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**Tips:**

* Create incentives for customers to bring their own reusable bags
* Eliminate straw and single use items by changing customer perception
  + Ask “Do you NEED a straw” instead of “Do you WANT a straw”
* Offer paperless ordering and receipts
* Install bike racks to encourage biking to business location
* Switch to electronic newsletters and mailing
* Promoting sustainability on social media with tips on products/services offered
* Offer sustainability-focused customer service trainings for employees
* Promote your sustainable practices to customers

**Examples in Smart Businesses:**

* Z.W. Mercantile offers a refillable option for when customers come back to buy more products
* JAX Outdoor Equipment provides electronic receipts and educates customers on sustainable products and take back programs

**Other Resources**

**The Benefits to Switching to Paperless Receipts**

This [Shopify](https://www.shopify.com/retail/why-going-paperless-can-help-your-retail-business-and-how-to-do-it) article discusses the benefits paperless receipts have on a retail business. Everything from the bottom line to the employee productivity is explained. No more worry on the customer side about losing receipts as well!

**Using Sustainability in Customer Service**

An [article](https://chrisvassiliou.com/sustainable-customer-service-practices) by customer service mogul Chris Vassiliou provides an overview of leveraging sustainability in the customer service sphere to the benefit of your business.