

eventuality GROUP

BUSINESS TRANSFORMATION GUIDE TO ELIMINATE SINGLE-USE PLASTICS

JULY 2019 VERSION 1

IN COLLABORATION WITH

**LESS
PLASTIC.**

 **BAR NATION**[®]

THE COCKTAIL SERVICE[®]

EST. 2009



ABOUT THIS GUIDE

This guide is designed to assist you and the business in meeting the commitment to be single-use plastic free. This is based on the actions Eventuality Group (The Cocktail Service & Bar Nation) have implemented to eliminate single-use plastics from our operations and products by 2020 and to do so in the supply chain by 2022.

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Eventuality Group have taken the decision to partner with Less Plastic to aid in delivering on our company value **Lead the Change, Be Green and deliver our commitments towards single-use plastics.**

Less Plastic are an ocean-loving, family-run organisation based in South Devon, in the UK. They set up Less Plastic in 2015 to raise awareness of the issues caused by ocean plastic, providing individuals & organisations with easy-to-action steps to help them to significantly cut their plastic usage. www.lessplastic.co.uk

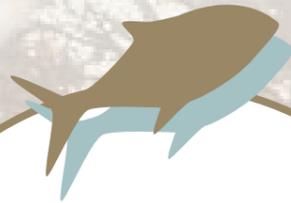
#UseLessPlastic #LessOceanPlastic #PlasticGameChanger

Climate change is unequivocally occurring on our planet and evidence for human influence on the climate system is clear. Due to human activities, GHG emissions increased by 70% between 1970 and 2004. Without a massive organized clean-up effort, every human's mess will eventually end up in the sea. We all use too much plastic, which lasts for hundreds of years, and is spilling out into nature at an alarming rate, creating a massive problem.

The United Nations estimated that if the current pollution rate continues there will be more plastic than fish in the sea by 2050. Not only does plastic choke, injure and kill sea creatures, and pollute our ocean, it is also suspected to ultimately cause cancer and other diseases in humans. This transformation guide is set up to raise awareness and promote solutions for an all-round healthy planet. We at Eventuality Group will always strive to do our best as a company to reduce our mark on the planet.



OUR PLEDGE



Eliminate single-use plastics

from our operations and products by 2020 and to do so in the supply chain by 2022



Reduce our negative impact

on the planet as much as possible



Influence our staff and wider community

to live with less plastic in their work and private lives



Innovate new and creative ways

to remove our plastic use significantly

WHAT DO WE MEAN BY SINGLE-USE PLASTICS IN OUR BUSINESS?

Eventuality Group's definition for single use plastic

Products that are made of plastic and are intended to be used only once and then thrown away are regarded as single-use plastics. Bioplastics are included in this because even though they are intended to biodegrade over time this only happens when certain chemical processes and circumstances occur and therefore cannot degrade on their own. Until this has happened it is regarded as a single-use plastic.



These are not single use plastics

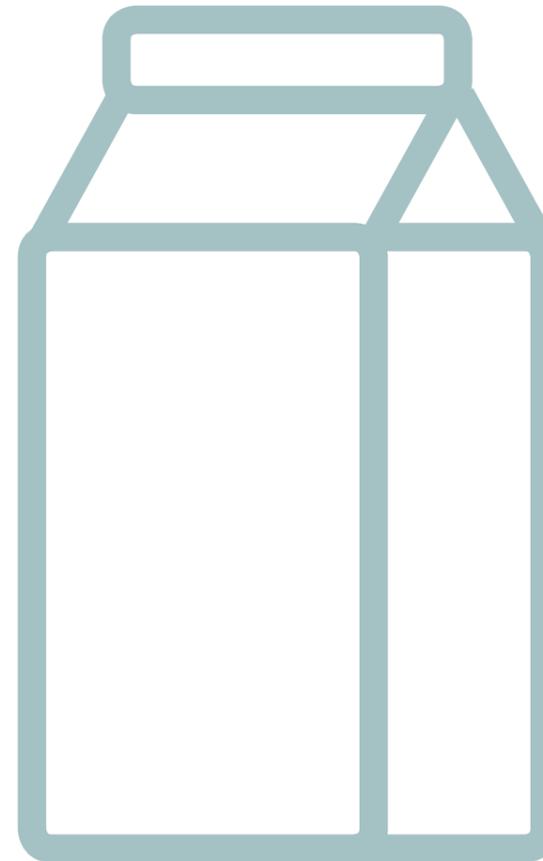
Technological products like this that have a life span longer than one month are not regarded as single-use plastics because they can be used over a long period of time and can be repaired and industrially recycled.



WHAT ABOUT THE ECO-FRIENDLY PLASTICS?

There is a lot of confusion around all the different types of 'recyclable' plastics and how eco-friendly they really are.

This section will explain the differences between these plastics to guide you toward the best decision for our organisation and for preventing further pollution. Most plastics will not break down safely if they are simply just left in the sea or in nature. Most plastics need a certain chemical reaction to occur in order for them to safely decompose. The following are the different types of 'eco-friendly' plastics and how they decompose.



BIOPLASTICS

Made of

Plant (such as corn starch or sugarcane)
& other biological material

Recyclable

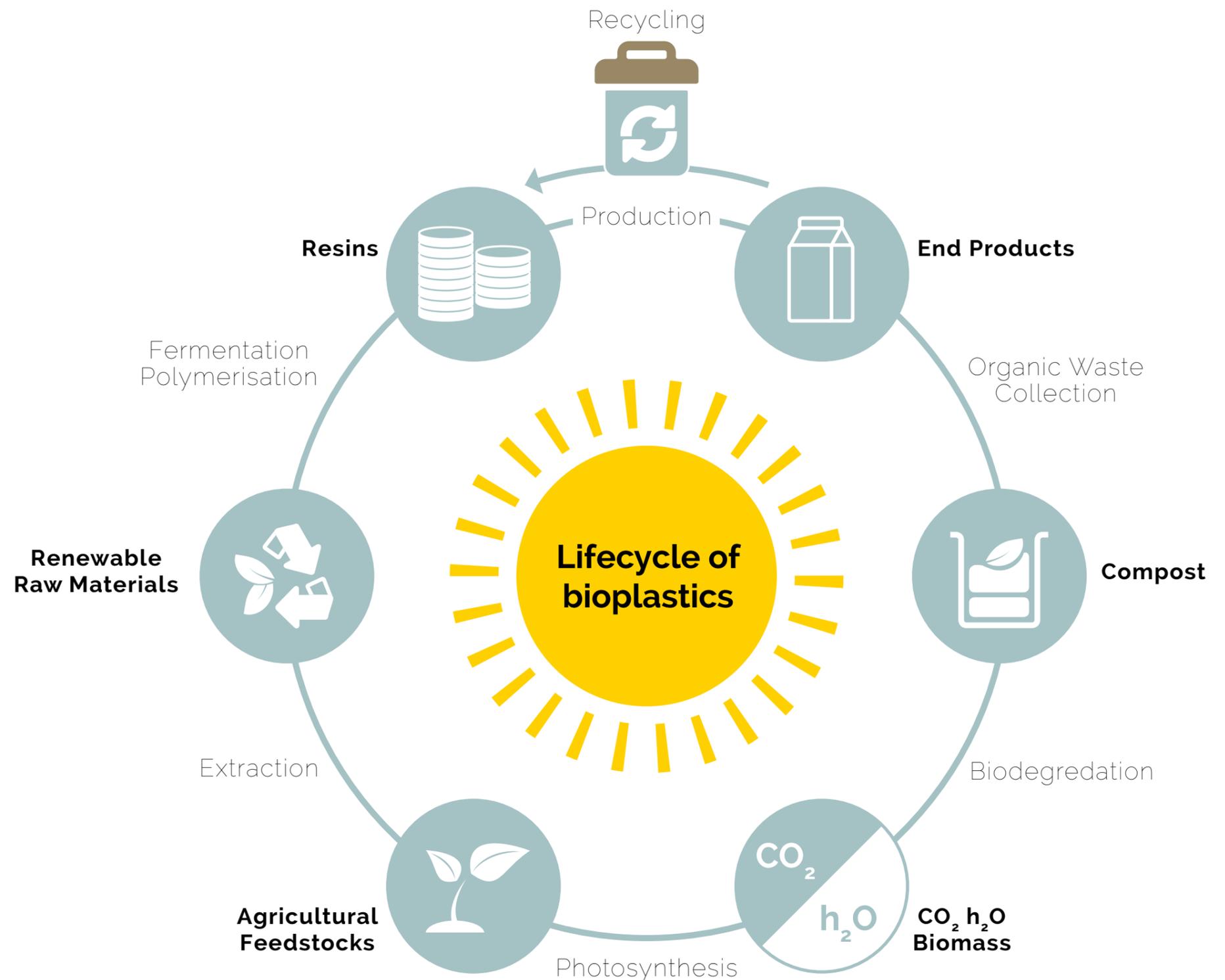
Some but most are not

How to decompose

Some can decompose in high-heat industrial composting facilities. The corn starch molecules slowly absorb water and swell up, causing them to break apart into small fragments that bacteria can digest more readily. Unfortunately, not all bioplastics compost easily or completely and some leave toxic residues or plastic fragments behind.

How long does it take

Some bioplastics can break down in a matter of weeks, others can take years



BIODEGRADABLE PLASTICS

Made of

Contain petrochemicals which are engineered to break down faster (however this could still take a long time)

Recyclable

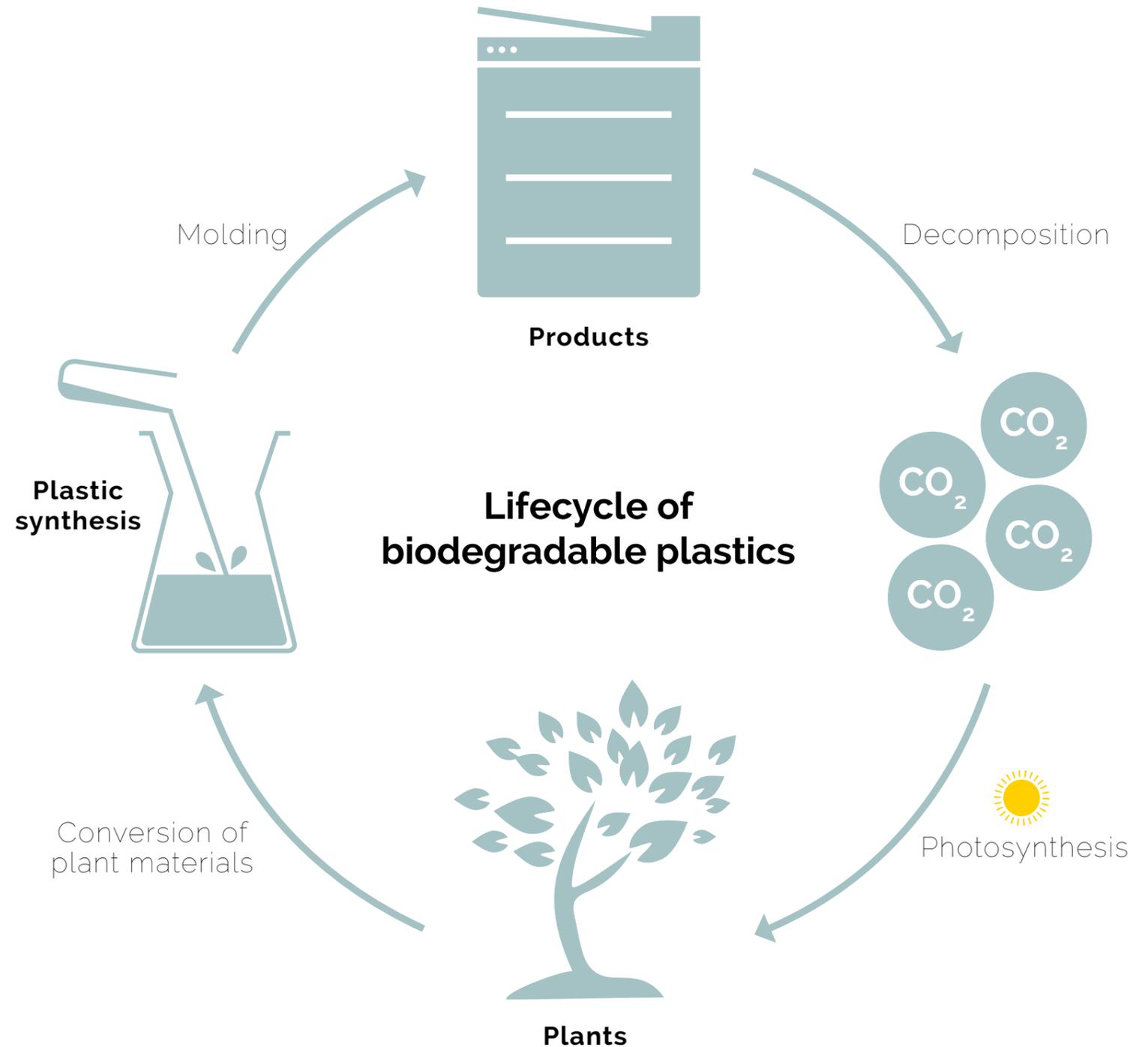
Some are

How to decompose

Can decompose in landfills in the presence of light, oxygen, moisture and heat. Biodegradable plastics don't always break down into harmless substances: sometimes they leave behind a toxic residue and that makes them generally (but not always) unsuitable for composting. Further research proves that biodegradable plastics can't be effectively composted or anaerobically digested and don't usually break down in landfills. In the oceans, the water is usually too cold to break down biodegradable plastics, so they either float forever on the surface (just like conventional plastics) or, if they do break down, produce tiny plastic fragments that are harmful to marine life.

How long does it take

3-6 months



COMPOSTABLE PLASTICS

Made of

Corn starch, potato starch, soybean, protein, cellulose and petroleum

Recyclable

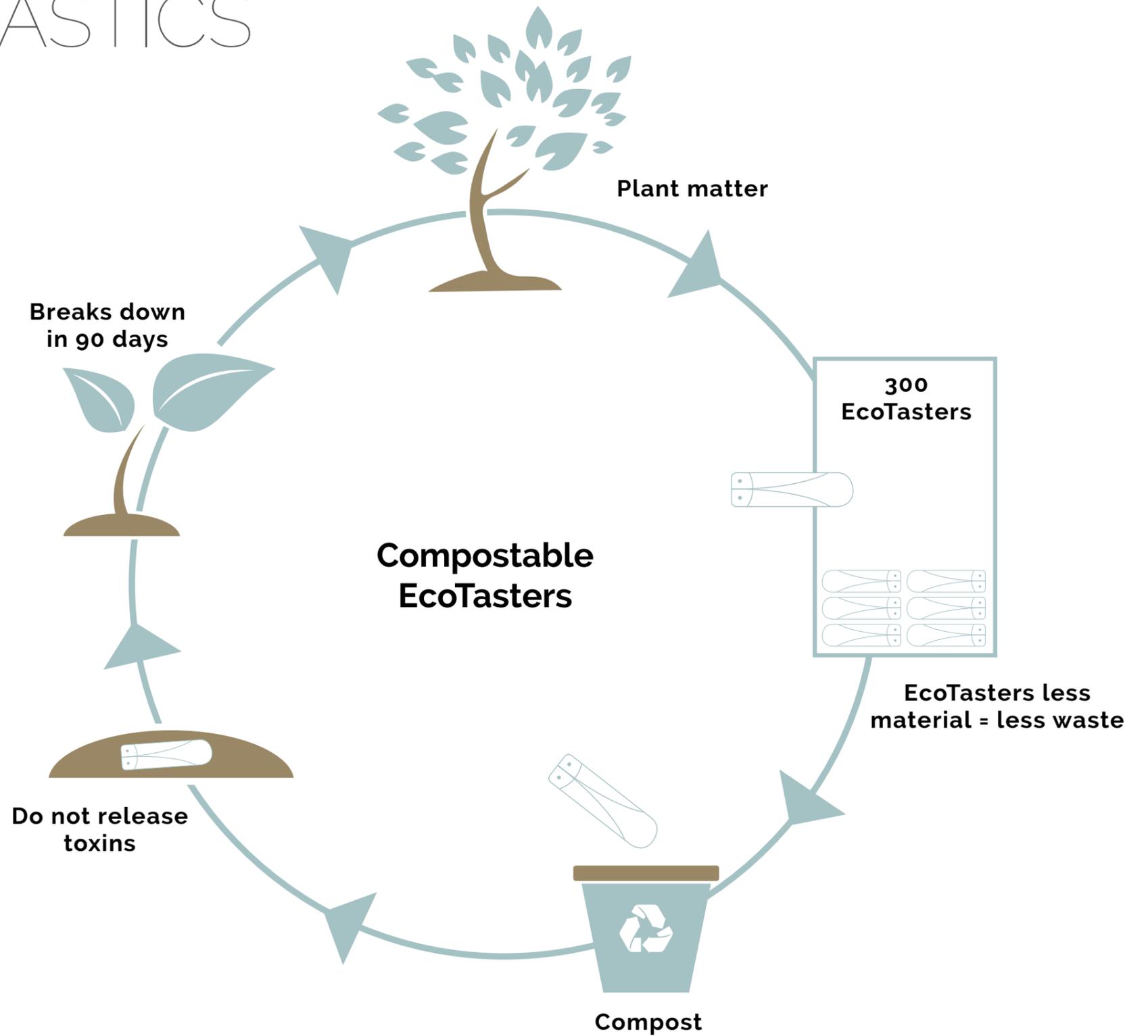
Some are

How to decompose

Place in industrial composting conditions or in home composting conditions

How long does it take

3-6 months



WHAT CAN WE DO AS A COMPANY TO REDUCE OUR IMPACT?

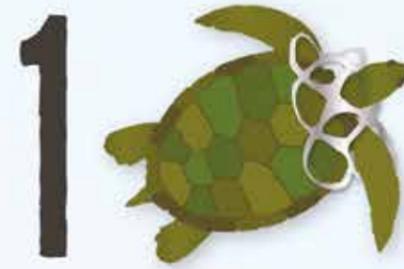


9 WAYS TO REDUCE PLASTIC IN YOUR WORKPLACE

IN THE OFFICE

Slashing demand, through learning to live and work with less plastic, is the only solution to turn off the plastic production tap.

As a company our impact can be game changing. From our office to services throughout our planning procedures and supply chain. Here is how we can eliminate plastics in our office workplace:



1 Inspire your colleagues, hold an ocean plastic talk



2 Organise a park, river or beach clean with your team



3 Provide unlimited filtered tap water



4 Have reusables in kitchens & canteens



5 Reduce plastic in office tea & coffee



6 Encourage eco habits, gift reusables to your team



7 Ask your team for ideas to cut plastic in their roles



8 Request that suppliers use less plastic packaging



9 Share your successes, inspire others to act too



#PlasticGameChanger



WWW.LESSPLASTIC.CO.UK

AT EVENTS & FESTIVALS

As a business we can choose to take an active role in this very important conversation.

Festivals are uniquely placed to take part in the climate change conversation because of how much waste is produced at these events. Owing to the large crowds of mostly younger demographics that attend these events, festivals have the power to reach the decision makers of tomorrow. Influencing them to reduce their impact on our planet. As we are only a small part of these festivals (the bars) we only have a small influential impact. However if all of the festival suppliers did this it would make a big impact so we have high hopes. We can tackle plastics at our events with these 6 rules from Less Plastic:

6 WAYS WE TACKLE OCEAN PLASTIC



1 We never serve drinks with plastic straws



2 We refill reusable water bottles for free



3 We encourage reusables & charge more for single-use



4 We don't offer single serving plastic sachets



5 We provide reusable cutlery & crockery



6 Our single-use items are 'certified compostable'*

#GreenHospitality #UseLessPlastic #LessOceanPlastic

* We use sustainable paper, cardboard or wood; or compostable plastic. Compostable plastic does not break down safely in landfill or ocean. Please ensure it reaches hot compost facilities if possible.

LESS PLASTIC.

WWW.LESSPLASTIC.CO.UK

9 TIPS FOR LIVING WITH LESS PLASTIC

AT HOME

“Surely, we have a responsibility to care for our blue planet. The future of humanity, and indeed all life on Earth, now depends on us.”

Sir David Attenborough

We encourage our staff and wider community to live with less plastic in their work as well as their private lives. Here are some simple tips to use at home:



1 Bring your own shopping bag



2 Carry a reusable water bottle



3 Bring your own cup



4 Pack your lunch in reusable containers



5 Say no to disposable straws & cutlery



6 Skip the plastic produce bags



7 Slow down and dine in



8 Store leftovers in glass jars



9 Share these tips with your friends

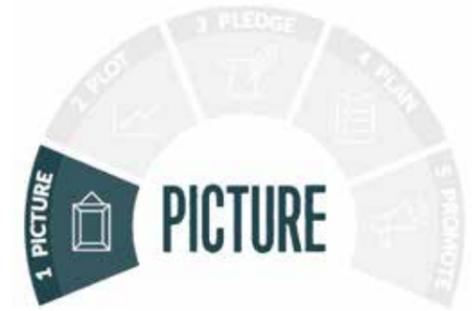


Less Plastic steps to become Plastic Game Changers!



LESS PLASTIC.

WWW.LESSPLASTIC.CO.UK



1. PICTURE

The first step to becoming a Plastic Game Changer in your business is to educate your colleagues and raise awareness in a visual way about what single-use plastics are doing to the ocean

Raise awareness

You need to make sure everyone understands why your business needs to cut plastic use. This is not to discourage people by the state of the world today, because despair leads to inaction, but rather to make them aware through these distressing stories that there is hope for our ocean if we work together. Make sure you create a shared vision in order for everyone in the organisation to understand the crisis and paint a PICTURE for them placing your company as part of the solution.



We arranged passionate Amanda Keetley (founder of Less Plastic) to come in and hold a talk at our office about ocean plastics that are evident in our workplace. This created awareness in our team and inspired our team to be a part of the change and helped us create practical solutions based on our company.

An alternative way to inspire your colleagues would be to arrange a screening of an inspirational film such as **Plastic Oceans** or **Trashed** to fire-up your team for the task ahead. Resources like Less Plastic eye-catching infographics around the office is another way to create awareness of the issues.

A good way to build team effort would be to organise a team plastics clean-up of a local park, river or beach. This first-hand experience will highlight the scale of the plastic crisis to your team members and create good team bonding by giving something back together.





2. PLOT

Plot your current plastic usage to identify what needs to change

Make a list

This stage involves outlining the biggest sources of plastic waste within your business for you to understand what needs to change. It will be useful to compile lists for every department in order to reach your targets successfully.

Key single-use plastics we use throughout Eventuality Group



Pint cups



Packaging



Straws



Bubble wrap /cling film



Plastic bags

Do the math

Work out the costing, volume and weight of these plastics being used. This business consumables list should be relatively detailed with the volume, cost and weight of the key plastic items purchased by the business being recorded on a spreadsheet.

Plastic	Cost (over 1 year)	Cost (over 5 years)	Volume/Weight (over 1 year)
Pint cups			
Bubble wrap/cling film			
Fruit Packaging			
Plastic straws			
Plastic bags			
Total			

Cost is important in order to track cost efficiencies of the project down the line. Also plot current business waste by volume/weight and cost. As your project progresses and you succeed in persuading suppliers to reduce plastic packaging too, you'll inevitably see your business waste costs plummet.

Keep in mind that some additional investment will be required in other areas e.g. reusable/returnable packaging solutions that may need an initial outlay or recycled and recyclable disposables rather than non-recyclable ones.



3. PLEDGE

Eventuality Group - Less Plastic commitments

Transform your business

This step involves creating targets for your own business. The key is to ensure your target is bold enough to make a difference, but not so difficult that it will be doomed to fail. Also make sure your targets are SMART:

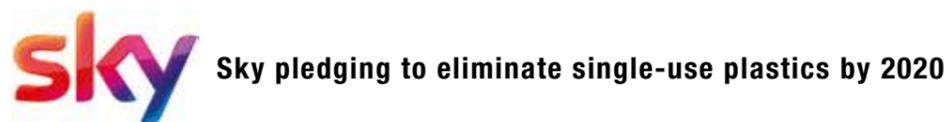
- S Specific** It refers to single-use plastic, not all plastic
- M Measurable** You can easily see whether you have exceeded
- A Attainable** Make sure other businesses have done this before and it is possible
- R Relevant** It is a pertinent and relevant goal
- T Timely** Since this is a problem right now all businesses should action this goal by 2022. If you have a smaller business, try a shorter time frame

Publicize it

Publicizing your organization's pledge to reduce plastic will maximise the positive PR value.

As plastics/the earth's well-being is becoming a topical and emotive issue the general public (including your customers) is very supportive of organisations who take action to reduce it so shout about it as much as possible.

Some promotional examples from UK companies include:



Eventuality Group's targets:

- To eliminate single-use plastics from our operations and products by 2020 and to do so in the supply chain by 2022
- To influence our staff and wider community to live with less plastic in their work and private lives
- To reduce our negative impact on the planet as much as possible
- To innovate new and creative ways to remove our plastic use significantly

How will we do this?

- We will work with Less Plastic to educate and encourage our festival and event partners to eliminate all single-use plastics from their operations
- We will use our social media channels and event branding to communicate, educate and inspire change
- We will work with Less Plastic and local organisations to take part and organise beach/river cleans

4. PLAN



Encourage creative ideas from your team, form a PLAN then implement it

Generate creativity

The first step to creating a plan is to generate creative ideas about how to go about being plastic free in your business. First, address the obvious quick-wins to gain early momentum for the project. As part of plotting your current plastic use you will have identified some key areas of your business that produce the most plastic waste. Focus on these first.

Another way to find ideas is to look at other companies that are already Plastic Game Changers! There is no need to reinvent the wheel. Replicating the strategies and tactics of others is something that the most effective leaders make a point of doing in order to learn the secrets of their success.



Here are some helpful questions to ask during the brainstorming process:

- Do you need it, or do you just use it because you always have?
- Can you cut it out altogether?
- Is there a more sustainable/reusable/digital alternative?
- When designing products, think about their end of life: what happens then?
- Can you instigate some bold return/repair/closed loop recycling initiatives?
- Can you and your suppliers switch to returnable, refillable or reusable packaging?
- Can you cut plastic waste by changing what you buy, or where you buy it from?
- Can you speak to your suppliers about being more sustainable with their packaging?
- If your suppliers make a change for you, can they do it for other clients too, amplifying the impact?
- Can you take the opportunity to educate customers, so they understand the reasons you've made changes, and so they know what to do with your products/packaging to ensure they are as eco-friendly as you intended?

Another good tactic is to incentivise employees to continuously look for ways to reduce plastic in their roles



Find substitutes for these single-use plastics

This step involves finding alternative products to use in place of these single-use plastic items. Many of these ideas will come from your team's creativity.

It will be useful to do this for every departments list as an output from the brainstorm sessions – capturing what plastic is currently used and starting to think of ideas for alternative ways of doing things to make plastic savings.

Eventuality Group substitutes for single-use plastics

Single-use plastics	Substitutes
Pint cups	Re-usable cups
Fruit Packaging	Tupperware
Straws	Straw straws
Bubble wrap/cling film	Pallet wrap/covers
Plastic bags	Large Tupperware



4. PLAN CONTINUED

Encourage creative ideas from your team, form a PLAN then implement it

Formulate a plan

The most important thing is to quickly formulate a plan following the team brainstorming and commit to implementing it – backed by ample people, budget, time.

As part of the process you will need to:



Decide which actions are a priority and which ones will make the biggest impact



Identify any new skills or processes that need to be adopted to make it happen



Decide how long the transition period will be to give time to embed new practices



Provide a budget for any additional expenditure required



Always measure plastic savings made against where you started from and against the targets in your pledge

Make a spreadsheet as follows:

Action	Assigned person/ department	Target	Time Frame	Budget	Reporting
Pint cups	Jane	Organise an affordable alternative	3 months	(Not over the previous amount it was)	Weekly in Monday meeting
Straws	Marketing department	Find alternative straws that can be ordered regularly	1 month	(Not above previous plastic straw prices)	Weekly in Monday meeting
-	-	-	-	-	

Be clear on how regularly everyone is expected to report back with their successes/issues and find solutions in order to not stop the processes. Frequent meetings will keep up the pace of change.

There are free action plan templates you can download here: www.plasticgamechanger.com/resources/

Substitute plastic	Cost (over 1 year)	Cost (over 5 years)
Plastic (cost over 5 years)	Plastic substitute (cost over 5 years)	Money saved/lost



5. PROMOTE

The final step is to share best practice & PROMOTE your successes to inspire others to act too

Measure

Measuring the results of a project will enable you to understand what is working well, and what isn't, so you can learn from your successes and failures and focus on the areas that need further attention. When you succeed in reducing single-use plastics in your business, you will reduce demand for plastic in the marketplace which will lead to less plastic being produced and less plastic becoming pollution at the end of its useful life. This will maximise the brilliant PR opportunities, impress your customers and attract top talent to your organisation. You'll also amplify the impact of the changes you've made by inspiring clients, suppliers and competitors to take action too – creating a ripple effect of positive change!

The business case for being a Plastic Game Changer is compelling, and includes...

Being a leader in your industry

Lead the way by adopting sustainable practices that work for your business without costing the earth.

Saving money

Many of the disposable items you currently invest in can be replaced with reusable items that will save you from frequently buying and replacing stock.

Reducing your waste disposal costs

Businesses face high costs for disposing of plastic and other materials, whether for recycling or landfill. Reducing the waste you generate will save you money as well as improving your green credentials.

Winning recognition for your Green practices

Sustainable practices will help you receive recognition and awards from independent bodies, which gives you great positive social media and PR stories to share with customers and suppliers alike, and raise your profile among new audiences.

Attracting & keeping eco-friendly customers (and employees!)

Once a fringe movement, Green consumers are now a growing tribe of passionate, vocal customers whose loyalty is worth earning. If you actively show you are trying to do the right thing for the planet, they are very likely to become your most loyal advocates. The best employees are also attracted to sustainable businesses. We heard from Surfdom Head of HR that he uses their plastic project as one of the key selling points to secure top talent!



So how do you think you could get started on this project?

Well you're already part way there. Just by reading this article you've started the PICTURE part of the process – hopefully you're beginning to envision yourself as a Plastic Game Changer within your business, industry and community

CHECKLIST

Eventuality Group is a part of a growing number of events every year. We need to make sure we minimise our use of single-use plastics so that it doesn't add to the increasing problem of marine plastic pollution

Events are important as they attract many people and are an opportunity to showcase best practice which can be adopted beyond the event. Active 360 drew up a simple checklist of ideas for organisers of events in order to go from being a 'trashfest' to an event which has no adverse effects on the local marine environment. At Eventuality Group we will aim to tick everything on this checklist at every event by 2020.

Marine plastic pollution checklist for events

Itinerary to be checked	✓ / ✗
Water refills made readily available and advertised so people are encouraged to bring reusable bottles	
Bottled water is not sold at the event, only glass bottles and cans	
Reusable water bottles on sale and used by staff	
Loose balloons filled with helium are not used and any balloons are tied down	
Plastic promotional materials are generally not used unless something high value unlikely to be discarded up to a year's time	
No plastic cutlery is used - replaced with wooden / compostable e.g. /edible where necessary	
No styrofoam (polystyrene) containers or plastic cups used	
No plastic straws are used and paper/straw straws only on request or left out for people to take	
Drinks are sold in cans, cardboard cups or glass bottles - not plastic ones	
No single use plastic cups are used and these are replaced where appropriate with polycarbonate or steel reusable with deposits charged	
Bins around the event always have capacity and are emptied before being completely full to avoid overflowing	
Wheelie bins are tied / strapped down to ensure contents stay inside	
After the event rubbish is removed promptly to avoid spillage	
Outer areas near the event are checked and cleared of litter during and after the event	
The event includes activities to increase awareness of marine plastic pollution and the need to reduce single use plastic (e.g. on water litter picking, beach or riverside clean ups)	
Items that need to be packaged are transported in Tupperware boxes/biodegradable bubble wrap/material bags before and after the event (fruit/drinks)	

Appendix

WASTE RECYCLING SYMBOLS



Applied to packaging that is collected by 75% or more of local authorities



Glass - this symbol asks that you recycle the glass container



Waste Electricals - explains that you should not place the electrical item in the general waste



Monibus Loop - indicates that an object is capable of being recycled



Recyclable aluminium - indicates that the item is made from recyclable aluminium



Compostable - products certified to be industrially compostable. Compostable plastic cannot be recycled so should not be plastic in to the recycling with other plastics as this leads to contamination



Plastic resin codes - identifies that type of plastic resin used through a 'resin identification code' (1-7) and that an object is capable of being recycled

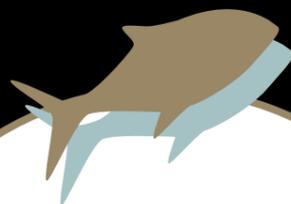


This symbol from **Keep Britain Tidy** asks you not to litter



The Forest Stewardship Council logo identifies wood-based products from well managed forests independently certified in accordance with the rules of the FSC

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