

PLASTIC FREE SYDNEY ROAD



**Got your own cup?
We're BYO friendly!**



**We're trying our best to phase out single-use packaging
Thank you for your support.**

PLASTIC FREE SYDNEY ROAD

OUTCOMES REPORT JUNE 2022



**BOOMERANG
ALLIANCE**

PLASTIC FREE SYDNEY ROAD OVERVIEW

A diverse group of **29 local hospitality venues** participated in the 'Plastic Free Sydney Road' trial, which started in March 2021 and concluded in May 2022. Participating businesses aimed to **eliminate identified single-use plastic items** such as coffee cups, foodware and straws during the trial. All the identified items are prolific and problematic plastics in the litter stream, and have viable solutions to their use.

The **Boomerang Alliance**, as part of our Plastic Free Places program, spent time in the community during March 2021 to induct all participating businesses into the program. Inductions included **detailed personalised advice** to assist businesses to better understand how to transition away from single-use plastics, and included specific alternative product recommendations.

The initial engagement was followed up with **regular communication** (in person, phone & email) **and follow-up visits** to keep the businesses on track and assist them as needed.

Moreland City Council also provided social media support, signage, as well as incentives to encourage participation and transition.

The project, which was originally scheduled to conclude in August 2021, **experienced significant interruptions due to the Covid-19 pandemic**. Business engagement was put on hold several times due to lockdowns.

Businesses also found themselves in an uncertain situation regarding the **use of reusable coffee cups and containers**, expressing health concerns, particularly in the absence of clear government guidelines. This severely impacted the traditional focus of the program on reusables as the preferred option to move away from single use plastic.

Despite these challenges, the trial was highly successful, with over **370,000 pieces of plastic eliminated during the trial period**. This report outlines the progress made by the trial and its participants.



Trial participants

4 Blend Cafe	Home One 🏆
Afghan Charcoal Kebab	Icecream Social 🏆
Astro Cafe	Lagom Gelateria
Baba Hawker	Melbourne Kebab Station
Balha's Pastry	ONA Coffee
Bertoncello	Ray's Cafe
Capulus & Co 🏆	Small Axe Kitchen 🏆
Choukette	Small Axe Deli
Culture Club (Closed)	The Boot Factory
Curry King (Closed)	The Deli Coburg
Flirting Shadows	The Eastern Bloc
Gloria 🏆	Three Hands Cafe
Green Acre Pizza Bar	True North
Half Moon Cafe	Wholefood Collective 🏆
	Zataar

🏆 = Plastic Free Champions

PARTICIPANT ENGAGEMENT & OUTCOMES

The program has placed a focus on **quality engagement with participants**, which has largely been received positively and is acting as a catalyst for businesses to switch away from single-use plastic, and in some cases, to think about waste reduction more broadly.

Program participants now **understand the issues of single-use plastics** and know what alternatives to choose that suits their needs. Importantly, they have the **tools to continue to improve their practices**.

A good number of businesses **switched to home or commercially compostable alternatives** and started encouraging their customers to reduce their use of disposables and/or only offering items on request. Signage provided to participants gave them a fun way to **involve the community in reducing waste**.

For some businesses, **an increased focus on encouraging reusable items** amongst their patrons, including discounts for BYO, was introduced.

A number of businesses also took up **reusable systems** like takeaway cup and container network Returnr.

Many businesses were **highly engaged in the program**, eager to make changes and achieve certification as Plastic Free Champions.

With a **ban on some single-use plastic items** being introduced into Victoria in early 2023, most of these businesses are now well placed to meet and exceed upcoming legislative requirements.



Social Media post series by **Home One**

“

It is super confusing and misleading for businesses to find sustainable packaging alternatives. It is usually up to businesses to research and try to find options. This really is exhausting, especially in the current climate, hospitality is hard enough. The program has been great, it's felt supportive and reassuring that all the effort is not in vain.

KRISTY - SMALL AXE

The plastic free program facilitated by Birte assisted our new cafe business greatly, not only with the consolidating of our suppliers but making us aware of sustainable practices that we can commit to long term.

FU - GLORIA

“We're so grateful that the Moreland City Council and Birte gave us the time and attention we received. Getting professional advice allowed us to feel confident in knowing which products we use are sustainable, and those which aren't. This knowledge allowed us to pick more sustainable products where possible.”

CHRISTIAN - CAPULUS & CO

”

QUANTIFYING IMPACT

Below is data on the amount of identified single-use plastic items removed from use by participating businesses. Identified items are; **water bottles, straws, coffee cups/lids, takeaway containers, foodware (cutlery, plates, cups etc) and bags**. When an item is eliminated, we calculate average monthly ordering quantities of each eliminated item.

KPI's - 1 MAR 2021 - 1 MAY 2022 (14 MONTHS)

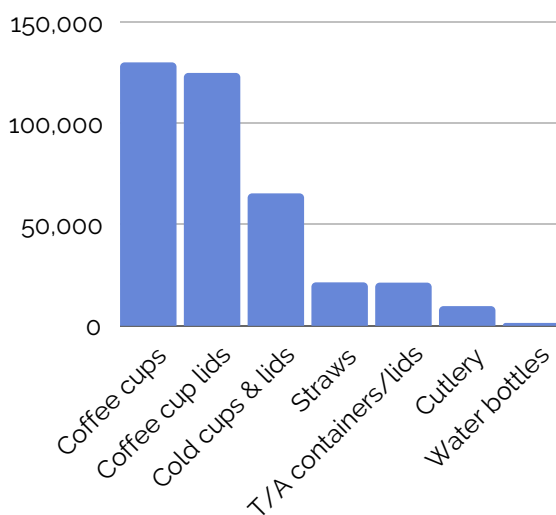


*Plastic Free Champions have eliminated all of our identified single-use plastic items.

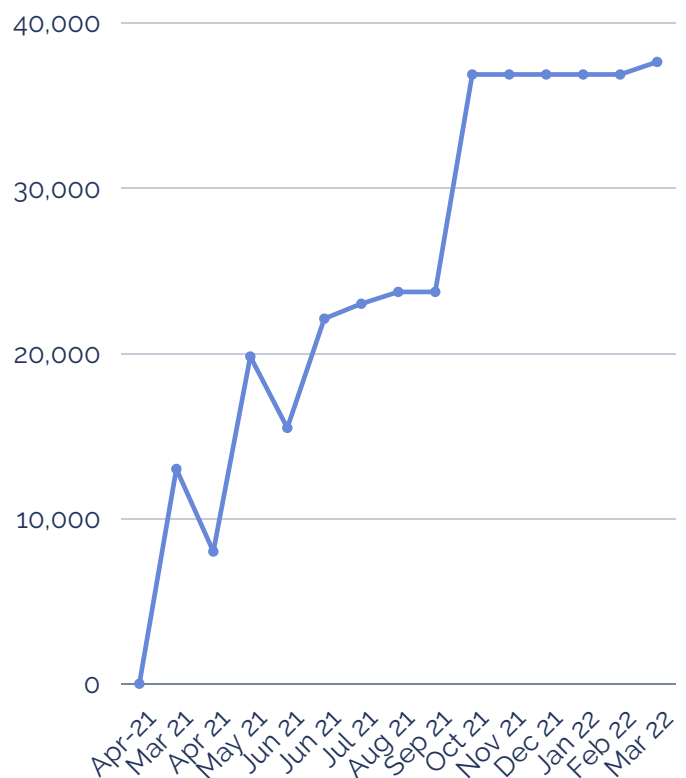
KPI BREAKDOWN

NO. OF ITEMS ELIMINATED BY CATEGORY** 1 MAR 2021 - 1 MAY 2022

Item	No. eliminated
Coffee cups	129,542
Coffee cup lids	124,334
Cold cups & lids	64,896
Straws	20,980
T/A containers/lids	20,844
Cutlery	9,254
Water bottles	960
TOTAL	370,810



NO. OF ITEMS ELIMINATED MONTH-BY-MONTH 1 MAR 2021 - 1 MAY 2022



**Note: No. of Items Eliminated by Category does not include plates & bowls or plastic bags, as no eliminations were recorded in these categories.



www.plasticfreeplaces.org/moreland