

Communicating sustainability: Telling the story of success

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Start with your audience

What are they most concerned about?



How do you want to change their behaviour?



What is the benefit to them?

Make Benefits King



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patagonia
patagonia.com

COMMON THREADS INITIATIVE

REDUCE

WE make useful gear that lasts a long time
YOU don't buy what you don't need

REPAIR

WE help you repair your Patagonia gear
YOU pledge to fix what's broken

REUSE

WE help find a home for Patagonia gear
you no longer need
YOU sell or pass it on*

RECYCLE

WE will take back your Patagonia gear
that is worn out
YOU pledge to keep your stuff out of
the landfill and incinerator



REIMAGINE

TOGETHER we reimagine a world where we take
only what nature can replace

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Be selective

Cafédirect

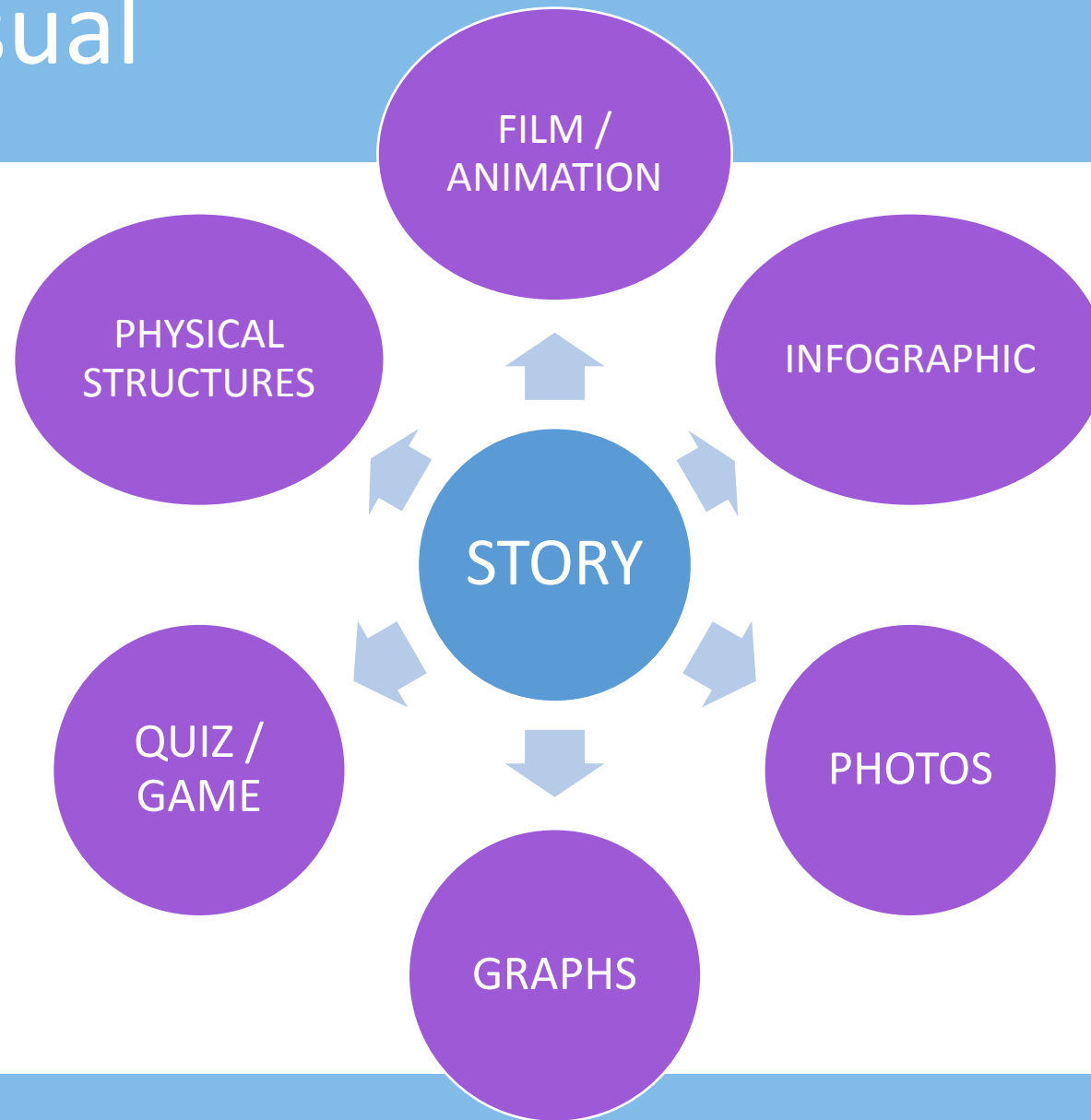
- ✓ Pioneer of Fairtrade in the UK
- ✓ Only buy directly
- ✓ Only buy from smallholders
- ✓ Money goes back into community
- ✓ Reinvested over 50% over our profits
- ✓ Two smallholder Directors on the Board
- ✓ 75% of smallholders are shareholders
- ✓ Longterm partnerships
- ✓ Tastes great!



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Make it Visual



Temple of Trash



The SRA's framework

SOURCING



Environmentally Positive Farming



Local & Seasonal



Sustainable Fish



Ethical Meat & Dairy Fair Trade

SOCIETY



Community Engagement



Treating People Fairly



Healthy Eating



Responsible Marketing

ENVIRONMENT



Water Saving



Workplace Resources



Supply Chain

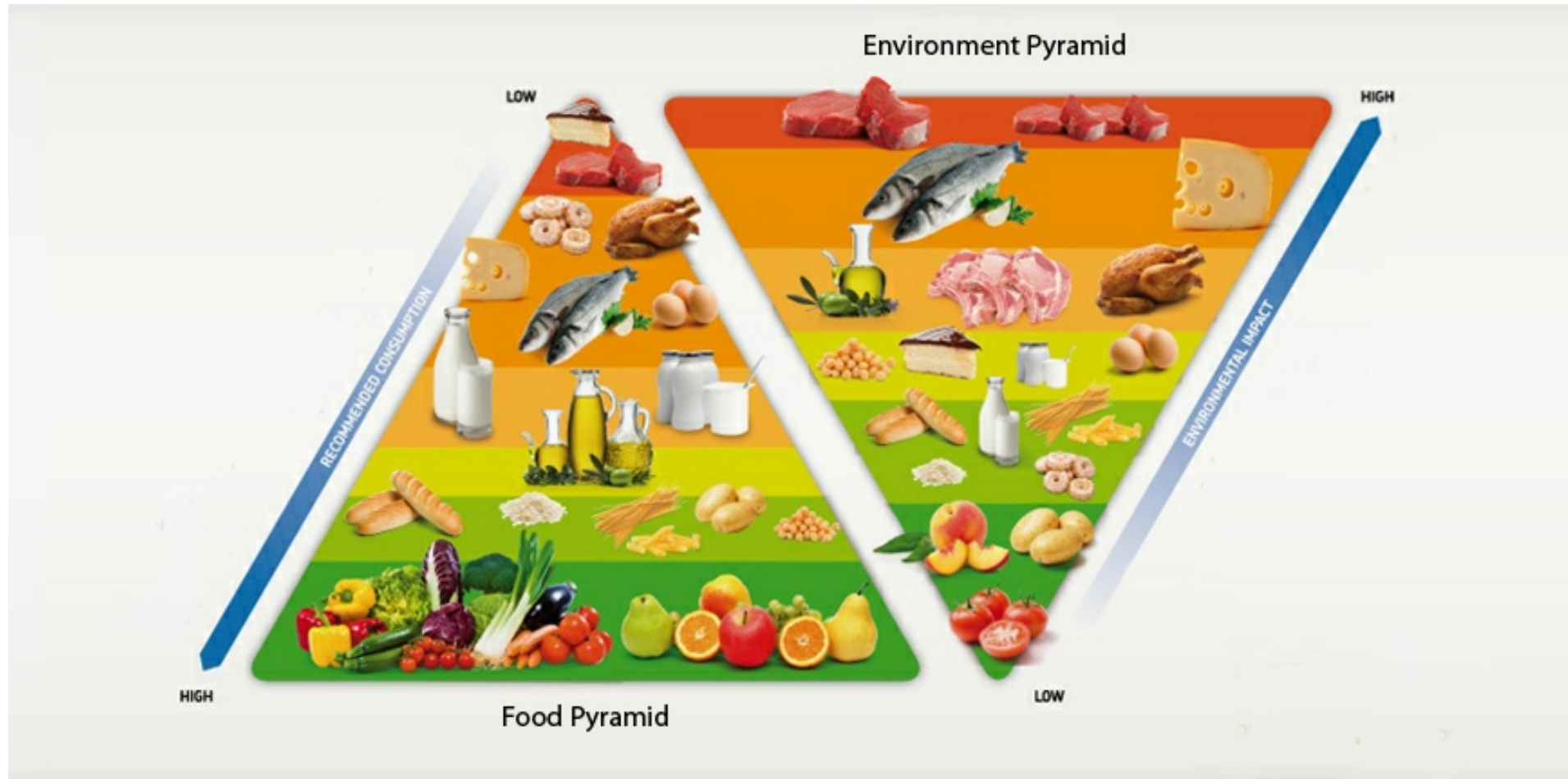


Waste Management



Energy Efficiency

Double Pyramid



Top Ten Facts

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Coca-Cola
SUSTAINABLE GAMES
10 FUN FACTS

ZERO 

Coca-Cola is working in partnership with the London Organising Committee of the Olympic and Paralympic Games to deliver a zero waste Games in 2012.

100% 

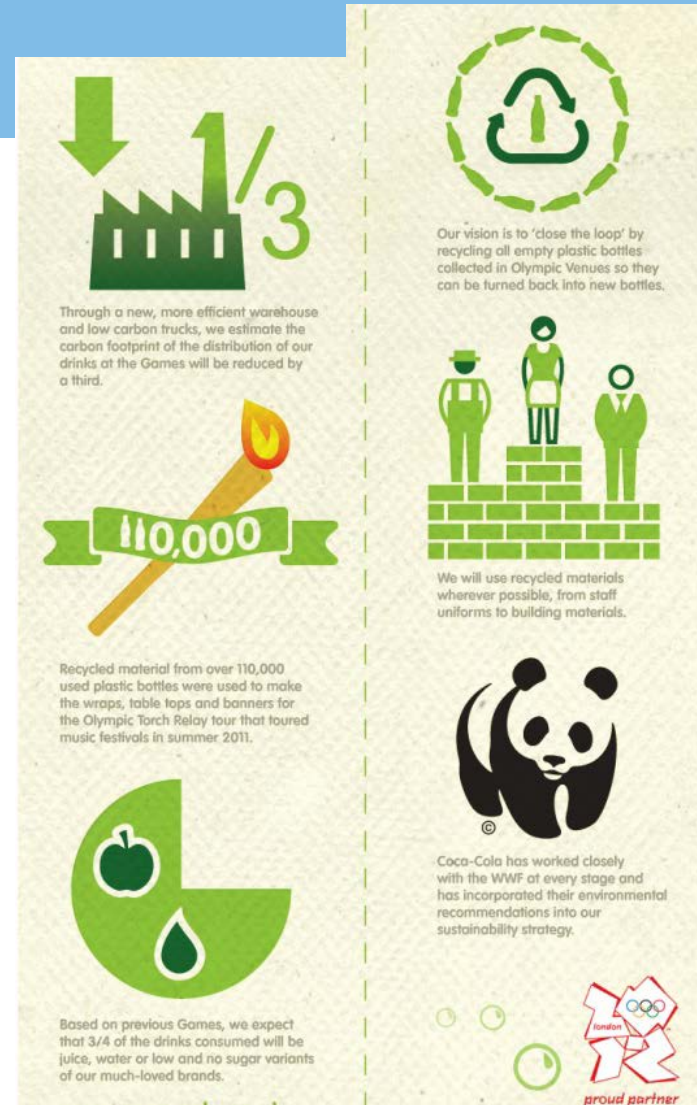
All bottles of Coca-Cola products sold at the Olympic Games will be in 100% recyclable PET packaging, which will contain 25% recycled plastic.


9% 

By using PlantBottle™ plastic for Coke bottles and introducing up to 25% rPET in all plastic packaging, we're reducing the carbon footprint of drinks sold at Games time by around 9%.

1928 

1928: Coca-Cola's relationship with the Olympic Games began at the Amsterdam 1928 Olympic Games.






Through a new, more efficient warehouse and low carbon trucks, we estimate the carbon footprint of the distribution of our drinks at the Games will be reduced by a third.

110,000 


Recycled material from over 110,000 used plastic bottles were used to make the wraps, table tops and banners for the Olympic Torch Relay tour that toured music festivals in summer 2011.




Based on previous Games, we expect that 3/4 of the drinks consumed will be juice, water or low and no sugar variants of our much-loved brands.




Our vision is to 'close the loop' by recycling all empty plastic bottles collected in Olympic Venues so they can be turned back into new bottles.



We will use recycled materials wherever possible, from staff uniforms to building materials.



Coca-Cola has worked closely with the WWF at every stage and has incorporated their environmental recommendations into our sustainability strategy.


proud partner

One Planet Living



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OUR ECOLOGICAL FOOTPRINT

How many 'Earths' worth of resources do we consume?

↓ PAST 1970-2010

1970 1 EARTH



↓ PRESENT 2010-2013

2010 1.5 EARTHS

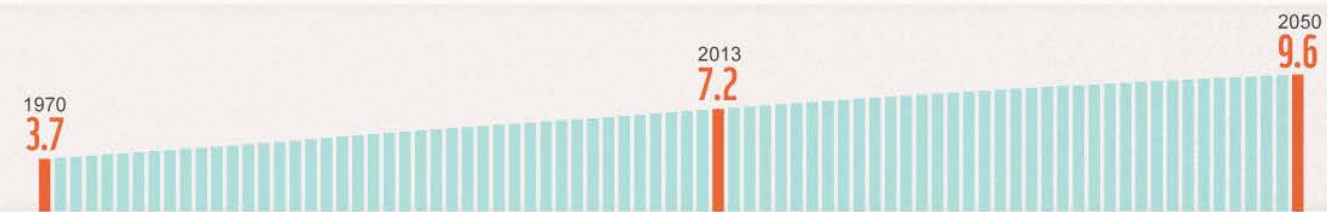


↓ FUTURE 2013-2050

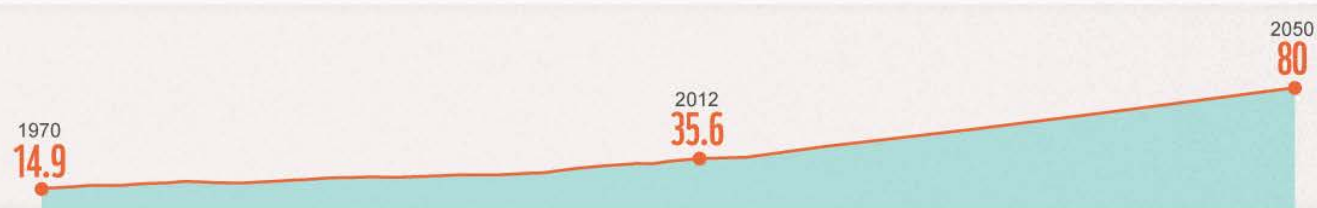
2050 3 EARTHS



Global human population billions



CO₂ emissions per year gigatonnes



Don't reinvent the wheel



- Look for solutions from other sectors

What if we marketed public transport the way we market cars?

- <https://www.youtube.com/watch?v=75F3CSZcCFs>



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Captions by Flixxy.com

The food waste challenge

920,000 tonnes or **1.3bn meals** of food is thrown away each year in the UK Food & Hospitality Services Sector

Or...



1 in 6 meals served in the UK

The food waste challenge



Provide a solution

Turning something you **can't** control...
into something you **can!**
Reversing embarrassment of asking to take leftover food home

“ Food waste in restaurants is a massive problem and doggy bags are one excellent way of cutting waste... I'll be right behind the SRA's Too Good to Waste campaign. ”

Hugh Fearnley- Whittingstall



Provide a solution



TOO GOOD TO WASTE

Home The Campaign The Box Supporters Get Involved

Twitter Like 473 Sign Up

Map Satellite

Live in London?
Find supporting restaurants near you:

Search Reset

BE A LOVER NOT A LEAVER
What chefs think
Don't be embarrassed, chefs want you to take leftovers home
[Learn more](#)

THE DOGGY BAG HAS CHANGED
Welcome to the doggy box
100% recycled
Biodegradable
Free!
[Learn more](#)

BOX IT DON'T BIN IT!
List your restaurant
Sign up now...
Free doggy boxes
Listed on this site
Campaign kits
and much more...
[Learn more](#)

Case study – Brighton University



- Halls of Residence offer free buffet for students
- Pile 'em high approach results in substantial waste

How can you change student behaviour to avoid this waste?

Idea 1: MAKE IT TANGIBLE

- Weigh all the food waste and record the figures
- Calculate the combined amount of food wasted and turn this into meaningful statistics.
- Place posters with engaging stats where students are loading plates and at disposal point to maximise impact.
- Create a visual display representing total weight of food wasted over a year and install this in a high traffic area on campus. See Exeter University example



Idea 2: MAKE IT MATTER

- Use transparent bins so students can see the level of waste
- Put markers up the side could relate to equivalent plates of food or amount of food that would feed a family of four in a week etc.
- Assign a plate waste limit (in weight or volume terms) with an incentive to keep below the line, eg
 - Donation to charity
 - Students choose menu
 - Well known chef to cook for students



Case study – Brighton Uni



Brighton's current plan:

- Recording volume of waste per kitchen
- Recording number of portions being prepared
- Offering doggy boxes
- Challenge chefs to reduce waste
- Embracing Ideas from students
- Love Food Hate Waste campaign – Easter 2015



Help us to minimise disposable waste

Eating in? Use a china bowl for your salad and feel even better about the food you're eating

Taking out hot food or pastries? Consider using one of our paper bags instead of a salad container.

Thank you

Hospitality Services

