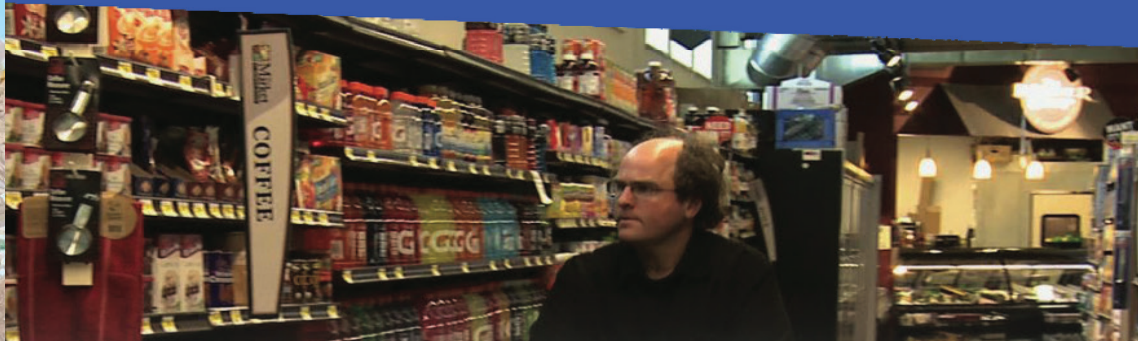


Synopsis & Goals: *Bag It* is a touching and comedic film about plastic bags and the significant environmental destruction they cause. The film follows charismatic host, Jeb Berrier, as he plays the relatable "everyman". Berrier's goofy charm gives this documentary a light, easy point of entry for viewers. The goal of the film is to provide a fun, approachable way to motivate behavioral changes in viewers, such as reducing single-use plastics among consumers and inspiring community-wide bag bans.

Case Study: **Bag It** (2010) 78 minutes



Creative Design: In developing this film, Beraza and the team wanted their messages on plastic use to connect with all viewers. Throughout the film, the factual data about the harm plastic does to our ecosystem is conveyed through wit and humor. *Bag It* connects through its comedic accessibility and the personal tone of its main character, Jeb Berrier. For instance, when Berrier and his wife learn they are having a baby, they explore the contents of popular baby products, and discuss the future they want for their child. Sharing his personal life, especially through the lens of parenthood, is particularly effective in reaching the hearts and minds of audiences.

Collaborative Models: To increase public awareness, the impact campaign consisted of experienced experts and grassroots partnering, and an

extensive, national festival tour. The filmmakers worked in partnerships with 30 different organizations, and principal partners included the Environmental Working Group, Patagonia, and Surfrider Foundation. They helped promote the film, and Surfrider Foundation collaborated on a "Bag Ban Toolkit" to help communities develop plastic bag bans.

Outreach Strategies: *Bag It* has screened in over 80 film festivals, and has reached an estimated global audience of over 100 million viewers over the past decade. The original version is 78-minutes, and the filmmakers subsequently created two shorter cuts (45-minutes and 65-minutes) for educational purposes. All three versions are available through New Day Films. Additional curriculum materials and resources are available with the film and through its website.