

ReThink Disposable

STOP WASTE BEFORE IT STARTS
www.rethinkdisposable.org

Business/Consumer Reactions to Customer
Charges

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CLEAN WATER ACTION | CLEAN WATER FUND

Discussion Goals

- ▶ Benefits of Conducting a Business Survey
- ▶ Survey Administration
- ▶ Berkeley Survey Results



Why conduct a survey?

- ▶ Incorporate business research and feedback into policy development from a diverse sampling of business constituents
- ▶ Gather information about business packaging practices and perceptions
- ▶ Identify source reduction practices that businesses would consider and the barriers and opportunities around those practices
- ▶ Predict how businesses might react to policy approach- identify support/opposition early
- ▶ Recommendations for types of support and technical assistance impacted businesses will need





Road Map for Success

Berkeley Survey

- ▶ Surveyed 59 Businesses In Berkeley's 8 Districts
- ▶ Goals of survey to determine:
 1. Food packaging practices and perceptions around single-use
 2. Source reduction practices, and barriers and opportunities
 3. Source reduction practices that the business might consider implementing in the future
 4. ID businesses that could support the policy approach publicly when appropriate

A Policy Approach to Reducing Disposable Food Packaging and Litter



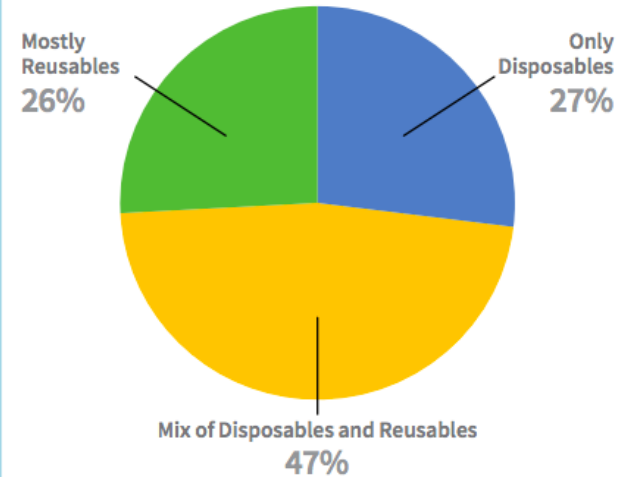
*A Survey of Food Business Owners
Berkeley, California*

APRIL 2018

Berkeley Survey Results

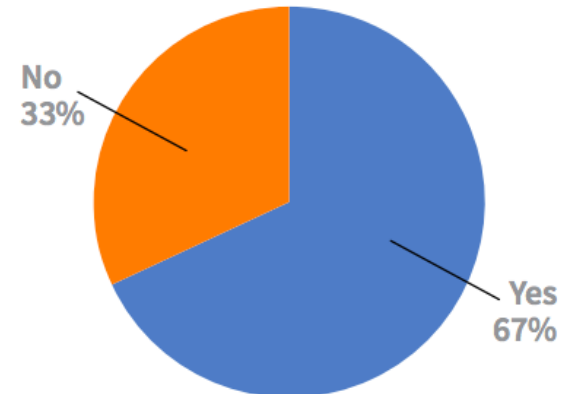
- ▶ Majority of businesses use disposable food ware items for in-house dining even though they said that the environmental impact of the packaging is their biggest concern
- ▶ 58% of Businesses support a cup charge of \$0.25 - \$0.50
- ▶ 67% of Businesses support a food container charge of \$0.25 - \$0.50
- ▶ 74% of Businesses support charging for disposable food and beverage packaging if all businesses in the city were required to also charge the same amount and half of the revenue goes to street cleaning and half of the revenue is kept by the business

Type of Food Ware Used by Berkeley Food Businesses



Interest in Disposable Container Charge If All Businesses Have to Charge the Same Amount

53 Responses





LANDFILL

REDUCE WASTE. TAKE
ONLY WHAT YOU NEED.

Learn more at: 



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