

BOOMERANG
ALLIANCE

PLASTIC FREE PLACES

COMMUNITIES TAKING CONTROL
OF THEIR PLASTIC FOOTPRINT



OVERVIEW

PLASTIC FREE PLACES

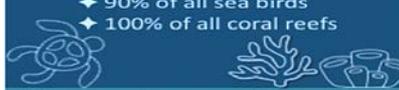
communities taking control of single-use plastics

Globally, 95% of all plastic packaging is used once and then wasted, often as litter. In its 2014 Marine Debris Report in Australia, the CSIRO stated that, 'two thirds of the marine debris found along our coastline is plastic, most from local sources.'

It's clear we have a plastic litter and a plastic waste problem. Reducing our use of disposable plastic will reduce both litter and waste problems, as well our reliance on fossil fuels.

**BE A LEADER AGAINST
MARINE PLASTIC POLLUTION**

"Plastic is so permanent and so indestructible, that when you've cast it in the ocean, or even in a dust bin... it does not go away"
- Sir David Attenborough

<p>In Australia, litter comprises 60% of all plastic entering our oceans</p> <div style="display: flex; justify-content: space-around; align-items: center;">  </div> <p>420 million plastic bottles 200 million plastic packaging 180 million plastic bags 10 million plastic products 11 billion cigarette butts</p>	<p>3 million tonnes of plastic is consumed each year</p> <div style="display: flex; justify-content: space-around; align-items: center;">  </div> <p>129 kg per person 90,000 - 120,000 tonnes of these plastics will end up in our waterways and along our coasts</p>
<p>Over 200 species are directly affected and 96% of all marine biodiversity is vulnerable</p> <ul style="list-style-type: none"> ◆ 52% of all sea turtles ◆ 90% of all sea birds ◆ 100% of all coral reefs <div style="display: flex; justify-content: space-around; align-items: center;">  </div>	<p>10 international studies show average 27% of seafood contains plastic</p> <div style="display: flex; justify-content: space-around; align-items: center;">  </div>
<p>We spend approx. \$500 million per year to combat litter The damage to fishing, shipping and tourism in the APEC region is \$1.7 billion per year</p>	<p>We have a plan to cut the amount of plastic entering our oceans by 70% by 2020</p> <ul style="list-style-type: none"> 🗑️ Container Deposit Schemes 🗑️ Single-use Plastic Bags & Microbeads Bans 🗑️ Stop Factory Pollution 🗑️ Washing Machines Filters

Join Us to Protect Our Oceans

- 🗑️ Endorse our Community Owned Threat Abatement Plan
- 🗑️ Make a donation & become an official sponsor
- 🗑️ Implement your own plastic pollution reduction plan
- 🗑️ Introduce the issue to your staff, partners and clients

For More Information <http://bit.ly/2eDGJ8b>


**BOOMERANG
ALLIANCE**

About The Boomerang Alliance

We are a national not-for-profit formed in 2003 with the aim of a zero waste society. We have staff in four states and have successfully worked with community, government and business on new systems and policies to reduce plastic pollution. www.boomerangalliance.org.au

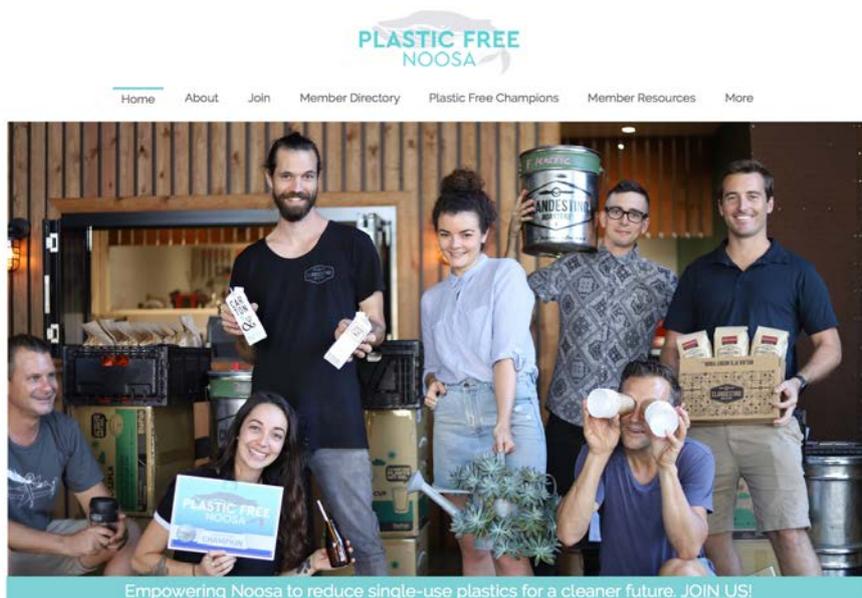


what is plastic free places?

Many individuals, governments and businesses have become aware of the plastic pollution problem and are changing habits and practices. However, what has been lacking are whole communities taking a systematic approach to addressing disposable plastic packaging litter/use, with a focus on long lasting solutions.

The Plastic Free Places program addresses this gap by working in communities to directly reduce the amount of single-use plastic packaging used within that community and empowering it to make lasting changes towards supporting a circular economy. The program is a comprehensive system that can be implemented in any community by Boomerang Alliance in partnership with local stakeholders, and has demonstrated strong consumer support.

The Plastic Free Places pilot project is [Plastic Free Noosa](#), and we currently operate three other projects; [Plastic Free Wollongong](#), [Plastic Free Byron \(Make the Switch\)](#) and [WA Plastic Free](#) (Bassendean, Perth). At the end of 2018, Plastic Free Noosa had eliminated over 1.5 million single-use plastic items in its 11 months of operation, just from member cafes and restaurants alone. In 2019 we plan to expand to include more communities.



Empowering Noosa to reduce single-use plastics for a cleaner future. [JOIN US!](#)

Imagine..being the first community in Australia to go plastic free..

It's an ambitious goal, but what better community than Noosa to achieve this? And with your help, we're getting there. Not only that, but we're inspiring and empowering other communities along the way!



how does it work?

In a nutshell, the program reduces the use of identified* single-use plastic packaging by specifically engaging those who provide those items - food retailers, events, markets, and other businesses/organisations - and assisting them to eliminate single-use plastics and/or to switch to better alternatives such as reusable (preferred) or compostable items. Once a cafe/event etc. has joined as a member and eliminated all required plastic items under the program, they are crowned as a Plastic Free Champion.

Additionally, in order to deliver effective solutions, the program also works with councils, the local community, suppliers, manufacturers, waste transport operators and composters. In fact, most of our work to successfully run the program occurs behind the scenes. Ensuring that the right partnerships are in place, addressing barriers to transition, facilitating composting solutions and providing the right advice and value to businesses is fundamental to the success of the program.

*Specifically identified single-use plastic items were chosen as a focus of the program because they form a prolific and problematic part of the litter and waste stream and have implementable solutions. These plastic items are - water bottles, coffee cups/lids, food ware (cutlery, plates, bowls, lids etc), straws, takeaway containers and plastic bags. However we do not limit our advice and help source solutions for other plastics, as well as modify our program depending on the sector we work in and what the problem plastics are.





how does it work and can I do it?

There are eight basic steps towards a Plastic Free Place... but the process is extremely involved and time consuming, and it will require careful planning, local council buy-in and reasonable funding support. Boomerang Alliance can manage this program in your community if funding is identified.

Partnerships

Develop a strategic action plan in consultation with key partners and arrange funding for the program. This is important as the program is about direct engagement and is time-consuming. Having a dedicated on-ground coordinator at least 3 days per week is essential. Key partners include Council, Chambers of Commerce and trader associations, manufacturers and suppliers, local media and community groups.

2 Information & Communications

Create a logo and branding material, website, Instagram and Facebook accounts, shopfront and in-store signage, flyers and brochures, event/stall pop-up banners and member guidelines – for café's/restaurants and events/markets. Print required materials. Train your coordinator on plastic alternatives and where to get them (note: this is not simple, we intensively train our coordinators for 1 week). Build up a community profile and support. Target potential members and sign them up.

3 Supplier Engagement

Local supplier engagement is crucial to ensure preferred items can be accessed and to help address misleading claims and greenwashing that are common in the packaging industry. Ensure to maintain good relationships with suppliers and gain their trust and agreement to work with you. Local businesses generally trust the advice of their suppliers and if they are providing misleading advice to your members this can undermine the program.



4 Cafe & Restaurant Sector Engagement

Once a member has engaged, go through an induction process - determine their current plastic use and utilise guidelines to identify and show alternatives. You will need to know where and how they can get alternatives, and how to implement plastic reduction and elimination measures. You will need to go through this efficiently and be able to answer all questions. Businesses will often need follow up advice and encouragement to get them to Champion status. Once a Champion, you will need to promote their achievements and offer other value to supplement their Champion status

5 Events, Festivals & Markets Sector Engagement

Arrange an induction and cover all requirements for the event to go plastic free using your event guidelines as a basis. Ensure to cover information on vendors, suppliers, water options, signage etc. If composting is an option, include this process too (If not, you should present to Council a request to provide a composting solution). You will need to know the regulations, event permit requirements and waste management solutions offered to events in your community to advise on composting.

6 Launch and Promotion

We suggest a media conference launch with partners and local media. Ensure everything is in place for your project before this happens as you will be expected to be ready to deliver. Remember to keep the promotion going after your launch and reward those members who are acting. Utilise your partner networks to promote on your behalf and cross promote them also.

7 Data Collection

It's imperative to know what plastic savings you are making to demonstrate that you are making a difference and to keep your funders happy. Arrange for members or their suppliers to provide procurement data to you. It can be challenging to get data so consider creating an incentive system to encourage participation.



8 Create the Circular System

The first priority for program members is to avoid single-use plastics and to supply reusable replacement items whenever possible. When providing disposable products these must be 100% compostable.

Utilising compostable products is not a solution in itself and still creates waste and litter if collection and processing services are not available and implemented. Additionally, there can be community pushback and non buy-in from businesses and events if they know their products still have to go to landfill.

If these services are not available, we engage in the development of commercial composting facilities and waste transport options. When this is complete, it will create a circular economy for these identified items, whilst promoting avoidance and reuse and reducing fossil fuels.

keys to success

Our keys to a successful program:

- The Plastic Free Places approach is successful due to the large amount of the on-ground work we do and the relationships we build. Businesses often do not have time to complete external/self-managed programs.
- While environmental goodwill may be a motivator, getting a business over the line often takes finesse and compelling arguments across social, economic and environmental fronts.
- Follow-through and ongoing communication with members is essential. The time for businesses to complete the program is highly variable and most need help. We gain their trust and build a relationship.
- Relationships built up with suppliers is instrumental in successful achievement of business program uptake and completion.
- Maintaining knowledge of current packaging options and alternatives is a steep learning curve and constantly evolving. We stay on top of this.
- Engagement with the business community and constant promotion through media and social media is also time expensive but critical.



next steps

It is our recommendation that you don't attempt to do this project on your own. Boomerang Alliance spent two years developing the system and has the experience to successfully run it.

Instead, we recommend you approach your local council to fund and create a partnership with us to manage the project. We employ and train local coordinators on the ground to run the program in communities and engage with local stakeholders.

For more information on how to bring Boomerang Alliance to your community, give us a call (02 9280 2130) or drop us an email (info@boomerangalliance.org.au) and let's get the conversation started.

our example community - Plastic Free Noosa

04 | 2018 Report

CAFES & RESTAURANTS

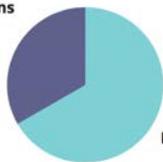
Primary targets for the project, we directly work with each member to help them transition away from plastic. This involves looking at what they are currently using, offering them alternatives and where to get them, and giving them advice, resources and follow up support. Members who eliminate all six of our identified single-use plastic items become 'Plastic Free Champions'. Currently, around a third of our cafe & restaurant members have achieved Champion status.

To quantify our project, we collect ordering data from our members and their suppliers. For data collection, we only use members who have reached or near reached Champion status because we know they have made the required changes and we can assign a date to which those changes have occurred by.

1.46 MILLION

Total calculated number of plastic items removed from Plastic Free Champion cafes & restaurants from 1st Feb 2018 – Nov 30 2018*

Champions
33%



Members
67%

*Data is from the elimination of the following plastic items: straws, coffee cups/lids, takeaway containers, foodware (utensils, cups, etc) and water bottles. Only items that were eliminated after joining the program were counted.



EVENTS & MARKETS

We directly assist events and markets to go 'plastic free'. This involves working with organisers and vendors to only supply preferred products and managing source separation, signage, collections and transport to a commercial composter.

This year we worked with eight events (which included Noosa Food and Wine Festival and Noosa Triathlon), plus two markets (including Eumundi markets).

5.3 TONNES

of compostable food and packaging waste used at the Noosa F&W Festival that was sent for composting

180 000 CUPS

compostable cups that were composted at this year's Noosa Tri, instead of plastic cups (which were used in previous years and landfilled)