



Zero Waste Victoria

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## ***Reuse Instead: Take the Low Waste Pledge***



A cost-effective way to reduce single-use plastic is to avoid unnecessary use of it. A simple switch people can make to reduce soft plastics is to use reusable produce bags with loose fruit and vegetables. The ***Reuse Instead*** campaign has been piloted at Queen Vic Markets and Pentridge Shopping Centre with a positive response.

This project encourages the local community to reduce unnecessary plastic by switching out plastic produce bags with reusable fabric bags, similar to the way we already reuse our shopping bags.

We are happy to provide a quote for one or more of the following options:

- **Option One – DIY Produce Bags**



This activation will launch the Reuse Instead campaign locally by hosting pop-a half or full day DIY Produce Bag activation. These will occur in local shopping and community centres. During the activations passers-by can drop in and sew a reusable produce bag, and learn how they can reduce soft plastic single-use waste. We will supply instruction, reclaimed materials, thread and needles for them to make their bag. They will take away skills enabling them to make more, and eliminate their need for single use plastic produce bags.

- **Option Two - Information and free produce bags**

This activation is aimed at shoppers in produce sections of green grocers and supermarkets, offering a free reusable produce bag for a half or full day. This is intended as a conversation starter about avoiding plastic waste. We will provide information to help people reduce their waste and suggest reuse of cardboard fruit boxes instead of single-use bags, where practical. An information display will showcase switch outs for other single-use plastic items.



- **Option Three** will set up 'Bag Library Trees' in centres where people are able to take or leave clean reusable shopping and produce bags. Like street book libraries, local community contributes to ensure the trees are kept supplied with bags.

Participants will be encouraged to post to social media with the tags #reusepledge #wastefreefruitandveg #ditchplastic #reuseinstead

The outcomes of the **Reuse Instead** campaign will be used to advocate to state and federal government, supermarkets, primary producers and manufacturers to reduce and avoid single-use plastic packaging.



### **Zero Waste Information Setup.**

Additionally, Zero Waste Victoria can provide our information set up which is an interactive space where event attendees can receive information about waste avoidance in a broad range of areas. An information display can also be set up, for those who would rather look and read, than converse. The information can include themes such as shopping, cooking, cleaning, bathroom, composting, single-use plastic etc.

### **What is included?**

- Provide specific advice for participants to enable them to reduce more waste
- Answer questions in relation to sustainable choices and outcomes
- Display Low waste switch out materials and props
- A zero-waste crew to answer questions about reducing waste
- Option for participants to receive further support through websites, forums and monthly zero waste information newsletters
- Marketing of your event through ZWV social media and EDM