



# Plastic Free July for Business

## What is Plastic Free July

Plastic Free July (PFJ) is an Australian initiative to raise awareness of the problems with single-use disposable plastic and challenges people to do something about it.

This year Coffs Harbour City Council is supporting a community wide campaign including businesses, schools and households in an effort to raise awareness and reduce single use plastics in Coffs Harbour LGA.

## Why you should go plastic free

It's safe to say that plastic is everywhere. Be it a bag, wrapper or bottle, it's in your shopping trolley, bathroom cabinet, gym bag and littered all over our coast. Our oceans, marine life and ecosystems are ingesting it.

The issue with plastic is that it was designed to last and yet we're using it once, throwing it out and it is not breaking down. When plastic is littered, it begins its journey to our waterways, beaches and oceans where it slowly, very slowly, begins to break down into millions of pieces. Current research by Tangaroa Blue, an Australian Marine Debris Initiative, estimates that eight million tonnes of plastic are entering the ocean each year, making marine debris a major environmental issue worldwide.

## Getting involved

We have put together a Businesses Kit which outlines simple ways for local businesses to get involved and to raise awareness about Plastic Free July.

Council will be popping into local businesses to encourage involvement and providing any necessary support, like your questions answered.

If your business is up for the challenge, go to [www.plasticfreejuly.org](http://www.plasticfreejuly.org) and sign yourself up for free!

As well as business engagement we have an entire program of **free** activities for the entire community throughout July, which can be viewed at [www.ourlivingcoast.com.au](http://www.ourlivingcoast.com.au).

## The Business Toolkit

There are lots of ways businesses can get involved in Plastic Free July here are a few options. Get involved and spread the word!

### Choose a Challenge

There are so many alternative products locally available at competitive prices that make going single use plastic free simple and easy!

### Follow this swap-out table

Single use plastic item	Swap it out for
Disposable coffee cups	Create a mug library in store Offer a discount for customers who BYO cup Encourage customers to go plastic lid free
Plastic straws	Stop providing plastic straws Keep straws behind the counter for those who ask for one Encourage customers to BYO bamboo or steel straw
Plastic cutlery and containers	Bamboo or corn-starch cutlery and containers – trust us, these do the job fantastically! Search online for a range of local and nearby providers Offer a discount to customers who BYO container or jar
Plastic bags	Offer no bags Offer customers free boxes Ask customers to BYO bags

### 1. Make it known to your customers

Put up posters in store, shout out to your customers on Facebook, Instagram and your website to let everyone know you are doing your bit! This also helps soften the blow for those needing a bit of extra love and encouragement to understand why you are doing this.

You can download FREE posters and marketing materials from the Plastic Free July website.

### 2. Let Council know, so you get recognition on our Plastic Free July campaign site

If you choose to pledge, or are already making changes in your business, let Council know so we can add you to the website, under our local, plastic-free business directory! Email Council on [louise.demattia@chcc.nsw.gov.au](mailto:louise.demattia@chcc.nsw.gov.au).

### 3. Commit to your pledge

Make sure all staff know what you've pledged so everyone can answer questions from customers (and accept well-deserved praise).

Posters in store help to remind customers and inspire them to make the small changes!

Regularly post online during the month to remind yourself and customers.

#### 4. Go long distance

You've made it through July so the question is - do you think you can go long-term and make it business as usual?

It might seem daunting but there are so many businesses out there who have decided to make single use plastic decisions long term, and they haven't looked back!

For inspiration, take a look at the following websites:

<https://www.plasticfreemanly.org/>

<http://www.bluebondigreen.org/>

<https://www.responsiblecafes.org/>

<http://www.plasticpollutioncoalition.org/plastic-free-eateries/>

<http://www.laststraw.com.au/>

#### Got a question?

Find online support and FAQs on the campaign page at [www.ourlivingcoast.com.au/plastic-free-july](http://www.ourlivingcoast.com.au/plastic-free-july), or email Council's Waste Education Officer on [louise.demattia@chcc.nsw.gov.au](mailto:louise.demattia@chcc.nsw.gov.au) for extra help.