

Join the **Ithaca Reduces** team!

- A project of Zero Waste Ithaca zerowasteithaca.org -

How can our business be part of the Ithaca Reduces team? Allow and encourage customers to bring their own reusable vessels and containers for beverages, takeouts and bulk shopping.

What happens when our business joins?

You will be asked to display the “Bring Your Own Container” sticker at your storefront to let customers know that they are welcome to bring their own containers when they shop. We also have the “Utensils By Requests Only” sticker. We’ll promote your Zero Waste efforts on our social media, and will also recognize your business during future events. **And businesses will save money long-term!**



What if our business does not sell food?

Reach out to us! You may be able to help us in different ways. And you can always promote the cause of Ithaca Reduces on your social media.

What else can our business do to minimize waste?

- Offer incentives for people to bring their own bags/reusable containers Increase the amount of bulk food you offer
- Eliminate single-use disposables such as plastic straws, cutlery and chopsticks
- Reduce food waste and compost or donate unsold products / leftover food
- Offer more plant-based options on your menu
- Purchase from suppliers who use minimal packaging
- Reduce your display packaging and unnecessary wrapping
- Offer local products
- Sell reusable products and promote environmentally friendly products you offer
- Use services such as Deliver Zero (deliverzero.com) to offer a returnable deposit container system - or create your own program if you have a washer on site.
- Promote the Ithaca Reduces campaign: tell your customers, and promote the program on your social media
- Keep track of the increase in waste-free purchases and tell us about it – we want to share your success with others!
- Any other great ideas you are willing to implement – **let us know, and we’ll share them** on Zero Waste Ithaca social media channels!



Visit our Zero-Waste Ithaca website, zerowasteithaca.org, for more details. Find us also on [facebook](#), [Instagram](#) and [Twitter](#) all at [@zerowasteithaca](#). To share your feedback, contact us through email: zerowasteithaca@gmail.com.

Ithaca Reduces: A Community Initiative

- A project of Zero-Waste Ithaca -



Our goal is to **reduce single-use plastics and packaging** in our neighborhood by encouraging both consumers and businesses to practice waste reduction together.

The plastic we use and throw away everyday is poisoning our planet. Plastic garbage can be found everywhere, including as microscopic pieces in our food and water. This is because plastic does not decompose, but it only breaks down into smaller pieces. Plastic packaging is almost always new plastic, and we produce more of it than we can ever recycle.

Plastic pollution and environmental problems are an issue of equity. Environmental justice communities suffer from plastic pollution at every step of their lifecycle. For us in Tompkins County, becoming more responsible about our waste means learning to become a better neighbor to the residents living near Ontario County Landfill, where the majority of our waste is disposed of.

The good news is, much of the plastic we use can be avoided. One easy way for everyone to do their part is to minimize single-use plastic by practicing BYOC (Bring Your Own Container) - by bringing reusable coffee mugs and water bottles for beverages; string bags when shopping for produce; cloth bags for bread and bulk food; reusable containers for takeout food and deli items, etc.

Reusables are a safe and cost-effective way to reduce waste. It is [a scientific consensus](#) that reusables are safe even during the pandemic, under proper hygiene protocols. Reusables save both businesses and customers money by cutting back on new packaging costs and waste removal fees.

We are inviting neighborhood businesses to participate in this initiative by displaying our **Ithaca Reduces** sticker at the storefront and accepting customers' reusable containers whenever possible. In return, we will promote all participating businesses on our social media platforms and at our future events.



This project is made possible by a neighborhood mini-grant from Sustainable Tompkins.