



Shop and restaurant challenge

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What can you do?

- Set up awareness program in the local community to stop using single-use plastics¹, reduce the use of plastic products, plastic wrappings and packaging.
- Organize a formal kickoff with the local authorities, the shops, the shopping center organizations and representatives of the catering industry (fast food, snack bars, restaurants, pubs, hotels).
- Focus is on publicity and awareness. It starts with awareness for the general public, refusing to use single-use plastics, reducing plastics and keeping plastic out of our environment.
- Stop the use of single-use plastics. Replace plastic bags and all other single-use plastics. Promote alternatives.
- Reduce the use of plastic packaging for Takeaway meals, promote and enable 'bring your own pan', promote plastic-free Takeaway meals.
- Improve plastic waste separation and collection, improve the waste management process.
- Offer a Rotary Club unique 'EndPlasticSoup label' (electronic or poster, not a sticker) for shops and restaurants who do not use single-use plastics or who already take measures to reduce the use of single-use plastics.
- Use a joint collaborative approach, no activism, cooperate with local authorities and local shops, restaurants and organizations. Where feasible cooperate with other Rotary Clubs to address the national food and restaurant organizations.

How to start?

- Investigate what shops and restaurants in your community already do and what issues they face and what concerns they have.
- Which ones are already taking action but still need some help and what schools want to participate; start with the 'willing'.
- What concerns and questions do they have, what ideas do they propose themselves?
- Make an inventory of current plastic use, current waste creation and what prevention actions and alternatives there might be.
- Help them to make a step-by-step plan: be pragmatic, start with the easy things. Make it economically attractive, help with promoting the good will and first actions.
- What communication and customer behavior change is required to make the reduction and alternatives possible, e.g.
 - Stop using plastic decorations and stickers on paper to wrap presents: it makes recycling impossible.
 - Stop using plastic flower wrappings: paper wrappings can be as beautiful and protecting.
 - Show good examples, promote the shops and restaurants that make improvement steps.
- Make an inventory of current waste collection costs and consider a collaboration with all shops and restaurants in your community to get cheaper rates and better conditions.
- Look for funds available in your community, at local authorities, or look for willingness of waste collection companies to invest in our future.
- Ensure publicity before, during and after including pictures and announcement of the results.

Materials

- Replace single-use plastics, packaging materials or plastic products with alternatives. Please look for your local country based, national webshops and stores. Share information with other Rotary Clubs.

¹ Examples are straws, snack wrappers, ear sticks, cigarette filters, caps on coffee cups, balloons, snack wrappers, all decoration and stickers on presents, plastic plates, (ice cream) spoons, forks, knives, tooth picks and all plastic packaging.

Other tips

- Include shop center organizations, local authorities, waste management companies and the press/media.
- Ensure communication is positive, recognizes cost aspects and cultural behavior.
- Show alternatives, e.g.
 - Propose different wrappings. Avoid mixed materials as they make waste separation complex and prevent recycling.
 - Promote the 'old fashioned' ice cream wafers instead of a cups and plastic spoons
 - Use reusable, washable cups, plates, cutlery, or ensure paper cups and plates are not protected with a plastic coating at the inside (when you can tear the paper cup or plate, it does not have a plastic coating). Material with a plastic coating on the inside cannot be recycled.
 - Do not propose biobased plastics materials and products when they are not biodegradable or compostable.
 - Stop packaging plastic in plastic e.g. at Sushi Takeaways or Snack bars.
- Cooperate: involve entrepreneurs and the general public to present ideas.
- Involve young people, students and teachers who have an interest in our environment. Invite them to create alternatives, to present new ideas, invite them to be part of the change. Support their ideas and actions.
- Use Social Media to create publicity. Ensure continuous awareness actions, not just during the kickoff.
- A Rotary Club unique 'EndPlasticSoup' label (electronic or poster, not a sticker) can be used for shops and restaurants to promote themselves. This label can be provided jointly with the local authorities giving it a more formal image. The label can also be used by the Rotary Club to promote the shop/restaurant in the social media.