

New Sustainable Shopping Platform Bagboard Rewards You for Giving Back to People and the Planet

The app and smart bags launch today in London with conscious brands like Georganics, allplants, TALA, Birdsong, Kind2, TOTM, Votch and UpCircle

LONDON, UNITED KINGDOM, July 27, 2021 /EINPresswire.com/ -- People across London can now earn as they walk, to make shopping everyday sustainable products more affordable. All while contributing to ocean-plastic removal. This is all thanks to a simple reusable 'smart bag' by tech startup [Bagboard](#), connected to its new sustainable marketplace app, which will roll out across the capital from today.

Bagboard helps people become more sustainable in their everyday choices. Each time someone carries a free, carbon-neutral, reusable, water-resistant, paper 'smart bag' and scans it within the Bagboard app, they are rewarded with points – or conscious coins (CCX) – that can be directly applied as money off sustainable brands, including plant-based meal service allplants, planet-friendly period care TOTM, ethical skincare UpCircle Beauty and canned water brand CanO Water, along with 32 other conscious brands at launch. 25% of which are female-founded, and 15% led by people of colour. What's more, Bagboard additionally rewards people by removing ocean plastic on their behalf each time they reuse their smart bag, via a partnership with innovative NGO Plastic Bank.



Living sustainably has never been easier: Request a free Bagboard smart bag, scan its QR code to link it to the Bagboard app



Use your Bagboard bag around London and earn conscious coins to spend on your favourite eco-friendly brands

Smart bags are more eco-friendly and cost-effective to produce than traditional canvas totes. Unlike single-use plastic alternatives, they're biodegradable and can be recycled with no harmful waste.

From today, Bagboard smart bags are posted out completely free to Londoners after being requested via the Bagboard app and will be distributed from September via Bagboard's network of 2000+ independent retailers across London, helping these retailers switch from the cheaper and more readily-available single-use plastic alternatives they currently rely on.



Remove ocean plastic with each journey through Bagboard's partnership with NGO Plastic Bank

Ashleigh Bishop, co-CEO and co-founder of Bagboard comments: "We all want to make a positive change towards the future of our planet, but in today's climate it can often feel like the individual

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We're all already carrying reusable bags; so why not carry one that gives back to you and to the planet?"

Ashleigh Bishop, co-CEO and co-founder of Bagboard

changes we make as consumers are futile in the face of a problem so large-scale. We're here to remind people that your small changes add up to something bigger. We're all already carrying reusable bags; so why not carry one that gives back to you and to the planet?

How Bagboard works:

- Download the Bagboard app for free on Android or iOS and request a free Bagboard smart bag to be posted to you
- Link the Bagboard app to your smart bag by scanning the

QR code on the side

- Reuse your bag around London (anywhere within the M25) – scanning it in the Bagboard app at the start and end of each use
- Earn reward points (conscious coins or CCX) to spend on eco-friendly brands featured in the in App marketplace
- With every use and reuse, Bagboard removes ocean plastic on your behalf via the Plastic Bank

The cost of bag production, conscious coins and environmental plastic waste removal is covered through advertising from sustainable brands. What's more, for the first time, people are being personally rewarded for their role in promoting and interacting with advertising. Users are able

to control their data and how much or how little they share.

“There was £25.3 billion spent on advertising in 2020 in the UK alone, and we, as the consumers of advertising, don’t benefit. And the planet certainly doesn’t either. We see a big opportunity to share the value of this advertising spend with consumers. By having people earn for carrying smart bags featuring advertising from sustainable brands, and by rewarding the brands that are doing good for people and the planet, by encouraging people to spend their money back with them, it's creating lasting change. We refer to it as a circular model powered by people,” says Bishop.

Any consumer wishing to be sent a free Bagboard smart bag [can order one](#) from the Bagboard App available via the iOS or Android app stores.

-ENDS-

About Bagboard:

Bagboard is a purpose-led tech company on a mission to drive conscious consumerism on a global scale. Bagboard partners with brands who are kind to people and the planet, by featuring their campaigns on eco-friendly smart bags, replacing single-use plastic bags. Through the Bagboard app, we empower people to reuse their smart bags, promoting those brands as they travel around the city. As a reward, they earn conscious coins, a new digital currency, and are incentivised to spend on the sustainable brands featured on our bags. Bagboard acts as a new type of sustainable marketplace that brings people and brands together for the good of the planet. Bagboard is backed by Sky Ocean Ventures and Innovate UK. www.bagboard.com

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