

REDUCE RETHINK REUSE REPAIR RECYCLE

# Let's adopt Zero Waste!

BRING YOUR OWN CONTAINER

**HERE**  
**WE ACCEPT YOUR**



**ZERO WASTE**  
SWITZERLAND

REDUCE RETHINK REUSE REPAIR RECYCLE

# Let's adopt Zero Waste!

Would you like to reduce plastic packaging, preserve natural resources, help prevent climate change?

Are you interested in building customer loyalty and saving money?

So let your customers know that you accept their reusable containers and bags by displaying this sticker in your store!



For maximum impact, make sure that your sticker / Zero Waste sign is clearly visible on the glass countertop or your store door.

## Join the first national network of Zero Waste stores and restaurants!

The **reduction of waste**, the preservation of natural resources and the prevention of climate change are major concerns of every country and every municipality today.

**Over-consumption of plastic packaging** causes significant environmental problems and reducing the amount used is a major step towards a more sustainable society.

Many consumers are aware of its problems and **would like to do their part**. But sometimes they don't feel comfortable bringing their own containers or don't even realize it's an option.

So **help your customers** and use our handy sticker to let them know you're doing your bit by agreeing to refill their own containers. They will be grateful to you, as will your profits!

## The advantages of joining this program

### Increase visibility

You will be listed on the «good address map» map on our website.

### Attract new customers

The number of consumers concerned about their environmental impact is increasing day by day and they are looking for retailers whose practices are aligned with their own values.

### Building competitive advantage

Consumers are changing, stay innovative and show your commitment to the environment. Capture and maintain your customers' loyalty.

### Saving money

Reduced costs for packaging, waste collection, etc.



# More than just a sticker:



## Reduce plastic bags

Don't automatically offer plastic bags and don't even ask people if they want one - wait until they ask. Remind customers that they must pay for the bag. Replace all plastic bags with paper bags or stop offering them.

## Limit the use of single-use cups and trays

Encourage your customers to bring their own reusable cups, lunch boxes or offer them for sale. Inform them about the costs of single-use cups or make disposable cups chargeable.

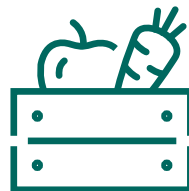


## Favour products in recyclable packaging

Offer more products packaged in paper or cardboard instead of plastic and offer an alternative to plastic bottles, e.g. glass bottles with a mechanical fastener.

## Offer products without packaging or in returnable packaging

Start offering or increasing the range of bulk, self-service, buffet, make-your-own, etc. products to allow your customers to choose their container. Favour deposit solutions (returnable jars, bottles, bowls, reCircle example). Encourage your customers to bring their own containers to take their food away.

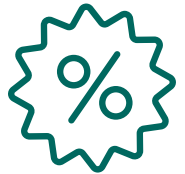


## Sale of reusable (environmentally friendly) cloth bags and containers.

# How can you get more involved in Zero Waste?

## Implement financial incentives

Offer a discount for people using their own containers, e.g. 10 cents off each item in a container. You can also introduce a deposit system for your bottles/packaging to increase customer loyalty.

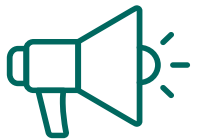


## Encourage your suppliers to reduce packaging

Ask your suppliers to deliver their products in reusable packaging or find new suppliers who can do so.

## Encouraging consumers to reduce packaging

Inform your customers about your approach to packaging reduction. Train your staff to show customers the stickers/posters and answer questions; become a Zero Waste information center for your customers.



## Reduce your own waste

Avoid as much waste as possible and be sure to recycle and compost the rest to minimize the amount of waste incinerated.

# More info on Zero Waste Switzerland

## Who are we?

Zero Waste Switzerland is a non-profit association that helps consumers and organizations to significantly reduce the amount of waste they produce.

## What is our goal?

We help consumers, retailers, manufacturers and local authorities reduce waste in order to conserve natural resources, help prevent climate change and create a more sustainable circular economy.

## What are our actions?

We organize our work in three priorities: **Inspire**, **Enable** and **Engage**.

We implement them through three corresponding programs and a network of volunteers throughout Switzerland.

# Our strategies

## Inspire

We raise awareness of the problems and possibilities related to waste so that people are motivated to make positive change.

### Zero Waste Conferences / Events Program

Over 400 conferences and events organised in Switzerland.

## Enable

We show consumers and organisations how to concretely reduce their own waste so that motivation translates to action.

### Zero Waste Workshop / Cafés Program

Over 600 workshops and cafés held throughout Switzerland, with significant reductions in waste reported by many of the participants.

## Engage

We partner with retailers, manufacturers, and local authorities to encourage institutional change that makes it easier for people to reduce waste.

### Zero Waste Towns Programme

Implementation of various actions and measures, such as the creation of guides and stickers to develop the network of zero waste businesses.



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# Let's adopt Zero Waste

Choose the ideas in this brochure that best suit your business and contact us for more ideas and support!

**Support our work, become a member or donate:**

**[zerowasteswitzerland.ch](https://zerowasteswitzerland.ch)**

**[info@zerowasteswitzerland.ch](mailto:info@zerowasteswitzerland.ch)**

**[zerowasteswitzerland.ch/en/links](https://zerowasteswitzerland.ch/en/links)**