



Foundation for the Preservation of Wildlife and Cultural Assets

Project Proposal for Global Compact: Long term introduction of Paper Bags in Armenian Supermarkets

Introduction:

Armenia has a huge garbage problem with plastic bags. As they are given to customers of supermarkets for free these plastic bags are used excessively and create immense environmental problems. In order to raise attention and even find a sustainable solution for this issue FPWC will propose the herewith described paper bag project.

The structure of the project as well as the possibility to achieve tangible results was already field-tested. During FPWC's Green Generation Campaign in April 2010 it was possible to raise the public awareness of thousands of supermarket customers and proved that most of them are ready to choose the environmental friendly paper bag – even if they have to pay a small amount of money for it. Basing on this experience FPWC designed this project and proposes it as a long term joint venture to Global Compact.

The project is based on the idea to offer Armenian citizens for the first time the possibility to act as informed customers who are allowed to choose among two options:

- 1.) The free but environmental harming plastic bag
- 2.) The paper bag which is environmental friendly but needs an investment of the customer of 50 AMD

As the experience during the Green Generation Campaign proved Armenian customers are ready to act environmental friendly if they are properly informed about the problems which are connected with the excessive use of plastic bags.

To achieve this aim FPWC will provide all customers with the information they need to make the right decision. Thus the paper bag project will be supported with a massive media campaign. In TV spots, articles, brochures, by mass SMS and other marketing tools FPWC will inform the public about the destructive influence of plastic bags and the alternative to use paper bags. This marketing campaign will create the atmosphere that spending 50 AMD for a paper bag is a personal statement that can enhance the day to day shopping with the satisfying feeling to decide for a better world.

How the project works:

Producing a paper bag needs an investment of 120 – 150 AMD per bag (depending on print design). This amount cannot be fully charged from the supermarket customers as they are used to get plastic bags for free. Nevertheless with the right environmental marketing incentives combined with an appealing bag design customers are ready to choose paper bags and spend 50 AMD.

As currently the implementation of paper bags cannot work on a commercial basis the paper bag project will bring together the contribution of three partners: FPWC, various supermarket chains and partners like Global Compact, who are ready to support the production of paper bags as part of their CSR strategy.



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Various supermarket chains will buy certain amounts of paper bags from FPWC. On these paper bags the logo of the supermarket will be printed. The supermarkets will pay 50 AMD per bag and resell them to their customers for the same amount. So the supermarkets will regain their financial investment but they will contribute to the project with logistics as well as with a marketing platform. The supermarkets will take over all costs for transport and distribution of the paper bags to their shops. Moreover they will allow that in their shops on several days take place awareness raising events. During these events children from SunChild Eco-club will inform the customers about the disadvantages of plastic as well as about the environmental problems created by plastic bags.

FPWC will cover the lacking amount for the paper bag production with the financial support of various partners who join the project always for a certain time. With their contribution to the paper bag project these partners gain the right that their logo and an additional slogan expressing their CSR vision are printed on the paper bags.

With joint efforts all parties together can succeed and establish a long term cooperation resulting in a tremendous decrease in the use of plastic bags in Armenia.

It should also be mentioned that if the project is implemented successfully and the amount of produced paper bags increases the price for producing the paper bags will accordingly decrease. Thus the requested investment of the partners in the long run will get smaller or it's possible for them to get more paper bags with their logo and slogan for the same investment.

How the members of Global Compact can join:

FPWC proposes to all members of Global Compact to join the project. Each member of Global Compact can sponsor the additional costs for producing 2000 paper bags per months. On these paper bags the logo and the slogan of the sponsoring Global Compact members as well as the logo of Global Compact will be printed.

Concerning the print design there are two variants possible:

- One color print: The logo and the slogan will be in one color print but it's possible to have different grades of the chosen color (70 AMD per bag)
- Four color print: The logo and the slogan can be in any chosen color (100 AMD per bag)

Why Global Compact should join:

The substitution of plastic bags by paper bags in Armenian supermarkets is a perfect suitable project to achieve in a short time a very tangible result which is perfectly in line with the principles of Global Compact. The project will create a high visibility for all participating members of Global Compact.

The whole project offers all Global Compact members an excellent opportunity to convey their CSR vision to the public. The media campaign which is linked with the paper bag project will offer each partner various opportunities to increase the visibility of his company. Via the distribution of paper bags and the media campaign for paper bags the partners can open up new and highly attractive channels to communicate with the public and raise attention for their company's commitment to improve the environmental situation in Armenia. These channels are going beyond traditional



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advertising and marketing and will increase the positive brand image of each Global Compact members as well as the joint image of Global Compact in the whole public.

How the results of the project will be measured:

In order to control the output of the project and to monitor the impact of the campaign on behavioral patterns of supermarket customers FPWC will regularly conduct KAP (Knowledge, Attitude and Practice) surveys.

KAP surveys are focused on evaluations that measure changes in human knowledge, attitudes and practices in response to a specific intervention, usually outreach, demonstration or education. Through KAP surveys the results of the outreach activities of the paper bag project can be monitored. Regular surveys will also provide a tool to respond via media and informational material to the actual level of knowledge and behavioral patterns among supermarket customers. The regular surveys will help to adjust the project's advertising measures in order to get the message that paper bags are better than plastic bags really delivered to the customers.