work group's position on these duties.

1. Assess existing recycling infrastructure capacities within the state - Maine retailers want to comply with Maine's recycling laws. However, the market for recycling check out bags (and other similar plastic films) is not yet mature enough to provide viable recycling options for small- to mid-size retailers. Larger retailers however are recycling plastic film generated through packaging as well as consumer recycled check out bags (and more) brought into their stores. The volume they recycle is considerable. The State Planning Office is actively working with Maine recycling firms in hopes of addressing this concern. The goal is to identify viable markets so that pooling of recyclable plastic bags from small- to mid-size retailers might be possible.
2. Design a regional pilot program that includes an assessment of current Maine law governing waste reduction; in particular, technical assistance available to Maine municipalities and the businesses that reside in those municipalities - In its early stages, the work group envisioned a pilot program involving the Capitol area communities of Augusta, Hallowell, Farmingdale, and Gardiner. The State Planning Office does provide technical assistance to interested businesses, but plastic bag recycling options in Kennebec County are lacking. In addition, the work group had ideas of running a contest between these municipalities, but opted instead to launch the *Got Your Bags? Maine* campaign statewide.
3. Create a memorandum of understanding with guiding principles, recycling goals and benchmarks for the overall reduction of disposable bag distribution and waste. Completed. See attachment 2.

4. Design a statewide promotional and media campaign – The State Planning Office provided a seed grant to hire a graphic designer to create the *Got Your Bags? Maine* toolkit and logo. (See attachment 3.) Facebook and Twitter accounts were created in lieu of a traditional website. Work group members are marketing the program through their individual websites and newsletters and will continue to feed information via Facebook and Twitter. Members of the work group have had preliminary conversations with a representative from the Maine Broadcasters Association regarding advertising spots; however, the cost is prohibitive at this time. Individual consumers and interested Maine businesses have also committed to spread the word. Given the State’s economic struggles, efforts to tap into the State’s marketing programs were not considered.
  
5. Establish funding needs and work to identify resources and partners – The State Planning Office provided a seed grant to the Maine Merchants Association to hire an intern with grass roots organizing abilities to work part-time to help gauge interest in a statewide campaign, follow up on an online survey of retailers, promote the campaign, and respond to general inquiries. Individual retailers have pledged additional financial support that may allow the work group to continue the intern’s contract and purchase campaign static stickers for retailers to give to their customers.

## **Outcomes**

On November 9, in the State House Hall of Flags, representatives from the State Planning Office, Maine Merchants Association, Maine Grocers Association, and the Natural Resources Council of Maine signed the Memorandum of Understanding (attached) agreeing to work together to encourage and assist retailers in reducing the environmental impacts of paper and plastic disposable checkout bags by establishing three primary goals:

1. Setting a goal of reducing paper and plastic disposable checkout bag distribution by members by an average of 33% by volume per participating retailers by 2013;
2. Encouraging over 1,000 retailers in Maine to participate in the effort to reduce disposable checkout bag use;
3. Ensuring compliance with existing state law requiring plastic checkout bag recycling programs at all retailers that offer first-use plastic checkout

Each of the signatories and all work group members further pledged to provide assistance including encouraging enrollment in the campaign, promoting the toolkit,

furthering retailer based recycling programs, and conducting retailer surveys to capture the number of disposable checkout bags purchased per store, the amount of plastic checkout bags collected for recycling and other related information such as reusable bag sales.

With the MOU signed, the work group formally launched the *Got Your Bags? Maine* campaign to encourage increased reusable bag use thereby reducing single use checkout bags by 33% by 2013. The campaign is a public education and outreach effort aimed at encouraging Mainers to increase the usage of reusable bags for shopping and decrease the use of single use paper and plastic bags. The campaign is promoted at [www.gotyourbagsmaine.com](http://www.gotyourbagsmaine.com). The intention is for retailers and grocers statewide to sign on to promote how they are using reusable bags and to track progress.

### **Benchmarks**

- Reduce the number of plastic and paper check out bags used by Maine consumers by 33% in the year 2013.
- Sign up 1,000 retailers to adopt *Got Your Bags? Maine* campaign toolkit options.

### **Next Steps**

1. Explore recycling of plastic bag options for municipalities
2. Expand campaign promotion through Maine schools
3. Continue to reach out to traditional media such as WCSH “207,” editorial boards, *MaineBiz*, etc., and design a public service announcement<sup>1</sup>
4. Engage Maine Green Campus Consortium, Maine Campus Compact, and Maine Library Association
5. Continue to work with the educational and environmental associations such as the Maine Science Teachers Association, Chewonki, Kieve, and others through curricula and extra curricular activities
6. Encourage all local Chambers of Commerce to promote campaign
7. Reach out to other NGOs and faith based organizations
8. Continue to support recycling at schools, colleges, universities (only if recycling infrastructure is capable)

---

<sup>1</sup> *Requires substantial financial support.*

Respectfully submitted, on behalf of the work group,



George M. MacDonald  
Maine State Planning Office

Attachments:

- 1) Resolve, Chapter 54
- 2) Memorandum of Understanding
- 3) *Got Your Bags! Maine* Tool Kit

Note from the State Planning Office: We would like to extend the our appreciation for the commitment and enthusiasm of the various members, businesses and organizations of this workgroup to support, and continue, the effort started by the Resolve.

# Attachment 1 - Resolve, Chapter 54

SP0131, LD 367, item 2, 124th Maine State Legislature  
Amendment C "A", Filing Number S-97  
'Resolve, To Convene a Work Group To Design and Implement a Statewide  
Disposable Checkout Bag Reduction Campaign, with Benchmarks'

PLEASE NOTE: Legislative Information **cannot** perform research, provide legal advice, or interpret Maine law. For legal assistance, please contact a qualified attorney.

Amend the bill by striking out the title and substituting the following:

## **'Resolve, To Convene a Work Group To Design and Implement a Statewide Disposable Checkout Bag Reduction Campaign, with Benchmarks'**

Amend the bill by striking out everything after the title and before the summary and inserting the following:

**Whereas**, the State has adopted a solid waste management hierarchy that places waste reduction and reuse above recycling as preferred management systems for solid waste; and

**Whereas**, the State has been an advocate of policies that reduce litter and enhance the natural beauty of the State; and

**Whereas**, the use of disposable checkout bags consumes valuable natural resources in their production, increases waste generation and contributes to litter; and

**Whereas**, state law designates recycling requirements for retail establishments that distribute plastic bags; and

**Whereas**, grocers and retailers in the State recognize resource limitations and they understand the leadership role they play in participating in public awareness programs and adopting programs that can generate environmental benefits; and

**Whereas**, grocers and retailers in the State have been promoting and encouraging the use of reusable checkout bags for the transport of products and goods from their stores; and

**Whereas**, this legislation establishes a process to review current law and recycling practices and to establish effective and innovative approaches to reduce the use and increase the recycling of disposable checkout bags; now, therefore, be it

**Sec. 1 Convene work group. Resolved:** That the Executive Department, State Planning Office shall establish a work group, through a partnership with state agencies and other appropriate entities, to work together towards a viable solution to the checkout bag issue to achieve environmental benefits, maintain financial viability for manufacturers and retailers and avoid cost impacts for consumers; and be it further

**Sec. 2 Participants. Resolved:** That the Executive Department, State Planning Office shall invite representatives of the following agencies, organizations and businesses to participate in the work group:

1. Department of Environmental Protection;
2. Maine Grocers Association;
3. Maine Merchants Association;

4. Maine Oil Dealers Association;
5. Maine State Chamber of Commerce;
6. Natural Resources Council of Maine;
7. American Chemistry Council;
8. A grocery chain with a large number of stores in the State;
9. A retail store chain with a large number of stores in the State; and
10. Other entities as appropriate; and be it further

**Sec. 3 Duties. Resolved:** That the work group shall:

1. Assess existing recycling infrastructure capacities within the State;
2. Design a regional pilot program that includes an assessment of current state law governing waste reduction, including, in particular, an assessment of technical assistance available to municipalities and businesses in those municipalities;
3. Create a memorandum of understanding with guiding principles, recycling goals and benchmarks for the overall reduction of disposable checkout bag distribution and waste;
4. Design a statewide promotional media campaign; and
5. Identify funding needs, resources and partners; and be it further

**Sec. 4 Existing resources. Resolved:** That the duties described in section 3 must be completed within existing resources of the Executive Department, State Planning Office; and be it further

**Sec. 5 Report; authority to submit legislation. Resolved:** That, by January 15, 2010, the work group shall submit a report relating to the subject matter of this resolve to the Joint Standing Committee on Natural Resources. The report must include findings, recommendations and draft legislation to implement the recommendations. The Joint Standing Committee on Natural Resources may report out legislation relating to the report to the Second Regular Session of the 124th Legislature.'

## SUMMARY

This amendment replaces the bill with a resolve. The resolve requires the Executive Department, State Planning Office to establish a work group consisting of agencies, organizations and businesses for the purpose of reducing the distribution of disposable checkout bags. The work group is charged with assessing recycling infrastructure capacities, developing language for a memorandum of understanding with goals and benchmarks for reducing the use of disposable checkout bags, designing a statewide promotional campaign and identifying funding sources. The work group is directed to submit a report to the Joint Standing Committee on Natural Resources, and the committee is authorized to report out legislation relating to the report.

## Attachment 2 - Memorandum of Understanding

### MEMORANDUM OF UNDERSTANDING

#### For Targeted Reduction in the Distribution of Disposable Checkout Bags at Maine Grocery and Retail Stores

Whereas, the State of Maine has long been an advocate of promoting environmentally-friendly programs and procedures; and

Whereas, paper and plastic first-use checkout bags are distributed extensively throughout our society, and can be and should be reused after their initial use; and

Whereas, paper and plastic disposable checkout bags consume valuable natural resources in their production, increase waste generation, and contribute to litter; and

Whereas, grocery stores and retailers – hereinafter referred to as “retailers” - recognize natural resource limitations and the need to design systems and encourage practices that minimize the use of disposable checkout bags, promote reusable bags and collect and recycle the plastic bags already distributed to consumers; and

Whereas, there are over 7,000 retailers in Maine distributing an estimated 700 million paper and plastic disposable checkout bags each year, and

Whereas, the Maine Grocers Association (MGA) and the Maine Merchants Association (MMA), are membership organizations representing the interests of the grocery and retail industries in Maine; and

Whereas, the Natural Resources Council of Maine (NRCM) is a membership organization dedicated to protecting the nature of Maine for future generations; and

Whereas, the State has adopted a solid waste management hierarchy that places waste reduction and reuse above recycling as preferred management systems for solid waste; and

Whereas, state law designates recycling requirements for retail establishments that distribute plastic bags; and

Whereas, retailers in the State have been promoting and encouraging the use of reusable checkout bags for the transport of products and goods from their stores; and

Whereas, this legislation establishes a process to review current law and recycling practices and to establish effective and innovative approaches to reduce the use and increase the recycling of disposable checkout bags,

THEREFORE, The Maine State Planning Office (SPO), the Maine Grocers Association (MGA), the Maine Merchants Association (MMA), and the Natural Resources Council of Maine (NRCM) hereby enter into this voluntary memorandum of understanding and agree to work together to encourage and assist retailers in reducing the environmental impacts of paper and plastic disposable checkout bags by:

- 1) Setting a goal of reducing paper and plastic disposable checkout bag distribution by members by an average of 33% by volume per participating retailers by 2013;

- 2) Encouraging over 1,000 retailers in Maine to participate in the effort to reduce disposable checkout bag use;
- 3) Ensuring compliance with existing state law requiring plastic checkout bag recycling programs at all retailers that offer first-use plastic checkout bags.

In implementing this MOU, the Maine SPO commits to:

- 1) Be a supportive resource and provide technical assistance and training, including identification of recycling organizations and hauling infrastructures to support plastic grocery bag recycling to the statewide associations representing retailers, and environmental organizations.
- 2) Provide recognition to retailers upon making progress and achieving milestones towards disposable checkout bag reduction, including reduction in checkout bag distribution, increasing plastic checkout bag recycling, increasing the use of recycled content in checkout bags, and increasing the use of reusable bags.
- 3) Monitor progress towards the goals established in the MOU in cooperation with the retailers, and present annual progress reports to the Joint Standing Committee on Natural Resources of the Maine State Legislature.

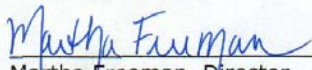
In implementing this MOU, the Maine Merchants Association and Maine Grocers Association commit to:

- 1) Encourage member companies, new supermarket and retail companies and independent operators to sign on to this MOU and commit to reducing the distribution of paper and plastic disposable checkout bags as measured by a reduction from the average annual paper and plastic disposable checkout bags purchased between 2007-2008.
- 2) Assist its members in implementing best practices and employee training, including but not limited to the proposals outlined in the toolkit developed for this project that encourages the reduction of disposable checkout bag distribution.
- 3) Promote the adoption of appropriate store incentives to encourage the expanded use of reusable bags and recycling of plastic bags, such as store credit for reusable bag use, return of plastic bags for recycling, sales of reusable bags, or other programs.
- 4) Ensure the maintenance of in-store plastic checkout bag and other plastic packaging recycling programs at all participating locations as required by Maine law.
- 5) Increase awareness among retailer's employees and consumers of the positive environmental, operational, and financial impacts of reducing the distribution of disposable checkout bags and increasing plastic checkout bag recycling.
- 6) Annually survey retailers and report annually to Maine SPO the data on the number of disposable checkout bags purchased per store, the amount of plastic checkout bags collected for recycling and other related information such as reusable bag sales.


In implementing this MOU, NRCM commits to:

- 1) Encourage its members to use reusable bags and recycle disposable checkout bags.
- 2) Encourage allied conservation and public health organizations to promote the use of reusable bags.
- 3) Assist retailers in achieving the goals outlined in the MOU.

By signing this MOU, the parties express their intent to work voluntarily and cooperatively toward the above-mentioned goals.

  
\_\_\_\_\_  
Martha Freeman, Director  
State Planning Office

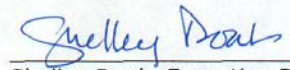
Nov. 9 2009  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Matt Prindiville, Project Director  
Natural Resources Council of Maine

11/19/2009  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Curtis Picard, Executive Director For  
Maine Merchants Association

11/9/09  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Shelley Doak, Executive Director For  
Maine Grocers Association

11.9.09  
\_\_\_\_\_  
Date

## Attachment 3 - Got Your Bags! Tool Kit

### Dear Prospective Partner,

Maine retailers and non-profit organizations invite you to participate in the “**Got Your Bags, Maine?**” campaign – a public education and outreach effort aimed at encouraging Mainers to use reusable bags for shopping and to bring plastic bags back to the store for recycling.

Maine has a law which requires retailers to provide bins for the collection and recycling of disposable plastic checkout bags. Yet, research shows that consumer awareness remains low, and shoppers often forget to bring their bags back to the store with them. The same holds true for reusable bags.

This campaign seeks to change that consumer behavior by working with retailers, non-profit, community and government organizations to promote the “three R’s” as they relate to bags – reduce, reuse and recycle.

The opportunities for participation are outlined in the accompanying “Partnership Packet” of materials. The campaign is designed to be flexible, so your participation can be tailored to your level of interest. By participating in this program you are not only helping educate consumers about responsible bag use, but also positioning yourself as environmentally aware.

Current campaign partners include the Maine Grocers Association, the Maine Merchants Association, Hannaford Supermarkets, the Natural Resources Council of Maine, the Maine Chamber of Commerce, Wal-Mart, the Maine Oil Dealers Association, Rite-Aid, the Maine Department of Environmental Protection, the Maine State Planning Office, and others.

We hope you will join us in this important initiative to help make Maine the most beautiful and cleanest state in the nation. We ask that you please confirm your participation by filling out and returning the enclosed form. We will be following up with you to determine interest and next steps.

If you have any questions, please contact:

NAME/CONTACT

## Campaign Overview

The “**Got Your Bags?, Maine**” campaign is a public education and outreach effort aimed at increasing Mainers use of reusable bags, as well as increasing Mainers awareness of the recyclability of plastic bags and statewide access to locations for recycling bags and wraps.

Got Your Bags, Maine? is now taking this campaign statewide by uniting, business, community, nonprofit and government organizations around the common goal of promoting the three R's as they relate to bags – reduce, reuse and recycle.

- **Reduce:** Many Maine grocers and retailers provide inexpensive reusable bags and shoppers can always decline a bag at checkout (is a bag really necessary for one small item?).
- **Reuse:** More than 90 percent of consumers reuse their grocery bags at home for an infinite number of purposes – right, dog owners?
- **Recycle:** State law requires retailers to set up recycling bins so every Mainers can return shopping bags, dry-cleaning bags, bread bags, and the plastic packaging material from paper towels, bathroom tissue, napkins, etc. – even the plastic bag that delivers the newspaper. Recycling these bags and wraps allows them to have a second life as new products including backyard fencing and decking, building and construction products, shopping carts, and of course, new bags.

## Why become a “Got Your Bags?” campaign partner?

- **Help Keep Maine Beautiful.** We all play an important role in reducing trash, stopping litter and putting the three R's to use! By participating in this campaign, your organization is doing its part to make Maine the most beautiful and cleanest state in the nation.
- **Become recognized as environmentally responsive.** We will promote your participation to the public. We will also provide educational materials and promotional items for use with your members, customers, employees and others.

## How can you participate?

Got Your Bags, Maine? will be available to assist your organization in determining possible and best options for participation. The campaign is designed to be flexible. For maximum, long-term impact, we encourage all partners to implement activities year-round, not just for a week or month timeframe. Below are a few examples of campaign activities/areas of involvement: *(more)*

- Post campaign signs at entry doors, checkout registers and where reusable bags are sold.
- Post web banner ads, which link to Got Your Bags, Maine?'s web site for more information
- Distribute educational materials such as tip cards and fact sheets

- Conduct in-store events and giveaway activities (for retailers)
- Distribute campaign information via newsletters, list serves, mailing inserts, etc.

All campaign partners will be invited to participate in a **“Got Your Bags?, Maine”** launch press conference that will be taking place in targeted cities over the next several months.

## Current Campaign Partners

Organizations already working on the **“Got Your Bags?, Maine”** campaign include:

- Hannaford Supermarkets
- Maine Chamber of Commerce
- Maine Department of Environmental Protection
- Maine Grocers Association
- Maine Merchants Association
- Maine Oil Dealers Association
- Maine State Planning Office
- Natural Resources Council of Maine
- Rite-Aid
- Wal mart

## • What is Got Your Bags, Maine’s Role?

We are here to support you! Got Your Bags, Maine’s job is to:

- Collaborate with you to determine the best ways for you to participate
- Provide **“Got Your Bags?, Maine”** educational and promotional materials
- Follow-up as needed to answer questions
- Promote the campaign and partner efforts

## Educational Materials

The **“Got Your Bags? Maine”** campaign has developed a variety of educational materials to help inform Mainers about reusable bags, the recyclability of plastic bags and the availability of recycling locations.

These materials can be used in a number of ways. They can be placed near check-out areas, in the front entrances of stores or offices, or anywhere customers, members, employees (and anyone else for that matter!) are able to see them.

Sample materials can be downloaded on our website. Let us know if you have ideas for additional materials and Got Your Bags, Maine? will consider developing them for your use.

- **Stencils and Signs:** Got Your Bags, Maine? has our logo available at [gotyourbagsmaine.org](http://gotyourbagsmaine.org), which can be printed and turned into entry door signs, checkout register signs, signs where reusable bags are sold or anywhere else you think customers might see them. Retailers can also turn the “**Got Your Bags? Maine**” logo into a parking lot or sidewalk stencil as an excellent way to remind shoppers about their reusable bags before they get to the store.
- **Buttons:** Employees and staff can wear the “**Got Your Bags? Maine**” buttons to remind customers and visitors to bring their plastic bags to the store for recycling and to encourage the use of reusable bags.
- **In Store Announcements:** The campaign has 15 and 30 second scripts available for stores to incorporate into their in-store announcing system which can be pre-recorded with programs such as Musak.
- **Banner Ads:** Banner ads can be placed on your web site and in emails to customers, members and employees, or be displayed in other creative ways. These ads link directly to the “**Got Your Bags? Maine**” campaign web site where visitors can access more information.
- **Sample Educational Lesson Plans & Activities:** These materials will be available to educators and others who wish to incorporate the campaign’s reduce, reuse and recycle messages into their curriculum.
- **Plastic Bag Holders:** Got Your Bags? Maine has a limited supply of plastic bag holders that are designed to store plastic bags until needed for reuse or recycling at the grocery store. They can be made available as giveaways during select promotional events.
- **Tip Cards, Sample Flyers and other Marketing Materials:** (Potential ideas) Tip cards include useful information on the how-tos of bag reuse and recycling. They can be distributed in a number of ways, from bag stuffers to mailing inserts. Got Your Bags, Maine? has sample text on our website that can be printed via cards, window clings, on print receipts, flyers or other materials.
- **Window Clings:** The “**Got Your Bags? Maine**” campaign may offer two sizes of window clings/decals for use in cars and on business entrance/exit doors and windows. The clings will help remind customers and visitors to bring their plastic bags back to stores for recycling and to inquire about reusable bags.

# Community Participation Form

**Thank you for joining the “Got Your Bags? Maine” campaign. Please complete and return this form as soon as possible.**

**YES!** We are interested in participating in the “Got Your Bags? Maine” campaign to share reduce, reuse and recycle messages!

Organization \_\_\_\_\_  
Contact \_\_\_\_\_  
Title \_\_\_\_\_  
Address \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_

We are interested in participating in the “Got Your Bags? Maine” campaign via the following activities (check each box that applies):

- Distribute educational materials
- Participate in promotional and media events
- Post campaign web banner ads and other marketing materials in your newsletter, on your website and through communications to your members
- Recruit other Community Partners and Retailers to join the campaign
- Other

If other, please indicate your ideas or suggestions in the space provided below.

---

---

---

---

**Please email, mail or fax the completed participation form to the following at your earliest convenience:**

NAME / CONTACT

# Grocer/Retailer Participation Form

Thank you for joining the “Got Your Bags? Maine” campaign. Please complete and return this form as soon as possible.

*\*Did you know that state law requires retailers who distribute plastic bags to also provide a receptacle to collect bags at the front of the store?*

**YES!** We are interested in participating in the “Got Your Bags? Maine” campaign to share reduce, reuse and recycle messages!

Organization \_\_\_\_\_

Contact \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

We are interested in participating in the “Got Your Bags? Maine” campaign via the following activities (check each box that applies):

- Display “Got Your Bags? Maine” logo via on sidewalk/parking lot stencils and/or entry door signs, checkout register signs and signs where you distribute reusable bags
- Allow front-end employees to wear “Got Your Bags? Maine” buttons and train them to deliver reusable bags marketing slogans
- Keep visible supply of reusable bags near checkout counter
- Conduct free reusable bag giveaways on occasion
- Feature campaign messages via in-store PA announcements
- Distribute bag reuse and recycling tips to shoppers via cards, window clings, on print receipts or other materials
- Include bag reuse, recycling and reusable bag messaging on print receipts, coupons, flyers and other marketing materials
- Recruit other Retailers and Community Partners to join the campaign
- Place plastic bag recycle bins in front of stores with prominent signage encouraging recycling

Assist Got Your Bags, Maine in collecting data to measure progress on “**Got Your Bags? Maine**” campaign

If other, please indicate your ideas or suggestions in the space provided below.

---

---

---

---

**Please email, mail or fax the completed participation form to the following at your earliest convenience:**

NAME / CONTACT

LOGO



**Got Your  
BAGS?**

[gotyourbagsmaine.org](http://gotyourbagsmaine.org)