

#Carrotmob Hobart

Using community buying power to encourage retailers to **switch away** from plastic takeaway packaging



Have you ever worried about the amount of packaging you provide your customers each day? Did you know that the vast majority is not recycled and ends up buried in Hobart's landfill, after just one quick use?

We want to help change the story, so we're on a mission to encourage takeaway food businesses in Hobart to:

- * **switch to more sustainable packaging options**
- * **embolden customers to BYO packaging**

After identifying 4 or 5 food retailers who are willing to switch, we'll encourage our **network of thousands of people** to come together in a collective way to support and reward them.

* **this is called the *Carrotmob* approach**

Throughout November and December we'll use our vast social media reach, our monthly newsletter and our annual Sustainable Living Festival (with an estimated 10,000 visitors expected) to prompt our network to support those retailers.

Want to switch?

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What being involved requires:

- * Tell us which plastic takeaway containers you will stop supplying and what compostable packaging you will switch to
- * Sign a Carrotmob pledge to put on your notice board
- * Start providing compostable packaging options
- * Let us interview you to gather stories about you and your business to share with our network.
- * Keep in touch over November and December and share our posts with your networks



Are you able to switch so soon?

The timing is tight but what a great opportunity to promote your business! We have identified a number of Tasmanian suppliers of Biopak compostable takeaway packaging (biopak.com.au). Contact them to find out more:

- * Craig McLaren, AbelPakk, 0409986174, abelpakk.com.au
- * John Mills, Complete Office Supplies, 0417886686, cos.net.au

www.slt.org.au/carrotmob_hobart



City of HOBART

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