



## Promote Use of Reusable Bags

**Possible Academic Connections:** Marketing, Visual Communications

**Recommended project length:** Semester

**Experiential Learning?** Likely

**Community Engagement?** Not likely?

**Remote learning possible?** Likely

**Connection to OHIO Sustainability & Climate Action Plan:** Waste

**Brief description:** Design a graphic to be used around campus and in local businesses encouraging shoppers to opt for a reusable bag instead of plastic.

### **Project description:**

Create a graphic encouraging the use of reusable bags over single-use plastic bags. If approved, the result may be displayed in Ohio University stores and eateries, and local businesses in Athens who chose to do so.

1. Research the issue of single-use plastic bags. Note: there is an Ohio bill that bans local governments from issuing a ban on plastic bags.
2. Contact Joanna Sokol and Aimee Delach to learn about attempts to reduce single-use plastic bag usage at Ohio University and in the City of Athens.
3. Brainstorm images that would attract attention and incentives shoppers to reduce single-use plastic bag usage.
4. Survey shoppers to see which image would inspire them to reduce single-use plastic bag usage.
5. Finalize image and share with stakeholders, including Campus Recycling, the Environment and Sustainability Commission, University Communications and Marketing and the Office of Sustainability

### **Resources available to students/faculty to complete project:**

- Conversation with Joanna Sokol and/or Aimee Delach about existing efforts on campus and in the city to reduce single-use plastic bags.

- [News article](#) about single-use plastic bags in Athens
- [Thesis](#) about reducing plastic bag use in Athens, by Jessica Dalzell

**Project alignment to OHIO Sustainability & Climate Action Plan:**

- [Waste](#) (goal #1 and #2)

**Please send final project deliverables to [sustainability@ohio.edu](mailto:sustainability@ohio.edu) for tracking and reporting purposes.**