



Join the movement to  
make a better planet!

**#byovietnam**



# Problems

The world is flooded with single-use plastic waste!

## Environmental impacts

Worldwide, we are generating more than 380 million tons of plastic waste each year, and 50% of which is for single-use purposes. They could be used for only few minutes, but could take hundreds of years to completely disappear.

## Health issues

People are eating thousands of micro-plastic pieces annually due to single-use containers, leading to deadly health problems, including cancer.

## Operation cost

Packaging items can cost up to 10% - 40% of operation cost, especially during Covid-19 time.



# BYO

Our mission is to start a positive movement that raises the awareness of businesses and customers in Vietnam of protecting the environment.





# What is BYO?

In simple terms, BYO Campaign engages businesses, shops and customers to reduce single-use waste, in particular plastic waste, by promoting reusables for shopping and takeaways. Together, BYO Campaign aims to build a sustainable habit for both businesses and customers, saving millions of plastic pieces from harming the planet.



**BYO Campaign helps businesses, customers and above all, our planet!**



# How to join the BYO Campaign?

It is super easy for you to join this BYO Campaign! You can be a restaurant, cafe shop, clothes shop, grocery shop, mini mart, etc. As long as you want to join us to make a better world, we will support you in every step! Plus, it is completely FREE!

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## 1. SIGN UP TO BE OUR PARTNER

Your business's logo and link will be featured on our website and social media.

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## 2. DISPLAY OUR STICKER/FLYER

You can put the sticker on your shop window or display the flyer near the counter.

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## 3. SHARE YOUR STORIES

Spread this positive movement by sharing your photos with your customers and tag #byovietnam.



# Our sticker and standees



Stickers



Table standee



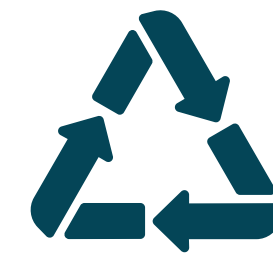
# Return programme



Customers bring used bags, boxes, containers, cups, clothes, etc. to your store



We collect used items at your store, keep records for you and let your customers know



Our partners recycle used items. We rewards you in terms of \$ or new items!

**We help you to lower your carbon footprint and work towards a circular economy!**



# Benefits



**Save money on  
buying  
packaging  
items**

**Develop  
branding as an  
environmentally  
friendly  
business**

**Approach more  
eco-friendly  
customers and  
increase  
customer  
loyalty**



# Suggested rewards

No customer has ever said no to rewards!

## Direct discount

The most common type of rewards - a fixed value or a percentage discount when customers bring their own reusables. If difficult, there could be a minimum amount of spending for this reward.

## Free extra item

F&B businesses can give free item for customers, like food toppings, size upgrade, whipping cream, etc. This works best for F&B items that could be easily given for free at a negligible extra cost.

## Free purchase

After a number of BYO purchases, typically 10 times, customers could be rewarded with a free purchase. This reward encourages customers to be more loyal to both the brands and reusables.

**Even if you cannot afford any reward yet, customers will still greatly appreciate your effort!**



# Other things you can do



## Provide information

Your business can provide more information about the BYO campaign and other sustainability knowledge to your customers on your website, social media, standee, etc.



## Re-design

Look into your current operation process and check how you can improve it to be more sustainable. A simple step is to only give out plastic bag, plastic cutlery and straw whenever required.



## Staff training

Encourage your staff to start with small acts like asking whether customers need straws/bags or introducing the BYO campaign when possible.



## Sell reusable items

A great way to help customers start their BYO habit and make some extra money for your business. Items include reusable straws, bottle, tote bags, etc.





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