



The Government and the British Retail Consortium have launched their "Get a bag habit" campaign. The aim is to encourage everyone to reuse carrier bags. This follows a commitment by seven leading supermarkets to reduce the number of bags given out by 50 percent by the end of May this year. Since 2006 retailers have already reduced the number of bags that they give out by a heft 26 percent.

On average we each use more than 160 new carrier bags in a year. That amounts to around 400 per household.

JOIN us today at www.for-keeps.co.uk to support this amazing government initiative. Use this promotional code to get 10% off any purchase from our website until the end of May 2009 and help us to help you to "get a bag habit".

PROMOTIONAL CODE: GABH09

Here's what the Government have to say about getting a bag habit"

Why getting a bag habit is a good habit

Reusing our carrier bags is something we're good at. We like to line our bins with them, take our lunch to work in them and store our muddy trainers in them.

In fact, most of us have bags of bags. Under the sink, under the stairs and in the garden shed. Bags fill up our cupboards and bulge out of our household drawers.

But have you noticed there's one place where you never have a carrier bag? It's when you're out shopping. You get to the checkout and suddenly realise you've forgotten your bags again.

This means you've got to pick up even more bags to fill your house up with. It's not just wasteful, it's really annoying.

Reusing your bags – why it matters

In 2008, UK shoppers took 9.9 billion new carrier bags - that's 400 per household

To produce that number of bags required around 180,000 tonnes of oil, and produced green-house gases equivalent to up to 100,000 extra cars on the road

In 2008, 98,800 tonnes of bags were issued, enough to fill 188 Olympic swimming pools

With your help, however, UK shops reduced the amount of bags they handed out by 26% over the last three years. They also cut the quantity of virgin plastic used in those bags by 40%



Remember your bags and make a big difference

We know it's difficult, but please try not to forget your bags when you go shopping.

It doesn't matter what type of bag you re-use either: a bag for Life, a canvas bag, or just an ordinary plastic carrier bag, as long as you take a bag shopping with you. By remembering to take your bags with you, you'll be helping to save the environment by reducing waste that ends up in landfill, and using less virgin raw material. You'll also be reducing the carbon that's used up when bags are being manufactured.

The 'get a bag habit' campaign has been launched to remind us all to take our bags with us whenever we visit the shops.

It doesn't matter whether you are doing your large, weekly shop, or simply popping to the local convenience store for bread and milk; always take your bags with you.



We all lead busy lives, so it's quite easy to forget to take our bags along with us when we go shopping. Here are a few tips to help make sure you don't forget your bags:

Try keeping a bag tucked in your handbag or jacket pocket so you're always prepared

If you often forget to take your bags with you, why not put them somewhere you're likely to see them? Perhaps near your front door

You can also keep them in the boot of your car so you have them ready for next time. Put a note on your dashboard so you don't go into the shop without them

Ask your employer if you can set up a carrier bag dispenser somewhere at work, perhaps in the kitchen. Then, people can use the bags at lunchtime

Children like getting involved, so why not ask them to remind you?

Why not make up a handy memory aid such as 'KWB' (Keys, Wallet and Bags)?