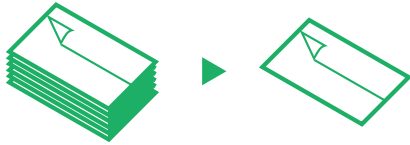


# SUSTAINABLE TO-GO PACKAGING

## 1. Simply Use Less



Avoid excess, increase efficiency. For example, giving 6 napkins to each customer is a waste of resources and your money because 1-2 is enough.

## 2. Ask, Don't Assume



Not every customer wants a bag, even if many do, it costs nothing to ask. Asking will actually save you money on materials, and every customer is happy.

## 3. Encourage Reusable



Dine-in reduces single-use products and also gives customers more opportunities for purchases. Sell coffee to go? Make a sign: "We fill reusable mugs".

## 4. Source Recycled



Check with your supplier about options with recycled material. Using recycled materials reduces deforestation and greenhouse gases.

## 5. Yes: Metal, Glass, Paper



These three materials are recyclable, but avoid 'mixed' items like Pringles cans, where the metal and paper are inseparable for recycling.

## 6. Maybe Plastic, No Styro



Not recyclable: pieces of plastic smaller than your hand (straws, coffee lids), styrofoam, and plastic labeled as 'compostable' (and unfortunately, the City of Calgary can't compost them either because they take too long for their composting process)

# WHY IT MATTERS

## 1. For The Earth

To be fair, packaging is **not** the single biggest environmental challenge we face, but it is still a significant part of the equation.

In some ways, packaging can help reduce waste if it's keeping food fresh or preventing damage to goods, but in most cases, single-use packaging is an unsustainable use of resources and energy, and creates a waste problem. They may be more plastic in our oceans than fish by 2050, and styrofoam takes over 500 years to decompose. Deforestation is destroying ecosystems and reduces the number of trees that can capture carbon. Every step involved with packaging (resource extraction, fabrication, transportation, recycling, disposal) requires energy, and usually creates greenhouse gas emissions.

All materials have benefits and drawbacks, and packaging will remain an important part of our lives, but by taking steps in the right direction, we can decrease our impact on the planet and ensure the planet's health for future generations. Every action matters, and the time to act is now.

## 2. For Your Customers

According to a 2018 survey by the National Restaurant Association...

**45%** of customers consider it important to have sustainable packaging

and according to a 2017 survey featured in Forbes

**87%** would buy a product with a social and environmental benefit if given the opportunity

Some people could care less about 'sustainability', but more and more people do care, and connect their environmental impact with their consumer behaviour. Your customers support you, and so it is respectful to support them too in the ways that matter to them. Being more environmentally friendly is appreciated by many, and easily ignored by those who aren't interested.

## 3. For Your Business

According to a 2017 survey featured in Forbes...

**88%** of customers will be more loyal to a company that supports social or environmental issues.

Sometimes, it pays to do the right thing. That seems to be the case when it comes to being a local business.

Packaging is an important part of the presentation of your business, and thus the cheapest type of advertising

As of 2017, all businesses are legally required to compost food waste and recycle, as per a City of Calgary bylaw