

# Hey [Ithacans]! Let's Kick Single-Use to the Curb!

## BYO - [town name] Reduces: A Community Initiative

by [Your organization name if it's an already existing organization].



Look for the [Ithaca] Reduces' **Bring Your Own (BYO) Container** stickers at neighborhood businesses and go in with confidence. Don't you love to be assured that you won't have to go through the whole nine yards to get your own containers filled at Ithaca's food establishments?

**Please help us** find businesses who want to do the right thing and put the Reduces

sticker on their storefronts. Do you know a business owner? Are you a regular customer? Do you want to talk them into it? Join our effort!

### How It Works

We simply ask Ithaca businesses to display our **BYO - [Ithaca] Reduces** sticker at their storefront to let you know that they accept your reusable container to fill.

Examples of containers include coffee cups, water bottles, food containers, cloth bags for produce, bread and bulk items, and jars or bottles for liquid soap, detergent and shampoo (and of course a reusable shopping bag).

Please participate by letting businesses you are familiar with how much you appreciate being able to bring your own containers when you eat out or go shopping, and favor businesses that allow you to. Your individual action will inspire others, help start conversations, and will raise awareness in the community. Together, we will make a difference!

We are also looking for businesses to agree to display the **BYO - [Ithaca] Reduces** sticker to let customers know they offer single-use utensils and paper napkins only upon request by their customers.

We also have a sticker for businesses that offer utensils, condiments, napkins etc. '**By Requests Only**' sticker, as well as our **Circular Economy** sticker for notable businesses and organizations.

### Our Goals

The goal of the Ithaca Reduces is to make

BYO a cultural norm of [Ithaca], and to activate and unite the community in the process for a better future through practicing waste reduction together. Please join us!

### The Plastic Crisis is a Climate, Equity and Public Health Crisis

The plastics we use and throw away every day are poisoning our planet.

Plastics do not decompose; they only break down into smaller invisible particles, contaminating our air, water, soil, and food we eat. They contain toxic "forever chemicals" aka PFAS which pose [a public health threat](#).

Plastic is also a climate accelerator. According to the October 2021 report from the non-profit Beyond Plastics, [by 2030, the plastics industry will release more greenhouse gas emissions than coal plants in the U.S.](#)

Plastics are made from fossil fuels and we produce far more of it than we can ever "recycle." Recycling of plastics is a myth that was pushed forth to the American public by the petrochemical industry.

Globally, only about 5 -10% of all plastics produced to date have been recycled. The rest ended up in our environment, landfills and incinerators. Plastics in various forms outlive all of us as toxic contaminants such as 'forever chemicals' persisting in the environment, usually impacting poor communities the most.

Landfills, incinerators, and facilities for plastic production are often located in low-income BIPOC communities around the

world. After China implemented the National Sword Policy in 2018 to stop accepting waste from Western countries, some of our plastic is still shipped overseas. According to a July 2021 GAIA (Global Alliance for Incinerator Alternatives) report, [44,173 tons of plastic waste was shipped to 15 Latin American countries from the US between January and August 2020, disregarding national and international laws, causing great harm to its people and environment.](#)

At this point, it is both a moral and existential imperative for all of us to band together to do everything we can do to save us from ourselves. As a consumer, you can help by bringing your own containers and asking businesses to accept them.

## About the BYO Reduces Program

Our [town name] Reduces program is a part of a **larger national support network for BYO enthusiasts called [BYO - US Reduces](#)**. BYO - US Reduces was launched in February 2023, by [Zero-Waste Chef of Silicon Valley Reduces](#) and her friends around the country. BYO Reduces program originally came from Canada. The very first BYO Reduces group started in the neighborhood of Roncesvalles aka “Ronycy” in Toronto, Canada in January 2019, by neighbors deciding to take action on plastic pollution. The Ronycy Reduces program gained momentum through community support and local news media coverage. The program was so successful that it spread to over a dozen neighborhoods. In less than 2 years, the Reduces program has attracted participants all over Canada and it became a national [Canada Reduces](#). The fire continues to spread now to the south of the border!

## Our Aspiration

Our ultimate aspiration is **Zero Waste**. We want to see the Ithaca community to be activated and strengthened through efforts to make [Ithaca and Tompkins] a true [Zero Waste City / Municipality](#). We work on a broad solid waste issues including more reuse and less shopping, more creativity, gift economy, glass recycling<sup>1</sup>, food waste, composting, recycling of construction wastes, education, and much more .... while battling corporate greenwash/false solutions.

[ Your organization name, or Town name + Reduces for new groups] is a grassroots community organization working for zero waste / waste reduction initiatives [in Ithaca since 2018].

For more details, please visit our website: [\[zerowasteithaca.org\]](#)  
[Zero Waste Ithaca is a proud [GAIA](#) member.]

## Please Join Us to Help Make Ithaca a Zero Waste City!

Join us for work and play - canvassing, policy work, tabling at events, trash pickups, sharing everyday zero waste hacks, and fun social events. Meet like-minded people, make friends and help unite and build communities through waste reduction.

Support us by following us on [facebook](#), [instagram](#) and [Twitter](#) [(@zerowasteithaca)]. Please share and comment on our posts, and invite your friends to like our pages, to raise

and spread awareness for waste reduction in Ithaca.

Please email us at [\[info@zerowasteithaca.org\]](mailto:info@zerowasteithaca.org) if you have any questions or would like to become a member.

Our BYO - [town name] Reduces program is made possible with generous support from [Park Foundation and Sustainable Finger Lakes.] Thank you!



[Zero Waste Ithaca is fiscally sponsored by NOPI - Nonprofit Incubator, a program of NOPI INC, a MA nonprofit corporation. ]

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<sup>1</sup> Glass from curbside recycling in Tompkins County is currently recycled. They are all going to the Ontario County Landfill and used as landfill cover.