

Title

Frusack – a compostable reusable shopping bag

Short description

Frusack is a compostable reusable shopping bag for fruits and vegetables made of polylactic acid (PLA) available in two sizes and various colours. It aims to replace single use plastic shopping bags, which are harmful to the environment as they end up in landfills and are not biodegradable. Frusack started as a project of two students and subsequently grew into a successful startup. The two students crowdfunded the capital required to begin production, began to scale up and now is about to launch a dedicated e-shop. Frusack is also beneficial for socially vulnerable groups as a part of the production process is carried out by people in a social enterprise, creating jobs that may help to lessen socioeconomic stresses on vulnerable groups that drive negative health outcomes.

Topic

Consuming – food

Characteristics (type, level)

National/EU level product/Innovation

Country/Countries of implementation

Czech Republic

Aims and Objectives

The goal is to replace single use plastic shopping bags used when shopping fruits and vegetables by a reusable and compostable Frusack.

Target Group

General public / consumers

Status

Onset of production.

Start and Completion dates

First Frusacks were produced in autumn/winter 2016, e-shop is scheduled for early 2017.

Lifestyle and Behavior Change

The practice reduces consumers' need for single use plastic shopping bags, and potentially encourages them to reduce waste in general.

Effects on:

Health and Wellbeing	The impact on health is rather indirectly as it may encourage more environmental-friendlier and healthier lifestyles.
Vulnerable populations	The product has a positive social impact as Frusacks are sewed in a social enterprise by disadvantaged workers (e.g. schizophrenics).
Environment	Frusack's main objective is environmental as it aims at prevention of packaging waste from shopping.

Initiated and/or implemented by

Hana Nemcova, medical school student, when she unsuccessfully searched the internet for meaningful alternative of plastic bags some 2 years ago, with a help of her fellow student and few others.

Stakeholders and sectors involved

- Frusack founders who now run a start-up company producing Frusack,
- supporters who contributed to start of production on crowdfunding platform Hithit.cz,
- social networks and media that were particularly helpful in promotion of Frusack.

Financial support

A scaling up of the production to commercial level was financed through crowdfunding.

Evidence-base

No specific evidence-base

Main activities

Development, testing, fundraising, marketing and promotion of reusable and compostable Frusack.

Evaluation

Only informal, such as feedback on social media (Facebook), participation in Creative Business Cup 2016 etc.

Main results

Some 1350 people joined the crowdfunding campaign (and the amount sought was surpassed by 325%).

Key success factors and barriers

The key success factors are a gap in the market, changes in lifestyles of young generations (millennials, hipsters etc.) and effective promotion (social media etc.). Key barriers are lack of expertise in production business and integration of production chain (i.e. difficulties with finding suitable textile and production facilities what resulted in delays in production).

INHERIT Perspective

This product has a potential to improve consumers' shopping BEHAVIOUR by reducing their production of packaging waste, what may benefit the local environment. The production chain has also an EQUITY feature as part of the production is carried out by a social enterprise.

More information

- Frusack web – <https://www.facebook.com/frusack>
- Frusack FB - <https://www.facebook.com/frusack>

Contact

inifberry, s.r.o.

Arbesovo namesti 11

150 00 Praha 5

email: info@inifberry.com