

The Oceanic Standard (TOS) is a comprehensive guide to implementing sustainable practices in the hospitality industry, with a focus on reducing single-use plastics for both the consumer-facing side and back-of-house activity. TOS offers a multifaceted approach to eliminating single-use plastics, while highlighting important practices such as responsible waste management and recycling.

Introduction The Global Problem Did You Know? Why Should You Get Involved?	3 4 5 6
PART TWO: THE OCEANIC STANDARD SINGLE-USE PLASTIC ASSESSMENT	7
PART THREE: STRAWS	8
Plastic Straw Facts	9
Understanding Your Options	10
Making Sustainability Cost Efficient	12
Communicating with Your Team	13
Communicating with Your Clientele On-Site	14
Marketing to Your Clientele	15
PART FOUR: REDUCING SINGLE-USE PLASTICS (FOH)	16
PART FIVE: REDUCING SINGLE-USE PLASTICS (BOH)	24

PART SIX: OTHER	27	
SUSTAINABLE PRACTICES		
Sustainable Operating Practices	27	
Composting	28	
Recycling	29	
Beware of Greenwashing	30	
PART SEVEN: IMPLEMENTATION	33	
Communicating with Your Vendors	33	
Communicating with Your Vendors Implementing The Oceanic Standard	33 34	
Communicating with Your Vendors Implementing The Oceanic Standard Supporting The Oceanic Standard	33	
Communicating with Your Vendors Implementing The Oceanic Standard	33 34	
Communicating with Your Vendors Implementing The Oceanic Standard Supporting The Oceanic Standard	33 34 35	

'\(\mathbb{H}\)' indicate click-through links to solution-oriented businesses. Links are underlined throughout the document.

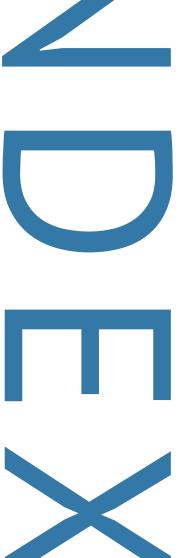
TOS supports United Nations Sustainable Development Goals:

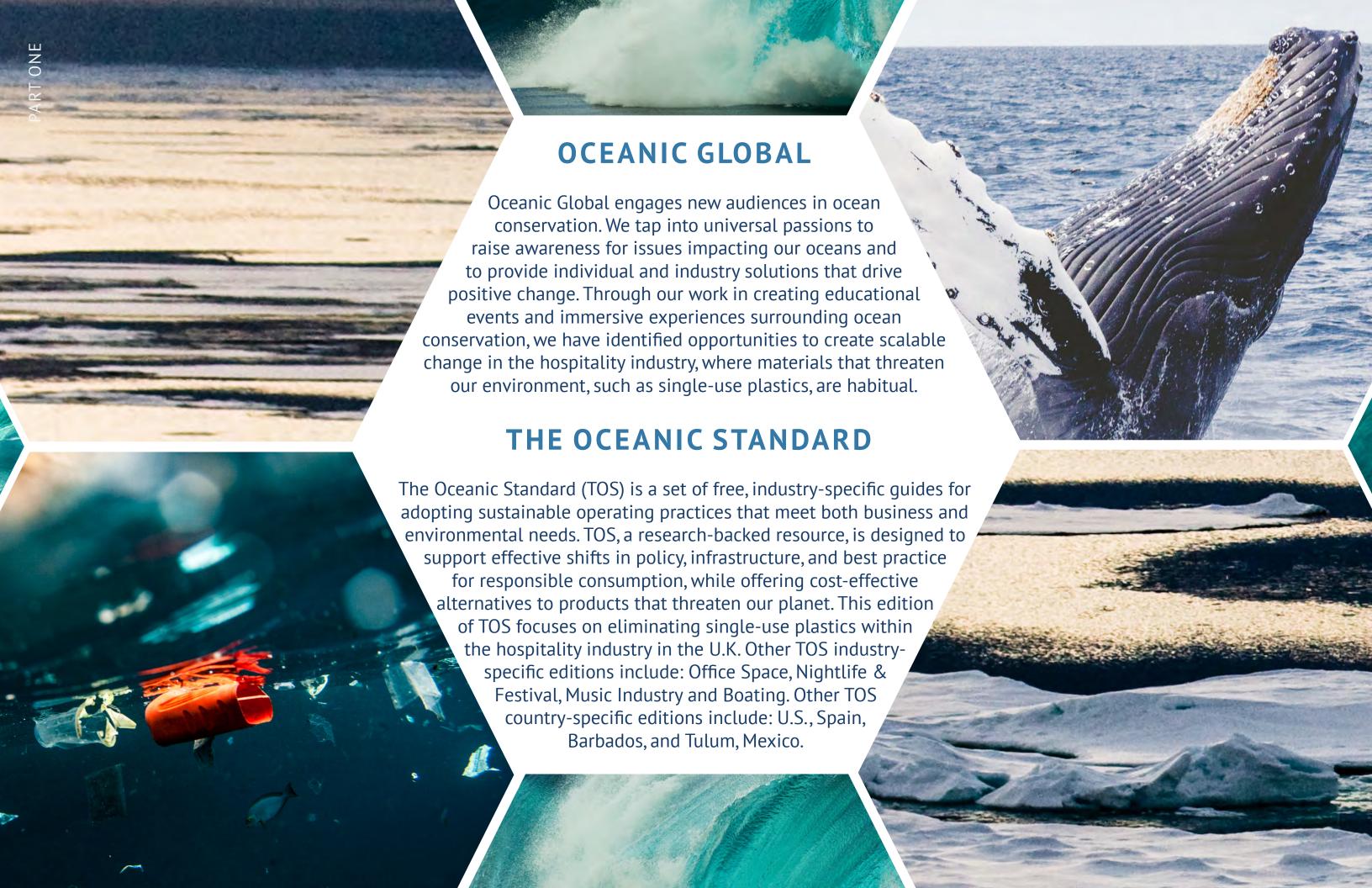














THE GLOBAL PROBLEM

The health of our ocean and planet is at a tipping point. Researchers estimate that 8-12 million metric tons of plastic waste enters the ocean every year. Five trillion pieces of plastic currently litters the ocean. Globally, we discard 300 million metric tons of plastic waste, which is nearly the weight of the entire human population!

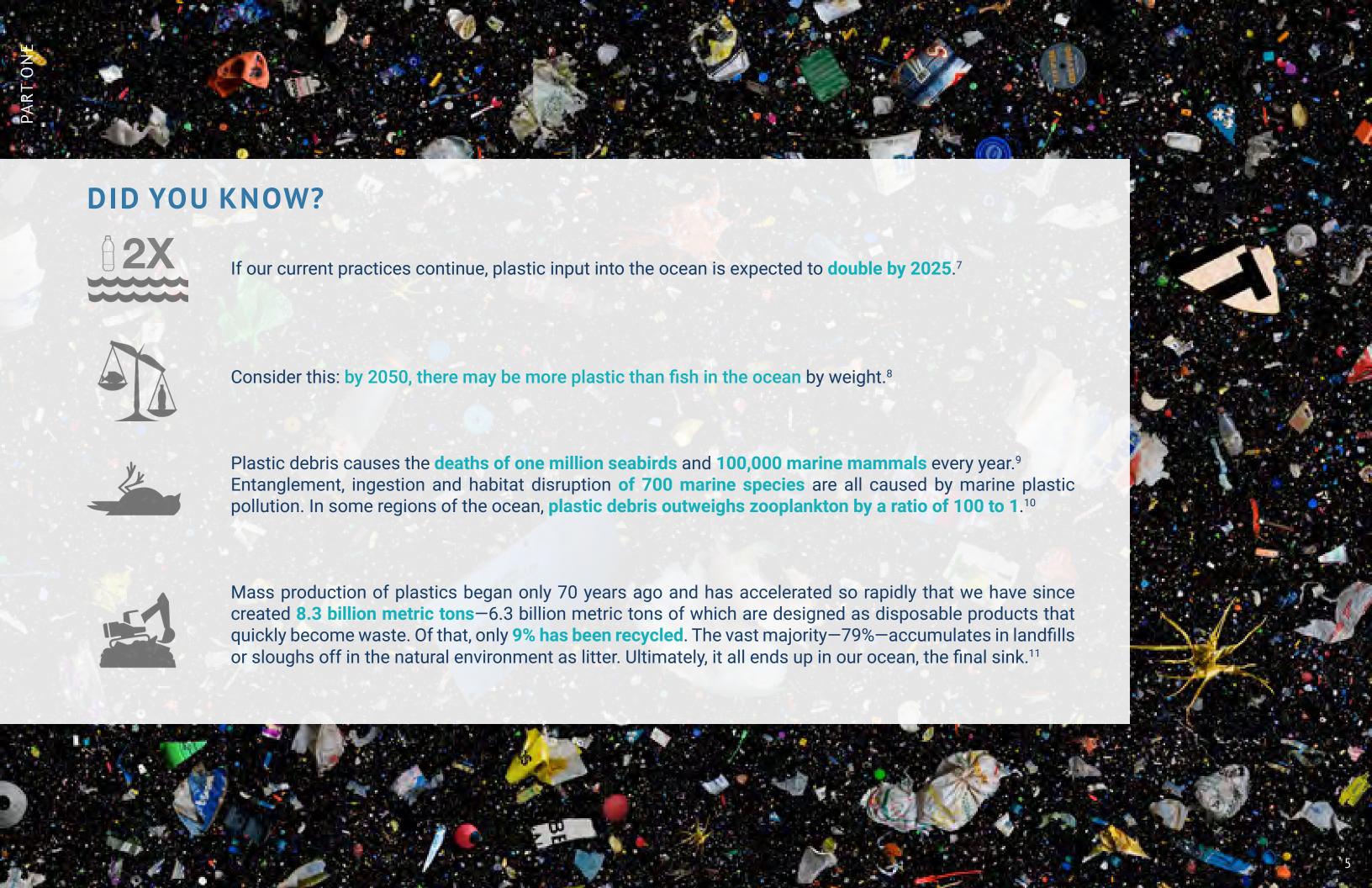
94% of marine plastic pollution sinks to the ocean floor³ and while plastic is not biodegradable, it is photodegradable, meaning that when exposed to light and UV radiation from the sun, it **breaks down into smaller and smaller pieces**. Not only does this make it harder to clean up, but small fragments of plastic or microplastics are easily consumed by marine life. Plastics can't be digested, so accumulate, ascending the food chain and **ending up in the seafood that we eat**. In fact, **83% of tap water globally is contaminated with plastic fibers**.⁴ For those of us who eat fish and mollusks regularly, it's estimated that we consume 11,000 microparticles per year.⁵



EVERY 60 SECONDS
ONE TRUCKLOAD OF PLASTIC
ENTERS THE OCEAN



THE AVERAGE PERSON CONSUMES AS MUCH AS A CREDIT CARD PER WEEK WORTH OF MICROPLASTICS⁶



WHY SHOULD YOU GET INVOLVED?

CORPORATE RESPONSIBILITY IS THE FUTURE. GET ON THE RIGHT SIDE OF HISTORY.

- ★ 2019 is the first year that Millenials will outnumber Baby Boomers,¹² and by 2020, Generation Z will account for 40% of all consumers globally!¹³ Consumption patterns of younger generations reflect a value of environmental and social responsibility, and suggest more cross-industry opportunities for businesses aligned with a strong sustainable agenda.¹⁴
- ★ Industry titans, like Häagen-Dazs, Tide, Nestlé, Procter & Gamble, Unilever and Dow, have all committed to investing in sustainable solutions, recognizing the need for strong leadership and immediate action.
- ★ An estimated £0.88 trillion opportunity exists for brands that make their sustainability credentials clear.¹⁵
- ★ Nearly three in four Millennials (74%) and Generation Z consumers (72%) are willing to pay more for sustainable products and services.¹⁶
- ★ Lawrence D. Fink, the CEO of Blackrock, one of the world's largest investment firms (which manages over £4.79 trillion internationally), said that it's no longer enough for companies to make a profit; if they want to receive Blackrock's support, they must contribute to society.¹⁷
- ★ 86% of American consumers would switch brands to one that is associated with a good cause, given similar price and quality—up from 63% in 1993.¹⁸

IMPLEMENTING SUSTAINABLE INITIATIVES CAN ALSO:

- A REDUCE OPERATING COSTS
- INCREASE EMPLOYEE ENGAGEMENT
- M ATTRACT NEW CUSTOMERS
- ASSIST WITH RISK MITIGATION
- ME ENHANCE COMMUNITY RELATIONS
- CREATE MARKETING OPPORTUNITIES
- DRIVE INNOVATION

"BUSINESS NEEDS TO BE AN ACTIVE CONTRIBUTOR TO FINDING THE SOLUTIONS THAT HAVE AN IMPACT ON SOCIETY."

- PAUL POLMAN (CEO, UNILEVER)



THE OCEANIC STANDARD SINGLE-USE PLASTIC ASSESSMENT

Understanding your venue's single-use plastic consumption is the first step towards improving it. Conduct an assessment of single-use plastic consumption throughout your venue—both back-of-house and front-of-house—to understand your impact. Then, discover which sustainable alternatives are best for you and your clientele.

CONSUMER-FACING PLASTIC ITEMS (FOH)	STATUS
PLASTIC STRAWS	
PLASTIC BOTTLES	
PLASTIC CUPS	
PLASTIC BAGS	
PLASTIC UTENSILS	
PLASTIC TAKEAWAY CONTAINERS	
COFFEE CUP LIDS	
COFFEE PODS AND FILTERS	
DISPOSABLE PLASTIC PLATES AND BOWLS	
PLASTIC LINED COFFEE CUPS	
INDIVIDUALLY WRAPPED FOOD	
PLASTIC BIBS	
PLASTIC DRINK STIRRERS	
INDIVIDUALLY WRAPPED CONDIMENTS	
PLASTIC DRINK STOPPERS	
PLASTIC TOOTHPICKS	
DISPOSABLE LINENS AND NAPKINS	

BACK-OF-HOUSE PLASTIC ITEMS (BOH)	STATUS
SINGLE-USE PLASTIC STORAGE CONTAINERS	
PLASTIC WRAP AND ZIP LOCK BAGS	
PLASTIC BIN BAGS	
DISPOSABLE ITEMS FOR EMPLOYEES (I.E. BOTTLES, CUTLERY, PLATES)	
DISPOSABLE PLASTIC SOAP DISPENSERS	
PLASTIC FOOD PREP GLOVES	
POLYSTYRENE PACKAGING	

DISCOVER YOUR FORTH

*Full version of the TOS Plastic Assessment is available upon request. Please reach out to: theoceanicstandard@oceanic.global.



PLASTIC STRAW FACTS

THE TRUTH

- We have an unnecessary reliance on single-use plastic items that can be substituted for affordable, environmentally sustainable alternatives—or avoided completely.
- Eliminating plastic straws and stirrers is the easiest step toward reducing single-use plastics in the hospitality industry.
- **8.5bn straws** are used each year in the UK, making straws one of the most wasted single-use products.
- The hospitality industry is already engaged in conversations about how to serve clients the best products and service. Electing to omit plastic straws is an extension of that consideration.
 - Plastic straws are one of the top 10 pollutants found on beaches and shorelines.
 - Until plastic straw bans become policy, we each need to make responsible consumption decisions for our businesses.

HOPE: IN 2019, ENGLAND ANNOUNCED A BAN ON SINGLE-USE PLASTIC STRAWS, STIRRERS AND COTTON BUDS!

THE ADVANTAGES OF SUSTAINABLE ALTERNATIVES

- There are ways to be **cost-efficient**, sustainable, and appealing to your clients. When incorporated correctly, these actions can attract new customers, gain media attention, and boost staff morale!
- As straws are an expected consumer-facing product, eliminating them or providing sustainable alternatives can lead to conversations with your guests about your restaurant's ethos, and conscious consumption, leading to a better and more engaging guest experience.
- Hospitality drives innovation. Just as chefs pioneer sustainability by guiding sourcing choices, they can contribute to the conscious movement by reducing plastic and leveraging their influential positions to advocate for responsible consumption.
- You do not need to sacrifice quality or service to provide sustainable solutions. Just **shift the conversation** to the positive impact of your decision and provide alternatives.
- There is consumer demand to be more eco-friendly.





UNDERSTANDING YOUR STRAW OPTIONS

The first step to reducing single-use plastics is understanding your venue's single-use plastic consumption and product needs. After your assessment, and once you've identified the volume of the products you're using and the requirements of your brand/venue, you can elect to:



Eliminate plastic straws entirely (FIRST CHOICE!)



Select a sustainable substitution for plastic straws that suits your budget



Identify other singleuse plastics that can be eliminated and substituted for more sustainable options



Make a plan for implementing more sustainable practices throughout your business as a whole



Case Study #1: Freehold in Brooklyn, which regularly hosts 500+ people on a Saturday night and is open daily from 7 am to 4 am, previously used 1.5 million plastic straws per year. In 2016, Freehold made the shift to removing plastic straws by implementing Aardvark paper straws upon request during weekdays and having "straw-free weekends," lowering their order from 1.5 million plastic straws to 350k paper straws per year, saving money while doing so.



Case Study #2: Sandals Resorts International operates 19 resorts across seven Caribbean islands and previously used 21.5 million plastic straws and drink stirrers annually. In November 2018, Sandals switched to paper straws as the first phase in eliminating all single-use plastic from their operations while working to implement The Oceanic Standard: Plastic-Free Badge.



If going completely straw-free is not for you, it's important to choose a sustainable straw alternative that reflects your brand, speaks to your clients and doesn't hinder your quality or service.

MATERIAL OF STRAW	COMPANY	PRICE PER UNIT	ADDITIONAL DETAILS
STRAW	S <u>TRAW-BY-STRAW</u>	10% DISCOUNT WITH CODE 'OCEANIC'	MADE FROM AGRICULTURAL WASTE IN THE CEREAL GRAINS INDUSTRY. ADDS NO FLAVOR TO DRINKS AND LASTS THROUGH THE NIGHT WITHOUT GETTING SOGGY.
PAPER	GREEN MAN PACKAGING	10% DISCOUNT WITH CODE 'OCEANIC'	AVAILABLE IN DIFFERENT COLORS. 6MM & IOMM STRAWS. BULK OPTIONS. DISTRIBUTION TO UK & SPAIN.
PAPER	EARTH FRIENDLY FOODWARE	£0.02 EACH	BULK OPTIONS. 6MM & 200MM STRAWS.
PAPER	CHEEKY TIKI STRAWS	£0.14 EACH	AVAILABLE IN TROPICAL PATTERNS. NO MINIMUM ORDER.
STAINLESS STEEL	S <u>teelys</u> Drinkware	1000 STRAWS: £0.67 EACH + FREIGHT SHIPPING	MADE OF PREMIUM, 18/8 FOOD GRADE STAINLESS STEEL AND HIGHLY REUSABLE; CUSTOM LASER ENGRAVE IMPRINT AVAILABLE; 100% BPA-FREE, LEAD-FREE AND WON'T LEACH CHEMICALS; EASY TO CLEAN (DISHWASHER SAFE) AND RESISTANT TO BACTERIA, RUST AND OXIDATION.
BAMBOO	<u>BALI BAMBOO</u>	£0.98 EACH	RECOMMENDED FOR SIGNATURE DRINKS. BULK PACK INCLUDES VARIETY OF SIZES.
GLASS	<u>STRAWESOME</u>	3000 STRAWS: £0.026 EACH	MADE FROM CLEAR AND COLOR BOROSILICATE GLASS; BPA-FREE, LEAD-FREE AND TOXIN-FREE; MICROWAVE, OVEN, FREEZER AND DISHWASHER SAFE; LOGO PRINTING AVAILABLE ON STRAWS.
SEAWEED	LOLIWARE	£0.02 EACH	MADE FROM EDIBLE MATERIALS; PLASTIC-FREE, GELATIN-FREE, BPA-FREE, NON-GMO, ALL NATURAL, NON-TOXIC, SAFE, AND FDA APPROVED; CUSTOM COLORS AVAILABLE
STRAW	HOME CRAFTS	£0.01 EACH	MADE FROM STRAW FIBER MATERIAL. BULK OPTIONS.

^{*}If you are going straw-free (which is what we recommend!), please remember to always have a sustainable alternative on-site. Millions of people with diverse abilities worldwide may need one, and straws are also more convenient for children.

MAKING SUSTAINABILITY COST-EFFICIENT

We recognize that sustainable products can be more expensive than conventional counterparts, which is why we have negotiated buying deals with many of our recommended vendors. Vendor discounts are outlined throughout the guide.

For straws, we have established the following buying deals to make switching from single-use plastic more cost-efficient!

Greenman Packaging

- **№** Use discount code: **OCEANIC**.
- Every newly verified TOS venue will receive a free box of 200 paper straws!

Straw-by-Straw

Use discount code: OCEANIC.



You can also offset the cost of switching to sustainable straws by:

- Going straw-free! Your venue will save money on every drink served.
- Hosting "straw-free weekends". Dedicate a portion of your week to reducing waste produced by straws (plastic or paper). Going straw-free on a high-volume weekend day would minimize your footprint and maximize your impact. Offering sustainable straws only upon request.
- **Being selective** about which drinks receive a sustainable straw. Certain cocktails and drinks, as well as water glasses, should never receive a straw.
- Build the cost of the straw into the price of the cocktail.

^{*} Oceanic Global does not financially benefit from transactions with vendors referenced throughout TOS.

COMMUNICATING WITH YOUR TEAM

Educate your staff about your commitment and change the mentality and habits around single-use plastics:



Dedicate a portion of pre-shift or staff meetings to go over the initiative.

Your team needs to know and understand why you have made this change.

Share the stats on single-use plastics with your staff (Page 9).

Make sure they are aware of what the restaurant was using, vs. how many it's using now.

Empower your team by providing them with the information they need to speak confidently about this initiative Share TOS educational graphics available at oceanic.global.

Develop an elevator pitch for your servers that reflects your brand and allows them to educate the customer about your commitment.

If your venue is going from using plastic straws to being straw-free

"[INSERT VENUE NAME] is committed to our environment and has stopped using single-use plastics to protect the world's ocean."

If your venue is going from plastic straws to paper straws upon request

"I'd be happy to get you a straw. The reason I didn't is because we have changed to an 'only if requested policy,' in an effort to reduce our restaurant's single-use plastic consumption and to become more sustainable."

Habits to highlight with your team:

Stop using straws to taste drinks made by bartenders.

Only provide a straw if asked for one.

Do not provide a straw for a glass of water.

Never put two straws in one drink.

Stay away from plastic garnishes and plastic wrapped toothpicks!

^{*} If you are currently using stirrers as straws, please apply the same the same rules.

COMMUNICATING TO YOUR CLIENTELE

Communicate this commitment to sustainability on your website and printed assets, such as menus.

Add a suggested line about your business implementing The Oceanic Standard:

- ★ "We've partnered with Oceanic Global to reduce single-use plastics through The Oceanic Standard by eliminating plastic straws from our drinks.
 @Oceanic.Global #ourchoicesmatter #theoceanicstandard."
- ★ "Missing something in your drink? [INSERT RESTAURANT NAME] has removed plastic straws to preserve our oceans. Find out more at www.oceanic.global."
- ★ "[INSERT RESTAURANT NAME] is committed to reducing single-use plastics that are a threat to our ocean and environment. As such, we have partnered with The Oceanic Standard to eliminate plastic straws from our establishments. If you'd like a straw, we'll happily bring you a paper alternative."

Integrate messaging about your sustainable initiatives into brand ethos and find the best way to tell the story to your customers.

- ★ Official hashtags for TOS: #ourchoicesmatter #theoceanicstandard
- ★ @Oceanic.Global

Add custom table tents to share your new commitment.

Please reach out to
theoceanicstandard@oceanic.global
to request The Oceanic Standard
logo, which can be added to your
marketing assets. More information
on Page 37.

Include messaging around your sustainability commitment on your menu!

Add messaging about this commitment to the bottom of email receipts.



MARKETING TO YOUR **CLIENTELE**



★ Decide on the best methods for communicating your commitment to your audience. Focus on the storytelling aspect and strive to engage your clients in the movement. We suggest implementing an integrated messaging strategy.



Social Media & Newsletter Inclusion:

environment to your website and any apps your

venue may use, such as Resy, OpenTable or

* Add a mention of your commitment to the

Website and Apps

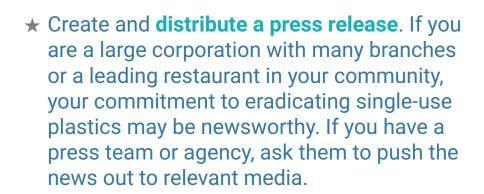
Reserve.

★ Communicate your environmental commitment via social media and newsletters. To help others get informed on how they can join the movement, link to our website, tag @oceanic.global and hashtag #ourchoicesmatter and #theoceanicstandard.

Track your progress and share it on your social ★ channels. "After 6 months of being straw-free, we have saved XX straws from entering landfills with The Oceanic Standard."



Press







TOS Downloadable Graphics (via oceanic.global):









Additional Marketing Opportunities:

- ★ If you have moved from plastic straws to paper straws, you have the opportunity to order custom branded straws or a signature color at an additional cost, i.e. you can have your logo on the straws, or you could order straws that say 'strawfree ocean'.
- ★ If you decide to make a sustainable commitment, inform the Oceanic Global team and we will share it on our website, in our newsletter, on social media, and in any relevant press outreach.



REDUCING SINGLE-USE PLASTICS (FOH)

BELOW ARE SIMPLE STEPS THAT VENUES CAN TAKE TO REDUCE SINGLE-USE PLASTICS FOR FRONT-OF-HOUSE.

PLASTIC BOTTLES

Problem:

Globally, one million plastic bottles are purchased per minute, 91% of which are not recycled.²⁰

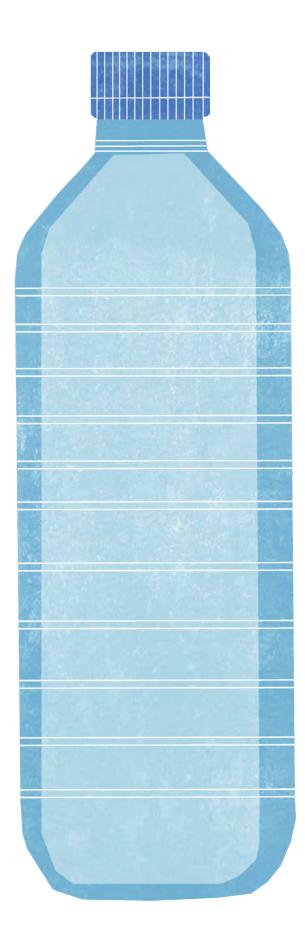
21 million water bottles are used in the UK every day!²¹

Plastic bottles make up 26% of total plastic packaging in the UK.²²

The bottle manufacturing process can actually require 6-7 times the amount of water used to fill the bottle,²³ and globally releases 5 million tons of CO2 annually.²⁴

It is estimated that over **half a trillion** plastic bottles will be sold in 2020.²⁵

SERVE BEVERAGES IN PITCHERS AND OFFER BIGGER BOTTLES WHEREVER POSSIBLE, TO REDUCE THE USE OF INDIVIDUAL BOTTLES.



Solution dependent on the venue:

Install an in-house water filtration and bottling system to filter and bottle your own water:

- Mordaq Fresh is a high-end water filtration system for restaurants.
 - ★ It provides custom glass bottles with logo or customized artwork, for still and sparkling water.
 - * Bottles water onsite and provides maintenance services.
 - * Water quality is excellent, and chefs give top reviews regarding taste.
 - ★ More cost efficient than buying water. Allows you to sell water onsite.
 - ★ Nordaq Fresh provides glass bottles for all staff so that all staff can have their own bottle and have as much access to water as desired. (We recommend writing staff names on bottles with a Sharpie).
- Matura Water and Vero Water offer similar in-venue water filtration systems.
- ★ Identify your venue as a refill station on the Refill App for guests to seek you out!

Source and serve a local brand of high-quality water that is packaged in a glass bottle.

Sell and provide refillable bottles

- ★ Selling and providing refillable bottles creates an opportunity to have branded bottles and allows customers to invest in a meaningful product aligned with your brand.
- ★ For hotels: guests can be provided with refillable bottles in each room and water filling stations can be installed throughout the hotel, including in the gym and spa.
- * Recommended vendors include:
 - **⊞** Chilly's
 - **™** One Green Bottle
 - **<u>Klean Kanteen</u>**
 - **y** Swell

For nightlife, event venues, and festivals, we recommend:

- <u>Life Water</u> (UK-based aluminum canned water. Wholesale pricing available through the TOS program. Reach out to <u>theoceanicstandard@oceanic.global</u> for details.)
- Cano Water (Aluminum cans for both Still and Sparkling. Please order the 'can' lids and not the resealable plastic lids. Discount with 'OCEANIC GLOBAL' ordering code.)

PLASTIC CUPS



If you are currently sourcing single-use plastic cups for your venue, events, or festivals, one of these solutions may meet your needs:

- *Invest in or rent reusable plastic or steel cups (recommended for festivals, large-scale events in the nightlife industry, and beer gardens). Option to brand your cups.
 - ★ For reference: Glastonbury used reusable British steel pint cups from a company called APS based in Birmingham in 2014.
- **★** Suggested sustainable suppliers:
 - * Rentable Plastic cups
 - **Green Goblet**
 - **⋈** Globelet
 - **⊭** EcoCup
 - **Ekomon**
 - * Steel cups

 - **Klean Kanteen**
- ★ If you are unable to implement a reusable system, as a last alternative, we would recommend sourcing compostable items.
 - Figure 19 Greenman Packaging (10% discount with OCEANIC ordering code)
 - ₩ Vegware (10% discount with OCEANIC ordering code)



If you are sourcing single-use plastic cups, make sure to schedule a recycling or composting pickup. Look at using **First Mile** or **TerraCycle** as a recycling solution!

PLASTIC BAGS

Problem:

Globally, we use a plastic bag for an average of only 12 minutes.²⁶

In England, large retailers sold 2.1bn single-use plastic carrier bags between 7th April 2016 and 6th April 2017.²⁷

HOPE: IN OCTOBER 2015, ENGLAND INTRODUCED A 5P CHARGE ON ALL SINGLE-USE PLASTIC CARRIER BAGS, RESULTING IN AN 85% DROP IN BAG CONSUMPTION. 28



Solution:

Switch to sourcing reusable cloth bags or recycled paper bags.

Fig. Greenman Packaging (Paper alternatives. 10% discount with OCEANIC ordering code.)

Matural Bag Company (Jute alternatives, option to brand.)

Incentivize customers to bring a reusable bag, especially when they are picking up take-out. Communicate this incentive on your website and via your app.

Ask customers if they would like a bag instead of automatically supplying bags, including paper bags.

PLASTIC UTENSILS

Problem:

Plastic utensils can take up to 1,000 years to break down

On average, 138 pieces of food and drink-related waste litter every 100 metres of UK beaches.²⁹



Solution:

Switch to sourcing reusable options.

If disposable options are necessary, source fiber-based options, such as wood or bamboo.

You may want to find local suppliers, but our recommended vendors include: Greenman Packaging (10% discount with OCEANIC ordering code) // London Bio Packaging // Biofutura // Vegware (10% discount with OCEANIC ordering code)

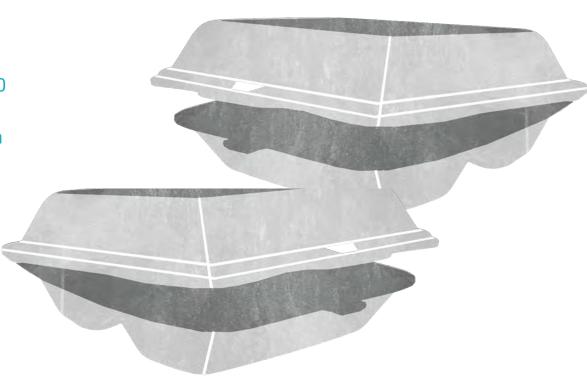
PLASTIC TAKEOUT CONTAINERS

Problem:

It is estimated that every second, 140,000 items of food packaging is disposed of—which adds up to almost half a trillion pieces of waste per year.

2.5 billion items of takeaway packaging are discarded annually in the EU.³⁰

Styrofoam takeout containers are not recyclable.



COFFEE CUP LIDS

Problem:

Coffee cup lids are usually made of hard polystyrene, which is not widely recycled.



Solution:

Think creatively about your packaging!

- ★ Use glass mason jars for yogurts, salads or soups.
- ★ Offer a refund if glass is returned or the option to pay a deposit.
- ★ Serve food in clay pots.

Source cardboard takeaway containers.

- ★ Make sure they are not lined in plastic!
- Recommended vendors for paper takeout containers include:

 Greenman Packaging (10% discount with OCEANIC ordering code) // EnviroPack // London Bio Packaging // Leaf

 Republic // Biofutura // Vegware (10% discount with OCEANIC ordering code)

Source paper sleeves which are great for concession foods, deli and general takeout.

Incentivize your customers to bring their own dishes for takeout instead of providing single-use plastic options.

Solution:

Ask customers if they are ordering "to stay", if so, offer a **reusable cup** so that no lids are used!

Encourage and/or **incentivize customers** to bring their own coffee cups with a lid for takeout.

Ask customers if they would like a lid with their coffee

Source eco-friendly options:

- **Keep Cup** (Reusable option.)
- Butterfly Cup (Foldable plastic-free cup without a lid. Custom branding available.)
- Maeco (100% paper lids, use discount code OCEANIC)
- ☐ Greenman Packaging (Fiber-based options coming soon! 10% discount with OCEANIC ordering code.)
- ₩ Vegware (10% discount with OCEANIC ordering code)

COFFEE PODS AND FILTERS

Problem:

Single-portion coffee pods are not recyclable, as they are a mixture of plastic and aluminum.

Coffee pods make up a third of the £17.55 billion western European coffee market, with an increase of 8% a year since 2011 in the U.K.³¹

HOPE: IN GERMANY, THE CITY OF HAMBURG BANNED COFFEE PODS FROM STATE-RUN BUILDINGS TO REDUCE WASTE.



Solution:

Switch to buying reusable coffee pods for your coffee machine:

- **™** Waycap
- **⊠** Sealpod
- **ReCaps**
- Mycoffeestar

Compostable pods are also available:

- **⊭** Halo
- **PurPod100 PurPod100 PurPod100**
- **Blue Goose Blue Goose**
- **☐** Grind
- **Rave Coffee**

If you have decided against an alternative option, please keep in mind that Nespresso has a **recycling program**—if you are sourcing Nespresso capsules, collect and return used capsules to Nespresso.

DISPOSABLE PLASTIC PLATES & BOWLS



If you can, only supply reusable dishware. This can include metal plates and bowls or porcelain.

For single-use options, discover some recommended suppliers:

- Figure 1988 Greenman Packaging (10% discount with 'OCEANIC' ordering code)
- **Biofutura**
- **<u>Image 1</u>** London Bio Packaging
- **™** EnviroPack
- **! Leaf Republic**
- **⊯ Biotrem**
- ₩ Vegware (10% discount with 'OCEANIC' ordering code)

PLASTIC OR PLASTIC LINED COFFEE CUPS

Problem:

Most paper coffee cups have a plastic (polyethylene) inner lining, which is rejected by most paper recycling facilities.³²

7 million single-use coffee cups are consumed daily in the UK, which totals 2.5bn a year!³³

Less than 1% of disposable coffee cups are recycled.

HOPE: FRANCE SAYS "NON!" TO
DISPOSABLE CUPS BY 2020, AND HAS
BECOME THE FIRST COUNTRY IN THE
WORLD TO BAN DISPOSABLE PLASTIC
CUPS, PLATES, FOOD BOXES AND
CUTLERY AS IT WORKS TOWARDS
BUILDING A 'CIRCULAR ECONOMY'.34



INDIVIDUALLY WRAPPED FOOD IN PLASTIC



Avoid serving individually-wrapped foods. For example, individually-wrapped sweets or caramels at the end of a meal, at the hostess stand, etc.

Solution:

- ★ If customers are ordering "to stay," offer a reusable cup.
- ★ Encourage and/or **incentivize customers** to bring their own cups for takeout coffee by offering a discount.
- ★ Sell reusable options:
 - Ecoffee Cup: produces reusable cups from bamboo fiber.
 - **⊯** Keep Cup
- ★ Source sustainable single-use options:
 - <u>ButterflyCup</u>: folded cardboard cups, entirely recyclable and spill resistant (no lid required).
 - Greenman Packaging (10% discount with 'OCEANIC' ordering code)
 - **Biofutura**
 - 📜 London Bio Packaging
 - **™** EnviroPack
 - ₩ Vegware (10% discount with 'OCEANIC' ordering code)

PLASTIC BIBS



Remove altogether.

PLASTIC DRINK STIRRERS

INDIVIDUALLY WRAPPED CONDIMENTS

PLASTIC DRINK STOPPERS



Remove altogether.

Eco-friendly options: Source wooden or stainless steel alternatives.



Source bulk sizes instead of small, single-serve packets that get thrown out.



Remove altogether.

PLASTIC TOOTHPICKS

Remove altogether.

Wooden toothpicks are easily sourced.

DISPOSABLE LINENS AND NAPKINS



Provide linen napkins and tablecloths.

★ Switch to renting linens, which includes weekly maintenance services (pick-up, washing, drop off).



REMOVE SINGLE-USE PLASTIC STORAGE CONTAINERS



Work with your chef and kitchen staff to understand your requirements and storing facilities.

- ★ Invest in stainless steel food containers with lids, glass containers with lids, or plastic containers that have multiple uses. Depending on your needs, these can be used to marinate and store food, during preparation and for leftovers.
- ★ If you are using plastic quart containers—as most restaurants do for mis-en-place and storage—make sure to create a culture of reuse. Spoiled food should ideally be composted or thrown away, and the plastic quart containers should be washed and reused. Reusing quart containers will save the restaurant money.

Shopping sources:

- Manufacturer and wholesaler of non-plastic storage containers.)
- Evoware (Seaweed based packaging, dissolves in warm water, 100% biodegradable, two years of shelf life.)
- Rezip Reusable Storage Bag (Made of FDA-grade PEVA material, good for dry foods.)
- POAO (Reusable Silicone Food Storage Bag: specifically great for freezing.)
- Planet Wise Tint Gallon Bag (Made from food-grade EVA.)
- 📜 Keep Leaf (Reusable large food storage bag. Velcro sealed.)

PLASTIC WRAP AND ZIP LOCK BAGS



Switch to butcher, waxed, or parchment paper.

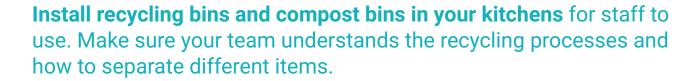
★ Shopping sources:

BeeBee Wraps BeeBee Wraps

™ Beeswax Wraps

Store food in glass, metal or plastic containers that can be used multiple times.

PLASTIC BIN BAGS



- ★ Sustainable bin bag alternatives:
 - Greenman Packaging (10% discount with the 'OCEANIC' ordering code)

100% GMO-free potato starch (which make them stronger than bags made of corn starch!) in a fully compostable composition. 40% less land is required to produce the same amount of starch from these potatoes as from corn. Unlike corn, these potatoes require no irrigation and need only normal rainfall. These bags are all-natural, polyethylene-, and plasticizer-free.

★ In hotels, source washable and reusable fabric bags instead of plastic bin bags when possible.

PROVIDE REUSABLE ITEMS (BOTTLES, CUTLERY, PLATES) FOR YOUR EMPLOYEES



If kitchen staff are using disposable plastic spoons to taste sauces etc, change to a reusable option that is sanitized between tastes.

DISPOSABLE PLASTIC SOAP DISPENSERS



Refill your soap dispensers in the kitchen and in bathrooms to reduce the plastic packaging waste.

SWITCH PLASTIC FOOD PREP GLOVES TO PLANT-BASED PLA OPTIONS



STAY AWAY FROM POLYSTYRENE PACKAGING



Serious health consequences can occur, they leach carcinogenic styrene.

Not biodegradable and cannot be completely recycled.

ADDITIONAL SUSTAINABLE OPERATING PRACTICES



BPA receipts are highly toxic due to the thermal ink. **Change restaurant receipts** to BPA-free paper or email receipts.



Consider energy efficiency efforts such as LED lighting and Energy Star appliances.



Switch to recycled and unbleached toilet paper.



Include filter changes, refrigerator coil cleaning, thermostat calibration, water-leak checks and damper adjustments in your ongoing maintenance plan.



Clean Green:

Alternatives to paper towels.

- ★ Reusable towels (dish rags) for cleaning instead of paper towels.
- * Unbleached and recycled paper towels, if you must use paper products.

Eco-friendly cleaners:

- **Pura Naturals Sponges**
- **Sponge Cloths**



Buy in bulk when possible, to avoid unnecessary packaging and shipping.



Become **paperless** by using online and digital tools.



Introduce Reduce > Reuse > Recycle as part of your ethos.



When ordering restaurant supplies, let your vendors know that you are changing your practices to maintain a more **sustainable restaurant model**. Educate yourself and be aware of what products they may suggest as substitutes (see section on Greenwashing below on pages 35-37).



To save water, replace water sprayer used to pre-rinse dishes with an **air compression system** for the same results. It is also possible to use an **air compressor** to spray out ovens, corners and other spots where a water hose is typically used.



Collect and properly dispose of cigarette butts on-site. Recycle these through TerraCycle. Read more about our #NoMoreButts program HERE.

^{*}For more holistic practices, check out The Oceanic Standard: Resonsible Tourism Edition.



RECYCLING

BEFORE RECYCLING, WE URGE YOU TO REDUCE, REUSE, AND SOURCE SUSTAINABLE PRODUCTS! *ONLY 9% OF PLASTIC WASTE IS ACTUALLY RECYCLED GLOBALLY.

Reasons to Recycle:

- Saves energy, raw natural resources, and uses less water.
- Reduces the need for more landfills.
- Preserves our resources and protects wildlife. Paper recycling alone saves millions of trees.
 - The amount of plastic waste generated annually in the UK is estimated to be 5 million tonnes.³⁵ Most of this garbage goes into to landfills, where it is compacted and buried.
 - Plastics can be recycled to make items such as clothes, carpets, containers, bottles, plastic lumber, films, grocery bags, molding materials, etc.
- Recycling and purchasing recycled products **create a greater demand for recycled goods** and helps reduce plastic pollution, climate change etc.
 - ☼ In 2000, recycling of solid waste prevented the release of 32.9 million metric tons of carbon equivalent (MMTCE, the unit of measure for greenhouse gases) into the air.

RECYCLING STEEL AND TIN CANS, FOR EXAMPLE, SAVES 74% OF THE ENERGY USED TO PRODUCE THEM.

Recycling Services:



First Mile provides sorting and hauling services across London for general street recycling as well as for recycling of specialty items including electronic waste and batteries.

TERRACYCLE IS A RECYCLING COMPANY THAT SPECIALIZES IN HARD-TO-RECYCLE WASTE.



Hospitality Industry-Focused Recycling Tips:

- Make the recycling and sorting process as **simple and clean** as possible.
 - Place sorting bins throughout the FOH and BOH.
 - O Provide recycling bins in your kitchens, back office, and public areas.
 - O Be **mindful** of the types of products that you are sourcing and how they should be recycled.
 - A great rule of thumb from First Mile: 2D items, such as plastic bags, film and cling wrap, are not recyclable while 3D items, such as bottles and cartons, are recyclable.
- Recycle correctly: **Food and water contamination are a major problem** for recycling because recycling facilities will reject wet items with rotting residue.
 - Teach your team what can and cannot be recycled.
 - © Empty out dairy items like milk and yogurt as they spoil and smell quickly.
 - Separate paper and food items so paper doesn't get wet. If items are not sorted properly, they may not be recycled.

Recycling Number Key:















Learn the recycling numbers and the facts:

- If you are using plastic, make sure it can be recycled.
 - The standard identification codes are from 1 to 7 and are displayed on the underside of plastics inside a recycling triangle.
 - Each number indicates different types of plastic with different recycling rates and effects on our health. Find out more **HERE**.
 - O Numbers 1, 2, and 5 are easily recyclable! Others will most likely be diverted to the landfill.
 - *If you are sourcing compostable plastics which is normally Number 7, please check that your recycling facility takes them.
- O Black plastic (commonly used for take-out containers) cannot be recycled because it is not detected by sorting machines!



The terms biodegradable, bioplastics, compostable, and recyclable plastics are often used interchangeably. However, it is important to understand the differences in these terms to effectively navigate the space and choose genuinely sustainable options. For example, most compostable plastic products are only compostable if they end up in an industrial composting facility. As markets trend in a sustainable direction, unfortunately many companies are taking advantage of the demand, and falsely advertising themselves as "green" or "eco-friendly." Learn the language so you can be a conscious consumer!

BIODEGRADABLE PLASTICS



Definition:

*Unlike compostable products, there are no industry standards for what is considered biodegradable. To limit this confusion and the potential for misleading consumers with "green" claims, the State of California banned use of the term "biodegradable" for any plastic sold in the state.³⁶



Disposal Process:

Depending on the product, it could require a range of disposal practices from being treated as non-compostable and non-recyclable products in landfill or incineration, to treatment in a commercial composting facility if labeled as such, to the ideal situation in which the product is truly marine degradable and will easily breakdown in the environment or in a residential composting facility.



Pros:

These options have the potential to provide solutions to our global plastic pollution crisis.



Cons:

As there is no clear definition, this term often confuses and misleads people.

WITH GLOBAL RESEARCH EFFORTS GOING ON CONSTANTLY, OUR KNOWLEDGE IS EVER INCREASING, SO A RESOURCE LIKE THIS, MUST BE REVISED OVER TIME TO STAY CURRENT. THIS IS A "SNAPSHOT IN TIME."

THERE ARE NO "PERFECT" SOLUTIONS, ALL SOLUTIONS WILL HAVE BOTH A TECHNOLOGICAL AND HUMAN BEHAVIOR COMPONENT, AND NEITHER WILL LIKELY REACH 100% OF WHAT THEY ARE CAPABLE OF. WE MUST COMMIT TO SEEK THE BEST SOLUTIONS AVAILABLE, REALIZING THAT NONE WILL ACCOMPLISH EVERYTHING WE WOULD LIKE.

BIOBASED PLASTICS



Definition:

Plastics made from plant-based materials rather than fossil fuels. The polylactic ingredient is natural but acts like PP (Polypropylene) and PET (Polyethylene Terephthalate).³⁷

Most common types of plant-based plastics include:

(CA) made from wood or cotton St (PHB) made from sugar or lipids (P

Starch-based polyesters (PLA) made from corn and

(PHA) made from sugar or lipids plants



Disposal Process:

Should be disposed of in a commercial composting facility if labeled as compostable, but not all biobased plastics are compostable. Some, like Coke's PlantBottle are recyclable, and some are neither compostable nor recyclable.



Pros:

The raw materials used are plant-based and therefore more sustainable than their petroleum counter parts. As the ingredients used are nontoxic, they will not leach chemicals into their contents or the environment, so are a better option for human and environmental health in that consideration.

Some compostable bioplastics can be composted with food residue, thus entering the same waste stream.

The carbon footprint of manufacturing bioplastics is reportedly 75% lower that than of PET and PS alternatives.



Cons:

Contrary to public perception, bioplastics do not break down in a landfill and most require an industrial composting facility or biodigester if compostable.

Nonrecyclable bioplastic products will contaminate conventional plastic recycling streams, and end up in the landfill.

The crops used to make bioplastics are resource-intensive with a high environmental impact.³⁸

Bioplastics do not solve the issue of marine plastic pollution, as most do not breakdown in the environment over a reasonable time scale.

COMPOSTABLE PLASTICS



Definition:

Compostable plastics are defined as meeting the certification requirements of the Biodegradable Products Institute (BPI), such as the ASTM D-6400 specifications: "Plastic that undergoes degradation by biological processes during composting to yield CO2, water, inorganic compounds, and biomass at a rate consistent with other known compostable materials and that leaves no visible, distinguishable, or toxic residue."



Disposal Process:

These items need a catalyst, such as heat, to break down into compost so **they require an industrial composting facility**.

A designated bin **separate from organics** for compostable items and disposal training for employees and customers is required for efficient and successful implementation.

Contact your local composting facility or licensed private haulers to arrange a pick-up or drop-off.



Pros:

(See Pros for Biobased Plastics above.)



Cons:

Lack of composting infrastructure globally.

Many operational industrial composting facilities won't accept PLA or other compostable plastics — they are seen as contamination risks.³⁹

If customers take items in takeout packaging, it is unlikely that those items will find their way to a composting facility, thus ending up in a landfill or the environment, breaking down over an extended time frame like conventional plastics.

RECYCLABLE PLASTICS 🛟



Definition:

Recycling plastic is the process of recovering plastic waste and giving it a new life, using it or reprocessing it into another useful item.

*This approach supports the concept of a circular economy.



Disposal Process:

Items are processed through recycling facilities. Collection services are generally made available by the municipality.



Pros:

Adequate levels of consumer awareness exist for the need to recycle.

Infrastructure for recycling is commonly found.

Recycling saves landfill space, and producing new products from the same material will save resources.

There is a market for recycled products.



Cons:

There is a lack of consumer education around recycling products, especially in the hospitality sector. Contamination is a major issue.

Every time plastic is recycled, it deteriorates in quality, so this is not an infinite option.⁴⁰

We are not solving the issue of misusing plastics as disposable items. Reducing and reusing need to be advocated as options before recycling.

COMMUNICATING WITH YOUR VENDORS

When implementing The Oceanic Standard, we recommend first engaging your current vendors to identify and order sustainable alternative products to single-use plastics.

Step I: Start by asking your existing suppliers for sustainable options.

★ Reach out to your **existing vendors and suppliers**, to inquire what **sustainable options** they have available. Depending on your current ordering practices, it may be more streamlined to continue working with the same supplier while integrating sustainable practices.





Step II: Work with your vendors to verify that their options meet TOS requirements.

★ Once alternative products are identified, work with your vendors and suppliers to make sure that their sustainable options **meet the requirements of TOS** (as outlined throughout the guide). Beware of 'Greenwashing' as defined on pages 30-32.

Step III: Engage with TOS-approved vendors.

- ★ If the options of your existing vendors and suppliers don't meet TOS requirements, then engage with our **recommended vendors** outlined throughout the guide by clicking on the hyperlinked vendor names indicated by the shopping cart icon 'ﷺ'. Please note discount codes for buying deals, which Oceanic Global has secured.
- ★ Please note that not all TOS vendor partners are listed throughout this guide. If you have inquiries for additional sustainable vendors, reach out to theoceanicstandard@oceanic.global.



IMPLEMENTING THE OCEANIC STANDARD

The Oceanic Standard has developed four badges to represent the different levels of commitment made by businesses adopting sustainable practices.



Awarded to TOS partner venues that eliminate single-use plastic straws!



Awarded to TOS partner venues that implement three types of sustainable practices. This could range from reducing single-use plastics to composting and recycling. Reference options in Part 3,4, 5 & 6.



Awarded to TOS partner venues that implement six types of sustainable practices. This could range from reducing single-use plastics to composting and recycling. Reference options in Part 3,4, 5 & 6.



Awarded to TOS partner venues that eliminates single-use plastics throughout their operations!

To be verified with The Oceanic Standard (TOS), please reach out to **theoceanicstandard@oceanic.global** and we will share our badges with you. One of our team members or network of independent contractors will visit your venue to ensure practices are implemented and maintained. We will share your achievement with our community on our website, our newsletter, social media and in any relevant press outreach and this will allow us to quantify the impact around this movement.

The TOS is a free resource and badge system, but if you wish to work closely with an independent contractor, there may be costs associated. Oceanic Global can suggest sustainability consultants in our network.

SUPPORTING THE OCEANIC STANDARD

Oceanic Global is a registered 501(c)(3) nonprofit organization. We rely on donations to provide resources for free industry specific solutions, implement our programs and support The Oceanic Standard and Oceanic Global activities.



Donate to Oceanic Global directly via our website www.oceanic.global support The Oceanic Standard program and help us change behavior to remove plastic from entering the waste cycle.



Share your achievement through The Oceanic Standard on your social media portals, website, and marketing collateral to help advocate for the importance of supporting sustainable practices in the hospitality industry.



- ★ Become an **official charity partner** to Oceanic Global by supporting our efforts through donations.
- ★ Give consumers the option to add a % to their bill that will be donated directly to Oceanic Global.

Receipts could also read: "% has been added to your bill to support Oceanic Global."



Share your commitment and success with Oceanic Global to be featured on our website, social media channels, newsletter and relevant media outreach. It is important for us to be able to track who is committing to implementing this initiative so we can share your success and inspire others to do so, too. It is also important for us to monitor how much plastic waste is prevented from entering the waste cycle to help Oceanic Global's policy reform efforts.

TAKEAWAYS

Create a culture of awareness about plastic consumption and sustainable practices and hold your employees to it when they are on the clock.

Set up recycling bins. Sort your garbage. Recycling only works if trash is properly separated and sorted. Communicate to your vendors that avoiding single-use plastic, styrofoam and packaging is central to your business's identity.

Share your initiative with your clients! Use your venue as a platform to engage consumers around sustainable practices and responsible consumption.

THE GOOD NEWS: CHANGE IS POSSIBLE BUT IMPLEMENTATION IS THE TRICKY PART, WHICH IS WHERE WE COME IN.

As of 2019, 65 countries enacted bans on the use, import, production or sale of certain single-use plastics!



The EU is banning single-use plastics across the union, to come into effect in 2021. The ban will include the top ten most commmonly found items on beaches: plastic cutlery and plates, cotton buds, straws, drink-stirrers, and balloon sticks.

In 2016, **France** became the first country to **ban plastic cups and plates**. French law will require all disposable tableware to be made from 50% biologically-sourced materials that can be composted at home by January of 2020. That number will rise to 60% by January of 2025.

In 2017, Kenya introduced the world's toughest law where those who produce, sell or even use a plastic bag risk up to four years in prison of a £31,904 in fines.

In 2016, Morocco, the second largest plastic bag consumer after the U.S. banned plastic bags.⁴⁰

Dominica will completely ban common plastics and single-use Styrofoam cups and containers effective in 2019, in an attempt to be the first climate-resilient country.

Costa Rica has pledged to eliminate single-use plastics by 2021.

Ibiza has pledged to ban all single-use plastics by 2023.

The Bahamas is banning all single-use plastics by 2020.

Coastal cities such as Malibu, San Luis Obispo, California, Miami Beach and Fort Myers, Florida have already banned plastic straws.41

In January 2018, Montreal implemented its long-planned ban on plastic bags.

The world's first plastic-free supermarket aisles are opening worldwide!



PARTNERS

Oceanic Global has partnered with leaders in the hospitality industry as well as individuals and businesses that are on the solution facing side, to present the most up-to-date and accurate information.

Contributors include: Lea d'Auriol, Tarajia Morrell, Alie Moya, Zaher Saleh, Cyrielle Noel, Natasha Berg, Natalie Kadoorie, John Warner, Jay Sinha, Oliver English, Will Ariss, Henry Rich, Raisa Bruner, Cassia Patel, Herve Houdre, Dr. Ayana Elizabeth Johnson, Common Ground Compost, ThinkZero, FoodPrint Group, Dena Silver, First Mile.

Design and illustration by: Tsz Lok Leung.

SAMPLE PARTNERS REPRESENTING THE OCEANIC STANDARD:





























This is a free, working document and having an understanding of the shifting landscape, we are committed to regularly updating this guide and finding solutions. If you have any feedback, please reach out directly to theoceanicstandard@oceanic.global.

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