

Packaging waste reduction campaign

Often, administrative tasks do not suppose any strong environmental impacts. Indeed, these impacts are related to low environmental impacts of everyday activities, such as switching on a computer, copying a letter, deleting a file, or even having a coffee during a break. At a first glance, these activities can be considered insignificant as they do not involve many workers in a company, but if we add up all them the joint effect will be significant. Thus, all these activities mean a significant environmental improvement for our society and suppose a step that confirms that we are already on the right track. The document you have in your hands is intended as a tool for environmental improvement in your company or institution.

General information



reduce



difficulty



reuse



environmental
impact



recycle



cost

Waste stream



paper



packaging



WEEE



organic

Objectives

Direct:

- ▶ Reduce packaging waste by promoting reusable items. This action would increase your employees' awareness on packaging waste.

Indirect:

- ▶ Increase employees' awareness in waste prevention issues.

What does it include?

- ▶ Information about the environmental benefits of reusable products/items
- ▶ Information about the environmental benefits of less packaged products
- ▶ Information about packaging waste

What you need

- ▶ Reusable mugs for hot drinks
- ▶ Reusable lunch boxes
- ▶ **Information and communication material:** Get EWWR information material to inform employees about packaging waste. Get also measures concerning packaging waste prevention; get the promotional poster to advertise for your action. Prepare specific material to advertise for your action and to inform employees about the measures taken.
- ▶ **Tools:** reusable mugs, reusable lunch boxes.

Tools to make this action

A coffee machine with a reusable mug option

- ▶ What is it? A drinks machine with an option to serve hot and cold drinks directly in reusable mugs.
- ▶ How to use it?
 - If necessary, ask your drinks supplier to readjust your machine to serve reusable mugs.
 - Inform your internal staff about the benefits of using reusable cups.
- ▶ What to evaluate? Amount of single-use mugs thrown away before implementing the measure.



Reusable coffee mugs

- ▶ What is it? Give reusable mugs to your staff.
- ▶ How to make/use it?
 - Give reusable coffee mugs to your staff
 - Inform them how to select the reusable option in the machine
- ▶ What to evaluate? Amount of single-use mugs thrown away before implanting the measure.



Lunch boxes

- ▶ What is it? Give reusable lunch boxes to your staff and encourage them to use it instead of plastic or aluminium wrapping.
- ▶ How to make/use it?
 - Give reusable lunch boxes to your staff.
- ▶ What to evaluate? Amount of lunch wrapping thrown away before and after handing out the lunch boxes.



Support tools for communication

A panel to show the best practices in waste prevention carried out

- ▶ What is it? This panel includes a check list with all commitments assumed in terms of waste prevention. This will encourage the staff to keep up with the good job.
- ▶ How to use it?
 - Check all commitments assumed.
 - Show them in this panel.
 - Display this counter in a strategic spot.
- ▶ What to evaluate? Number of goals achieved. Evolution of the results achieved over time.



A sticker with a distinctive

- ▶ What is it? A sticker to inform that your company/institution carries out best practices in waste prevention.
- ▶ How to use it?
 - Show this sticker in a strategic spot.
- ▶ What to evaluate? Number of participating events.

Preparing the action

Before the EWWR (one month beforehand)

- ▶ Count (and also weigh) the amount of single-use mugs served through your coffee machine.
- ▶ Find a local supplier of reusable coffee mugs.
- ▶ Measure and weigh the amount of packaging thrown away in your lunch area at work. Only measure and weigh those packaging directly related to lunch, such as aluminum wrapping, food packaging, single-use cutlery...
- ▶ Find a local supplier of reusable lunch boxes.
- ▶ Find a strategic spot where to install a panel to show your commitments and goals achieved

Implementing the action = day of the action

- ▶ Give reusable mugs to your employees.
- ▶ Remove the disposable cups from the coffee machine.
- ▶ Display the information material on prominent position
- ▶ Inform your employees about the commitments you're about to carry out
- ▶ Encourage your employees to use reusable coffee mugs and lunch boxes



Evaluation and feedback

Both, the reusable coffee mugs action and the non-mug withdrawal option in your coffee machine are directly related. These actions are intended to prevent packaging waste.

In order to evaluate the results of these actions, you must:

1. Count and weigh (in kg) the amount of single-use mugs served through your coffee machine over a month.
2. Once the non-mug option is set on your coffee machine, count the number of coffees served through this option.
3. Show the amount of coffees served through the non-mug option. Assign this number to a single-use mug (in kg). Finally show the amount of single-use mugs prevented (in kg) over a month.

The lunch boxes action is also intended to prevent packaging waste.

In order to evaluate the results of this action, you must:

1. Count and weigh (in kg) the amount of packaging directly related to lunch (aluminium wrapping, food packaging, single-use cutlery...) over a month.
2. Once you have delivered a reusable lunch box to every workmate, start counting the amount of packaging waste related to lunch. Do it over a month.
3. Show the amount of packaging waste prevented (in kg) over a month.

In all cases, report the results (quantitative and qualitative) to your EWWR Coordinator.

More information

- ▶ Information material on packaging waste
 - Tips to reduce packaging waste:
http://www.ewwr.eu/docs/ewwr/Factsheet_Reduce-excessive-packaging_EN.pdf
- ▶ Examples of actions (more examples on www.ewwr.eu):
 - “Less waste is more” Barcelona City Council (CAT) 2011:
A large number of activities were designed grouped by waste flows, both corresponding with the objectives of the plan and going a step further, simply as a demonstration, to offer ideas and tools oriented towards waste prevention.
http://www.ewwr.eu/docs/case_studies/EWWR_2011-Case%20studies_Administration_Catalonia.pdf
 - “Guia de l’oficina verda” (CAT):
A guide with tips and examples to set up environmental actions at the office.
http://www.bcn.cat/agenda21/A21_text/guies/guiaverda.pdf
- ▶ European Week for Waste Reduction: www.ewwr.eu contact@ewwr.eu

