

LITTER
FREE
OCEANS

LITTER FREE BUSINESSES

A TOOLKIT FOR BUSINESSES TO REDUCE SINGLE-USE PLASTIC



Total
Environment
Centre
for the future

TARONGA 
CONSERVATION SOCIETY AUSTRALIA

For the Wild

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SO YOU WANT YOUR BUSINESS *to* TAKE ACTION *for* LITTER FREE OCEANS? BRAVO!

We love the great outdoors and we save a special place in our hearts for our oceans. From surf beaches to spectacular coral reefs, Australian oceans also provide life support for all sorts of marine wildlife, including the adventurous and engineering marine turtle which has been living in our waters for as long as 100 million years. Unfortunately for marine animals, us humans also love plastic! Millions of tonnes of plastic end up in the ocean every year which animals can ingest or get entangled in. Single-use plastic is an unnecessary convenience with a big impact.

What's the Problem with Single-Use Plastic?



Used once, lasts forever. Every year we use over **300 million tonnes** of new plastic. Half of this we use just once.



In Australia, 150 million plastic bags end up as litter, only **3%** of them are currently being recycled and **200,000** bags are dumped in landfill every hour.



Australians use **2.7 billion single-use plastic straws** every year. Used on average for 20 minutes, they then can take anywhere from 450 years to never to break down.



Plastic breaks up not down... fragmenting into ever smaller pieces, microplastics are turning our ocean into plastic soup, and end up in the food chain, and in us!

Reducing plastic is good for our oceans...



8 million tonnes of plastic waste leaks into the world's oceans every year.²



Half of all marine turtles have eaten plastic. At Taronga's Wildlife Hospital, we have seen over **350 marine turtles** brought in since 1984, many with plastic related illness.



Plastic pollution adversely impacts over **700 species**



Over **90%** of seabirds worldwide have plastic in their stomach

And good for your business



Reducing disposable products reduces waste and associated removal costs.



Research indicates that **8 out of 10 shoppers support a plastic bag ban**.¹



Many shoppers look for the "green" credentials of a store to decide between competitors.



Business decisions can influence producer responsibility more greatly than consumer decisions alone, having an even bigger positive environmental impact.

¹ Review of the Plastic Shopping Bags (Waste Avoidance) Act 2008. Martin Aspin Independent Consultant.

² <http://science.sciencemag.org/content/347/6223/768>

WHAT CAN YOUR BUSINESS DO?

Disposable items are in every aspect of our lives but the fact is that there ARE alternatives! While consumers create the demand for disposable items, more often than not it is because of convenience and because alternatives are not readily available. Businesses can do their part by cutting the supply of single-use plastics altogether.

Plastic has only been widely manufactured and distributed for 60 odd years. Business has been operating for a lot longer than that! We don't need plastic to run successful businesses. Given the increasing awareness and demand about the litter in our oceans, we would argue that the more environmentally sustainable a business operates, the more sustainable the business model is in the long run!

This toolkit contains everything you need to go Litter Free:

1. **Identify the problem:** how to do a plastic waste audit and a supply chain audit
2. **Find solutions:** a list of alternative items and suppliers and case studies of businesses that have made the switch
3. **Influence decision makers:** communicating with your customer base, staff and directors, FAQs
4. **Celebrate and spread the good word!** PR and marketing how-to's, posters
5. **Personal service** – for everyone that downloads a toolkit we will arrange a 10 minute phone call to see how you are getting on, if you need any assistance or guidance. We want you to succeed and are here to help! Please contact the Taronga Community Conservation team any time on pfo@zoo.nsw.gov.au or 02 9969 2777.

Be plastic
free

for me



CHAPTER ONE: IDENTIFY *the* PROBLEM

How To Conduct An Audit

The first step in reducing litter is to understand how much you are creating currently. This provides a baseline for measuring your success and communicate your impact to staff and customers.

A bin audit is a great way to see how much plastic you dispose of in your workplace and will help you to determine areas that can be improved in your internal operations. You can opt for a comprehensive audit, weighing all the rubbish or go for a simple audit and just count the number of plastic items.

What you need:

- Rubber gloves & tongs
- Newspaper or tarpaulin
- Record sheet
- Weighing scales
- Rubbish from bins
- A suitable place to sort rubbish (out of the wind!)

What to do:

1. Spread the rubbish or waste onto a newspaper or tarpaulin.
2. Separate it into different categories: food/compostables, cardboard, paper, metal, soft and hard plastics.
3. Separate plastics into type - bottles, containers, cling film, single-use types (eg straws, lollipop sticks), food packets etc.
4. Weigh or count the number of pieces in each group.
5. Write down weights or counts in the spreadsheet provided.

⚠ Note which bins or what area you've audited somewhere so you can replicate it again in future.

Finding The Source

Examine all of the items in the plastics category and see how many of each type were collected. What has been generated onsite vs from externally? How much is single-use? Are there alternatives? How can your staff lead by example?

Reducing plastic is an excellent way to gain exposure for your store in the media. To be able to scream and shout about the great work your store is doing you need to know the specific figures.

Supply Chain Audit

Conduct a **Supply Chain Audit** to identify items that are in your supply chain but don't go through your waste stream (e.g. coffee cups that get taken away by customers, heavily packaged food products that you sell, sauce sachets etc.)

Pick one or more items from the record sheet or your operations to begin.

1. **Assess the amount** you ordered in the last month and how long it took you to hand these out to customers. Audit how many you give out a week/peak day. How often do you order plastic bags, how many is in your order? Separate it into different categories: food/compostables, cardboard, paper, metal, soft and hard plastics.
2. **Analyse your processes** - Where are the items ordered from? Who by? How are they given out to customers? Do you receive goods wrapped in single-use plastic?
3. **In three months time**, complete the same assessment to determine the amount of single-use plastic you've saved from entering the waste streams, or worse, the environment. Celebrate the impact no matter how small and keep the momentum going.

Record Sheet

Plastic type	Number of items	Weight	Amount per week	Amount per month
Cups and lids				
Straws				
Bags				
Bottles				
Soft food packaging (eg. sauce sachets)				
Foodware: Cutlery, Plates, Cold drink cups				
Take away containers: Plastic, Polystyrene				
Other				

Do you want to assess your onsite waste and explore reduction options? Contact a local [Bin Trim assessor](#) - they can help you reduce waste, implement recycling strategies, and help you apply for funding to instigate these strategies in your store.

CHAPTER TWO: TAKE ACTION

Phasing out single-use plastic from your business requires a double-pronged approach that includes:

1. Fostering a 'BYO' culture amongst your customers and encouraging a behaviour shift to reflect this. Separate it into different categories: food/compostables, cardboard, paper, metal, soft and hard plastics.
2. Offering customers an alternative to single-use plastic items.

And if you can, influence producers and manufacturers to stop using plastic products and packaging, or switch to using recycled content.

1. Encourage Your Customers To BYO

Ensuring customers remember to bring their own reusable cups or bags with them is equally as important as providing alternatives. Consider rewarding behaviour and creating loyalty amongst your customers by offering a discount or incentives like double reward stamps.

Communication is essential when it comes to fostering behavioural change amongst your shoppers. We've dedicated an entire chapter outlining how to ensure your customers are aware of the efforts you're making and what they can do to help.

2. Reduce Then Switch

See the following sections for ways to reduce common litter items from your business operations. All the hard work has been done for you - there is a comprehensive list of suppliers included in this toolkit to make switching easy.

3. Support Your Staff

Supporting your staff through the change is just as important as guiding your customers. You need to bring everyone on board to make the switch sustainable and create a new litter free culture. We've got a game plan for communicating the switch and then sharing the good news around.

4. Go Further

Take a look at the goods you receive. If there is a lot of excess packaging first see if you can reduce it, or recycle it appropriately if it's unavoidable.



LESS POLLUTION IS *the* BEST SOLUTION

Straws

The fact is the vast majority of customers don't need a straw to drink, and there are always options out there for customers that physically require straws.

The simplest thing to do is **stop displaying or offering straws** as the default. Many businesses have found it instantly reduces use and cost by up to 80%! These savings offset the purchase of paper straws or a small supply of metal or glass straws that can be washed and reused instead.

See our supplier list for straw alternatives. If you want extra support or to delve deeper into this issue, [The Last Straw](#) has many resources available.

Bottles

Plastic drink bottles are a tough one. Many pre-packaged drinks come in plastic containers, rather than glass, aluminium or paper. Plastic is the least recyclable material, only 9% worldwide is recycled at all and it can only ever be down-graded through the recycling process. Compare that with aluminium, where 75% of the material produced is still in circulation today.

Consider offering beverages in washable cups or stocking products with more recyclable packaging. This isn't always feasible though. In that instance, the best option is to encourage your customers to recycle their beverage containers through the [NSW Return and Earn](#) system. Why not become an over-the-counter drop off for the scheme?



Coffee Cups

The best way to cut down on disposable coffee cups is to incentivize customers to bring their own. Foster a culture of BYO by offering double reward stamps if they BYO mug or cup, or offer a 50¢ discount.

If you sign up to the [Responsible Cafes](#) program, they provide information, tools, and promote your café on their website. Save money, save waste AND free promo? What's not to love?!

Of course, many customers will still want the so called "disposable" cups. The most environmentally responsible option in this instance is to supply fully compostable cups.

Next best is recyclable cups. [Simply Cups](#) or a similar system should be utilised to ensure cups are properly recycled.

Takeaway Containers And Cutlery

Fostering a BYO culture in your customer base also means making allowances for that in areas you may not first consider. People bringing their own coffee cup is nothing new, but what about a reusable take away container? **Letting your customers know that if they Choose to Reuse**, you will support them is a great way to encourage a behaviour shift and start these conversations.

Let [Trashless Takeaway](#) know and get free promotion on their app!

There are **great plastic free alternatives** for every range of take away container out there. Whether for hot or cold food, soups, sandwiches or ice cream there are wonderful compostable alternatives available. Many companies even do custom printing for that personalised product. The possibilities are endless!

Many places that supply compostable containers also offer compostable cutlery.

Soft plastic and foil packets

Have you heard of [Plantmade](#)? If you sell or package your products in soft plastic or foil pouches

check out this amazing product that feels and functions like plastic, but, you guessed it, is made from plants!

Bags

Here's our guide for plastic bag alternatives, listed from most environmentally beneficial to least.

1. Cardboard delivery boxes

If you've got the space, provide cardboard boxes for customers to use. This is not only a great reuse opportunity from your deliveries, but can help reduce your paper recycling costs.

2. REUSABLE BAG Made from polypropylene or PET plastic

PRO: These bags can be reused for many years, and can be recycled through supermarket soft plastic collections. These bags can be branded for your business and sold at a profit.

CON: Made from fossil fuels.

3. REUSABLE BAG Made from cotton

PRO: Can be reused for many years and are made from a renewable material. They can be branded for your business and sold at a profit.

CON: Growing cotton uses a lot of water and chemicals and is non-recyclable.

4. PAPER BAG Recycled/recyclable

PRO: Made from a renewable material and can be recycled in your kerbside recycling bin

CON: Can only be reused a few times (will tear with too much weight or moisture). Paper manufacturing uses a lot of energy, water and chemicals.

OTHER OPTIONS: [Boomerang Bags bag share scheme](#) or [Tees to Totes](#)

PLEASE NOTE: We **DO NOT** recommend biodegradable bags. For reasons why, see the [FAQ](#).

If you're not ready to phase plastic bags out entirely, consider placing a surcharge on plastic bags and only providing a bag if the customer asks.

Buy Recycled!

Buying products that contain recycled content creates a stronger recycling market in Australia,

further improving the industry. Closing the loop on recycled materials means less waste, which equals less litter in our oceans!

Balloons

Helium balloons are a great promotional tool, but they are also a deadly threat to marine life. Balloons can travel hundreds of kilometres, often landing out to sea. They float up into the atmosphere where they burst and fall into the sea, looking like an enticing meal to turtles and other animals!

Please **don't use balloons** in your in-store displays or promotions, or offer them to customers. Use bubbles to attract attention or cloth bunting to add colour to a display.



Photo: [Balloons Blow](#)

💡 Implementing a fee for plastic bags has had incredible results around the world. In the UK, plastic bag usage dropped by 85% since a 5p (7c) charge introduced. Within the first six months, the number of single-use bags handed out dropped from 7 billion to 500 million.

SUPPLIERS

There are a number of online retailers offering everything reusable for your home, school or business from bottles, to lunchboxes, to plastic free cleaning. Here are some highly regarded stores to get you started.

	Cups	Bottles	Containers	Straws	Catering	Cleaning	Packaging
Biome	✓	✓	✓	✓	✓	✓	
Hello Green	✓	✓	✓	✓	✓	✓	
Greenpack *Discount available.	✓	✓	✓	✓	✓	✓	✓
Going Green Solutions	✓	✓	✓	✓	✓	✓	✓
KeepCup, Joco Cups, Huskee Cup	✓						
Frank Green	✓	✓					
Biopack	✓		✓	✓	✓		✓
Plantmade						✓	✓
Vegware			✓	✓			✓

* Greenpack offers sustainable, plastic free food packaging and tableware. Use the code “Taronga Friends” at checkout for a discount especially for Litter Free Oceans Businesses.

Excess packaging?

Talk to your suppliers and manufacturers about their packing protocols. Ask them to join the [Australian Packaging Covenant](#). Do you have to unravel reams of plastic film or contend with large amounts of polystyrene (Styrofoam)? There are two questions to ask: Can it be reduced? Can it be recycled?

[Visy](#) is a packaging and resource recovery company which has tailored business recycling services, and integrated logistics and freight. As a partner of [Operation Clean Sweep](#), they are dedicated to reduce plastics leaking into the environment and are a good company to recommend to your suppliers if they need better packaging.

If you import large quantities of goods or use shipping in your supply chain, consider [Swire](#) who are making strides in best practice sustainable shipping.

Services

Programs such as [BinTrim](#) can help you cut down your waste. For a full list of services to help you go plastic free and beyond see Resources (page 18).



CASE STUDIES

Businesses of all shapes and sizes around Australia are moving away from single-use items, and many have tackled the challenge in fun, engaging and innovative ways. We've provided these case studies to inspire you and help you to create change within your own business.

San Remo IGA

Going plastic-bag free was not something we did overnight. A few customers had mentioned the idea to us and then once the owners approached me and said they feel it's time we begun to roll out roughly a 2-month program before we went completely plastic bag free. To begin with we ran an online survey on our Facebook page for 5 weeks just gauging the communities view. Each week we'd put the results online as well as at each register. After five weeks, roughly 500 people respond and out of those 96% wanted to see the removal of plastic bags from our store. At the same time as this we also ran a range of colouring /design competitions with our two local schools*, the aim of this was to get our younger generations involved to hopefully go home and drive change within their families. We gave away environmentally friendly products as prizes and the winners of the design completion actually got their designs printed on Boomerang Bags.

From this we then ran a countdown for 2 weeks instore, where education became very important. We had posters around the store of what would be available and at what cost (attached). We also ran an instore sewing bee with Boomerang Bags which created a bit of hype and interested and helped to educate people further. 'Plastic Bag Free Phillip Island' assisted us along the way, posting on their Facebook page and providing us with informative posters.

On top of this our two local papers got involved and we had numerous articles in the papers leading up to the day we went plastic bag free. We made it clear from the start that it wasn't about costs but for the environment. For the first month we actually sold IGA reusable bags for a loss and gave away roughly 2000 for free. We also offer the compostable bags (endorsed by our local shire for use in their newly appointed green waste bins) for .20c which the total is donated to one of 3 local charities/organisations.

We're fortunate in San Remo that we are a tourist destination and everyone who lives in the area is concerned about the environment they live in and conservation of the area. Therefore, it was easy to get all the locals on board. Every now and then (and particularly over the weekend where we have a number of daytrippers/holiday makers visit the store) we will get a disgruntled customer. However, we have informed our staff to just give away a free IGA reusable bag to keep the peace and inform them why we have gone plastic bag free. With more and more stores introducing plastic bag free policies and our state governments beginning to impose bans (or even at least talking about it) it will only get easier for us at store level. Majority of our customers now are bringing their reusable bags in with them each time they visit the store, which just shows how much a behaviour can be changed in only 1 month.

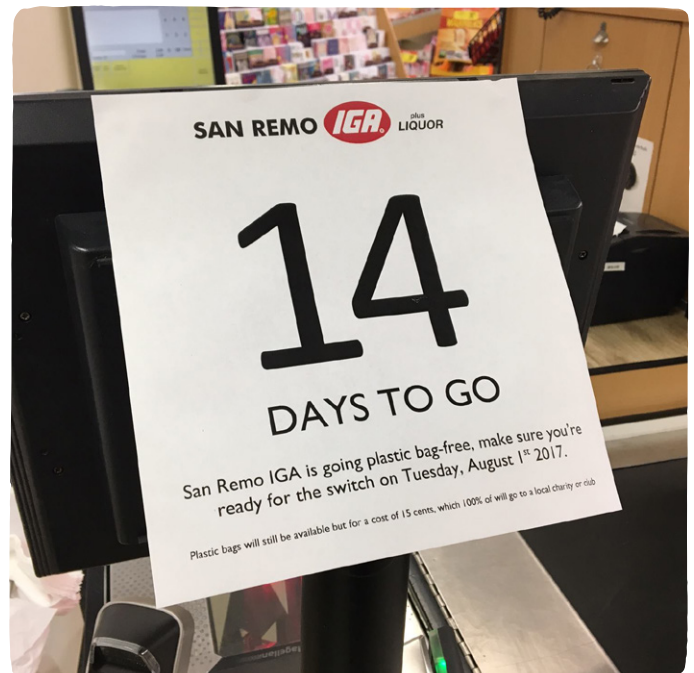


Photo: [San Remo IGA Facebook](#)

* You can too! See appendix for templates.

CASE STUDIES

Tonic Lane, Neutral Bay

Tonic Lane in Neutral Bay was the first venue in Sydney to ban single-use disposable coffee cups from 1 August 2017. Instead we encouraged our local community of customers to bring their own reusable cups, or to help themselves to a free mug, in an attempt to reduce unnecessary waste going to landfill. Donations from regulars and local op shops enables us to have a strong supply of mugs so we will never run out. For customers that borrow and return mugs, we reward them with double stamps on their coffee loyalty card. So everyone is a winner!

What was classed as a bold move was actually to us a common sense decision. We partner with our customers every day to use reusable mugs, and we also encourage taking time to sit and enjoy your drink so 'take 5' is also an important message for us to share in our venue.

If customers really want a disposable cup we provide them with a plant-based compostable single-use cup for 50 cents extra. We inform those requesting takeaway that we charge extra and explain why. We share some basic statistics about how many end up in landfill and waterways per year and this shocks people. On most occasions we convince them to choose to have it here with us or take a mug.

It has not been an easy or money generating exercise for Tonic Lane but as a team we have been strong and very consistent. At times it has been hard to watch our regular customers go to other cafes because they offer a takeaway cup that is cheaper, but we have attracted new customers who travel to us because we reward them for being sustainable. Soon the odds ones out will be those not practising sustainable routines.

As the owner of Tonic Lane with a cafe career spanning 20+ years, plastic lined takeaway coffee vessels have always been a concern to me. The team was inspired to make Tonic Lane a "disposable cup free" after watching the ABC TV series War on Waste, so it was a great achievement for us to appear on Episode 4 as champions of sustainability. The ABC morning show also did a segment filmed at Tonic Lane which showed our strong community support and increasing interest by our regulars who are working with us to try to change routine behaviour.

Little changes can make a huge difference. Since we started 'The Mug Movement' in August 2017 we rarely order paper goods. We estimate Tonic Lane alone have saved approximately 15,000 cups ending up in landfill.

This has organically stimulated other sustainability projects to 'say no to plastic'. We have started the 'jar movement' and 'bottle movement' both which encourage the reuse of jar and bottles for cold drinks. We have collaborated with boomerang bags and tees to totes both groups who both work to 'say no to plastic bags' by using preloved materials to make reusable bags.

Tonic Lane is also a member of 'Citizen Blue' who collect our eligible bottles for return & earn. We do not offer plastic straws in any of our drinks and have metal straws as an alternative. As we are a gin bar by night we also encourage locals to take our empty gin bottles home to use for oils, water, candles or light fittings.

Tonic Lane's efforts have been verified and accredited by the Better Business Partnership, a joint council service funded by Ku-ring-gai Council, North Sydney Council and Willoughby City Council. We are testimony to our moto that 'little projects can make a big difference to our future'. We live by this moto every day.



CHAPTER THREE: COMMUNICATION IS KEY

We've provided a communication guide for your business that will help you shout about your new initiative from the rooftops! **Start your communications before you begin making the switch.** Once the wheels for your litter-free business are in motion, begin the communication process both internally and externally.

Internally:

Organise a staff training, morning tea or email to brief them on the changes that will take place. Understanding amongst staff members is essential for effective communication to the wider public – if your teams are fully aware of the 'whys' and 'hows', they'll ensure your customer base is too.

Show fellow staff photos or videos of the impacts of marine debris on wildlife – seeing for yourself the harm to wildlife is powerful. Start light with [this one](#), tug intensely at the heart strings with [this](#), or [let the UN explain](#) the problem in full.

Prompt discussion in a positive way - the solution is in your hands! Every bit counts, and that's why it's so important to take any action you can. Use staff meetings to touch base with how things are progressing and to receive feedback. We've included an internal policy that can be emailed or printed and posted in staff rooms.

BONUS: Taronga Zoo's Community Conservation team can help you communicate effectively to your staff.

Externally:

Make it known amongst your customers that you're going "Litter Free" and transitioning away from single-use plastic. We've included in-store collateral and other links and resources to help you. By communicating the changes before they actually happen, you'll prepare your shoppers for a litter free business.



CHAPTER THREE: COMMUNICATION IS KEY

Other Ideas for the Lead Up to Your Phase Out:

- Run a colouring in competition to educate children and their families and offer prizes as incentives. We've included colouring-in templates in this toolkit.
- Run an online poll over the period of a few months to start the conversation amongst the community and gauge their reaction.
- Write an opinion piece or letter to the editor to local media to highlight the issue and promote your business! Need help? Contact pfo@zoo.nsw.gov.au to ask for help.

Once the switch has happened:

Continue spreading the word! If you send a regular newsletter, let your database know you've officially made the switch. Ask staff to pop a note in their email footer/signature. Write a blog or create a landing page for your website. Send out a media release on the action you've taken.

Use the hashtag [#LitterFreeOceans](#) to highlight the actions you are taking, and connect with the network of other Litter Free businesses.

Replace your 'we're transitioning' posters with the 'Thanks for joining us' option.

Show off your point of difference. Contact us for your exclusive window sticker to let anyone who walks past your business see your commitment to Litter Free Oceans.



Consider organising a launch event the day you officially go litter free. This can be something as simple as face painting and bubble blowing, or throwing a morning tea for staff.

Share your story online. Think about why you decided to ditch single-use plastic – was it to protect your local environment? Reduce cost? Increase your “Green” credentials? Post on your business social channels about the action you've taken.

Notify your old suppliers of why you are no longer using them. This message is critical for turning the tide in the manufacturing industry. If businesses no longer want to receive or supply single-use plastic then the industry will have to change to meet the new demand.



Template: Staff Training Points And Policy

Litter Reduction Policy:

[YOUR BUSINESS NAME HERE] aims to reduce single-use plastic in store in an on-going commitment to sustainable environmental solutions. All staff are to encourage our customers to use a variety of alternatives, such as free cardboard boxes and recycled bags either brought in or purchased in store. Staff are to ensure bag packing principles still apply and provide exceptional customer service whilst adhering to the single-use plastic reduction policy.

Plastic Reduction Procedure:

1. Do not offer customers single-use plastics including straws, bags, cups or containers unless requested.
2. If requested, politely explain our plastic reduction policy and encourage the customer to refuse or use an alternative.
3. For customers with a disability or who are adamant they need a disposable item, be considerate and do not attempt to “educate” as it may be offensive. Not all disabilities are visible.
4. Be considerate of how to reduce single- use plastics whilst still adhering to the larger company policies and procedures.
5. Offer double rewards to customers who bring or buy a reusable alternative.
6. If you have any queries please consult your supervisor.

I _____ have read and understood the plastic reduction policy and procedure.

Signature

Supervisors Signature

Date

Name

Supervisors Name

► **If I switch to a bunch of paper products (straws, plates etc), isn't that just as bad or worse for the environment?**

This is why reusable products are the best option, there is no waste at all!

Paper-like products are not always made of paper, some are made from sugarcane bagasse, a byproduct from sugar production, others from corn starch. These options are great as they help close the loop with other industrial manufacturing processes.

For those that are made of paper, be sure it's 100% recycled or [Forest Stewardship Council \(FSC\)](#) certified, and you know it's coming from a sustainable source.

► **What's the difference between compostable, biodegradable and degradable products?**

These terms are often used as if they are all the same – they are not!

For example, [a senate enquiry](#) into the threat of marine plastic pollution in Australia found that degradable plastic bag options are equally as bad for the environment as regular plastic bags, particularly when you take into account that most people are under the impression that they are a solution.

Compostable means that the product will break down into organic compounds. Often however, these require commercial composting facilities to break down properly. Check out the Resources [\(page 18\)](#) for composting options for your business.

Biodegradable means that the product can be broken down by living organisms such as bacteria and fungi. Biodegradable traditionally meant it was made from plant-based materials too, although this is not always the case anymore. It also requires high temperatures and UV which are not always present in the marine environment.

Degradable and oxo-degradable means chemical additives have been used in the plastic to allow it to disintegrate faster than an ordinary plastic product. While it may mean an animal might not be entangled or suffocated by the item, the small pieces it breaks into are equally harmful as they can be eaten by even smaller animals. These microplastics are the most abundant type of litter in our oceans.

Customers may ask:

► I use my plastic bags as bin liners. What should I use instead?

Most kitchen waste bins have their own internal removable waste 'bucket', which doesn't really need to be lined with a plastic bag. When the internal 'bucket' is full, just take it out and tip the waste into your green wheelie bin. Give the bucket a quick hose out and tip the water on the garden. Lining the bin with waste newspaper will also help.

If you want to continue using plastic bags to line your bins, try to keep your bin waste to a minimum by recycling where possible, and disposing of your food waste in a compost, worm farm or bokashi.

► We can recycle soft plastics at major supermarkets now. What's wrong with using single-use plastics if I recycle them?

Recycling plastic isn't nearly as efficient as just not producing it in the first place. It's great that you recycle your hard and soft plastics, but the minutes of useful life of a plastic bag just doesn't warrant the amount of resources, energy, and pollution that goes into producing it, and then recycling it. It's worth the effort to bring your own reusable items. Recycling is good for when you forget.

► I keep forgetting my reusable items! How can I remember to bring them with me?

Ok, you're motivated, but it's just not coming together for you. Remembering to bring your cup, bags, or container is just a new habit you need to establish. Once you crack it, you'll rarely leave home without them. Here are a few tips to help you build the habit:

1. Put a stack of reusable shopping bags in your car or buy a special work mug to keep at the office.
2. Stick a reminder note on your steering wheel so you have them when you leave for work.
3. Set a reminder in your phone every morning before you leave the house to check that you've got everything with you or download the useful [Green Elephant app](#), which helps you remember your bags. Clever!



CHAPTER FOUR: RESOURCES

Better Business Partnership have a dedicated toolkit to help businesses remove plastic from their operations, and other sustainability measures such as energy and water.

BinTrim is a tool designed by the NSW EPA to reduce waste, increase recycling, and save money for your business.

Closed Loop provide business waste audit services, coffee cup recycling and sell small commercial composting facilities.

EarthPower is Australia's first food waste-to-energy facility, based in Sydney. They produce green electricity and a nutrient-rich-by-product fertilizer.

Biopack can connect businesses with composters and paper cup recyclers in your area.

Join a community of over 3,600 Responsible Cafés reducing single-use coffee cups!

The Last Straw guides a business to reducing plastic straw use, and educate their customers to refuse them, including staff training, posters, merchandise and social media promotion.

SUEZ offer a complete range of waste recycling services to minimise landfill and litter, including Advanced Resource Recovery Technology.

Boomerang Bags may have a local chapter in your area, and could supply your store with reusable bags. Great for repeat customers!

CitizenBlue can help your business collect empty beverage containers for the Return and Earn scheme.

See if teaming up with Planet Ark may benefit your business as well as the environment.

If you run an office, CitySwitch can help you reduce waste and even close the loop on your refurbishment.

Printable Resources

The following pages are posters and pages to print:

Posters:

- We are a Litter Free Oceans business! Help your customers know you are ditching disposable items for good.
- Did you know? Use this once you've phased out single-use plastics.

Colouring in templates:

- Your colouring in competition for kids. They can pick an animal, colour it in and submit it to you. This raises awareness in your community and brings them on board in an engaging way.

Litter Free Oceans Business Survey

Fill in this short questionnaire to begin thinking about the opportunities and barriers in your business. Send this to pfo@zoo.nsw.gov.au and request a phone call so we can tailor the Litter Free journey just for you!

LITTER FREE OCEANS – BUSINESS SURVEY

Do you currently offer customers plastic items in your store? (please tick items used)

- | | | | |
|--------------------------------------|-----------------------------------|---|--|
| <input type="checkbox"/> Coffee Cups | <input type="checkbox"/> Bottles | <input type="checkbox"/> Foodware(Cups, Cutlery, Plates | <input type="checkbox"/> Bags |
| <input type="checkbox"/> Straws | <input type="checkbox"/> Balloons | <input type="checkbox"/> Other? (eg. Sauce sachets, wrappers
etc.) | <input type="checkbox"/> Take Away container (Plastic,
Polystyrene) |

As a business owner, how important is (1 = not important, 10 = incredibly important):

- | | |
|--|--|
| <input type="checkbox"/> Cost-saving | <input type="checkbox"/> Being environmentally sustainable |
| <input type="checkbox"/> Customers' opinion: | <input type="checkbox"/> Time-saving or convenience for yourself |

When thinking through implementing plastic-free initiatives in your business what are the:

PROS (eg saves \$)

CONS (eg upfront cost)

ENABLERS (eg enthusiastic customer base)

BARRIERS (eg time to research alternatives)

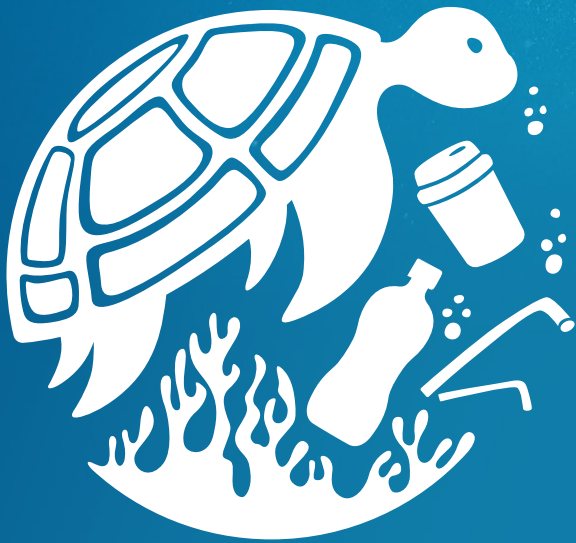
What comments, if any, have you heard from customers about plastic waste and plastic-free measures?

Does your business have a sustainability or environment manager of any kind? (put contact if applicable)

Any others comments or things we should know?

Please email this survey to pfo@zoo.nsw.gov.au and request your free follow up phone call.

We are a



**LITTER
FREE
OCEANS**

Business

Please support us as we transition away from single-use plastics, and implement more sustainable alternatives for the health of our oceans.

Did you know?

Around 9 million tonnes of plastic ends up in the ocean as litter every year? Most of this is disposable “single-use” plastic, designed to use once.

We have phased out single-use plastic from this store. We thank you for joining us on this journey, and if you have any questions or comments please see our friendly staff.



**LITTER
FREE
OCEANS**

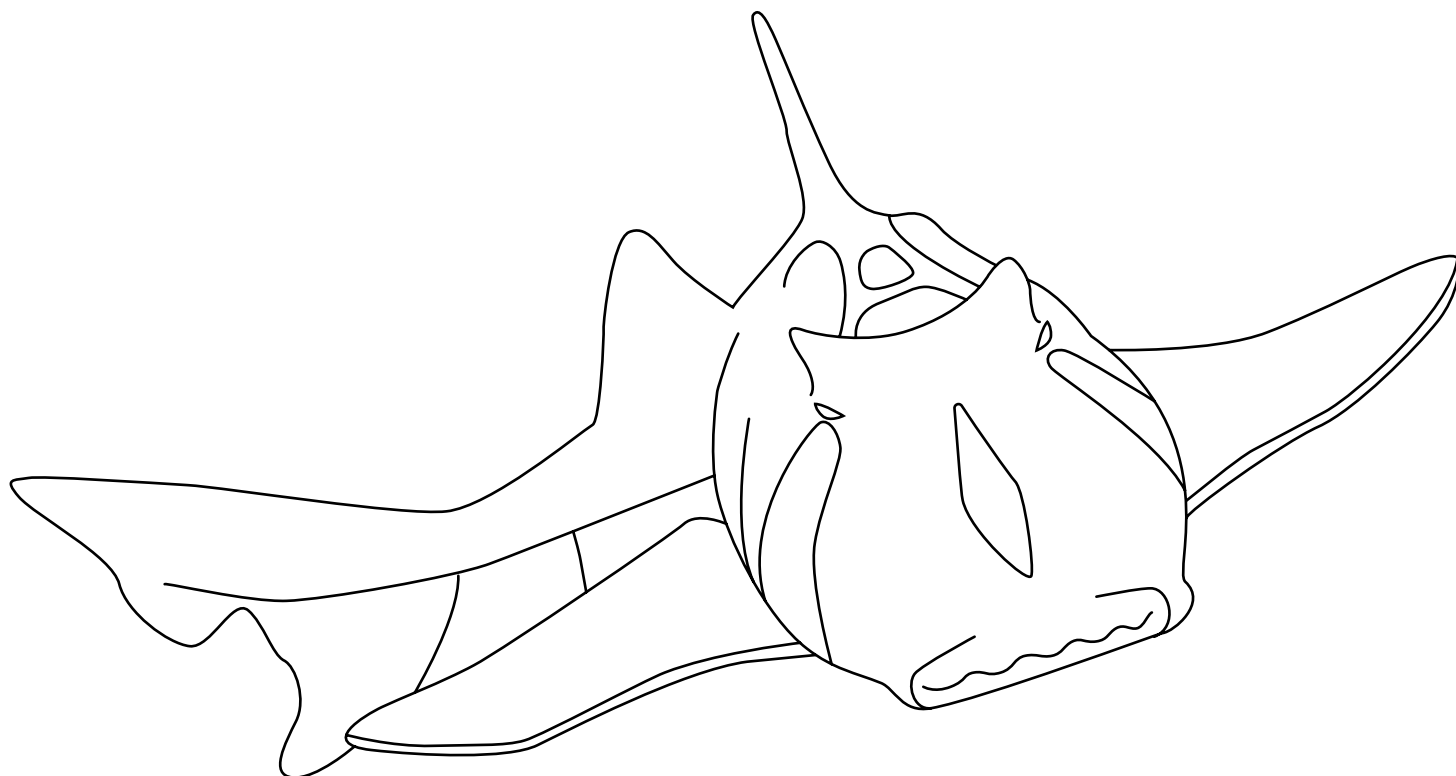
TARONGA 
CONSERVATION SOCIETY AUSTRALIA

For the Wild

Name and Age

.....

I'M A HERO *for*
the **PORT JACKSON SHARK!**



To help the Port Jackson Shark I will...

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Name and Age

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I'M A HERO *for*
the **AUSTRALIAN SEA LION!**



To help the Australian Sea Lion I will...

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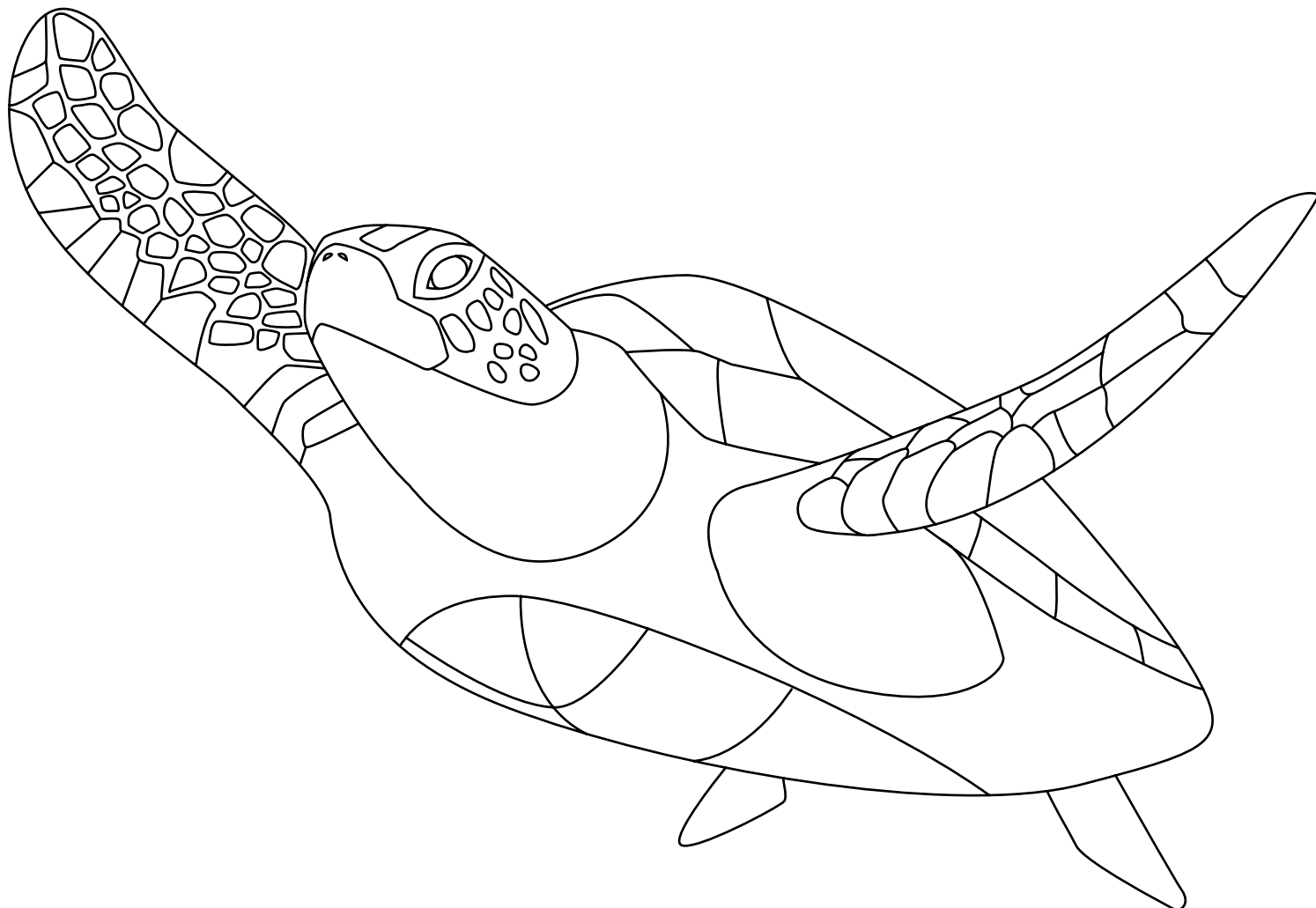
.....

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Name and Age

.....

I'M A HERO *for* *the* MARINE TURTLE!



To help the Marine Turtle I will...

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www.litterfreeoceans.org.au
pfo@zoo.nsw.gov.au
02 9969 2777



**Total
Environm
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for the future



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