

SKIP THE STRAW: BUSINESS CASE

SAVE \$725/YEAR WHILE IMPROVING YOUR BRAND

Why would a business shift from automatically including straws in customer drinks?

- COST SAVINGS
 - While a single straw costs only \$0.0073, over time it adds up.
- CUSTOMER DEMAND
 - The sign helps customers remember why and encourages behavior change.
- EDUCATION
 - Our single-use plastics have negative impacts.

I believe that the way we live, travel, recreate, and do business impacts our communities and environment. As a sustainability consultant I look for ways that shape, and change, our behavior. While straws are a small fraction of a greater problem, this initiative provides a way to start the conversation and begin tackling larger sustainability issues.



Learn more at projectazulverde.com/index.php/straw

Let's say a restaurant or hotel serves 300 drinks per day. By skipping the straw, 60 pounds of plastic are eliminated and \$725 is saved per year, even while taking into account the 10% of customers who would request a straw.

- Communicate data to encourage behavior change and convey the environmental case.
- Form this into a story to build the brand. Take it further by talking about how a percentage is reinvested back into the community.
- Talk to your favorite restaurant about this business case.
- Be sure to ask me for the FREE sign!
 - Project Azul Verde will customize the image, including calculating the figures and adding the business name and logo.
 - Use it for a table display, coaster, or on social media to demonstrate your business's commitment. COCO will print the sign for you!

IF YOU NEED A STRAW, JUST ASK.

By simply skipping the straw, this restaurant is saving 60 pounds of plastic from entering landfills and waterways per year.



LESS PLASTIC MEANS LESS OIL, GAS, AND ELECTRICITY FOR EXTRACTION AND PRODUCTION.



STRAWS ARE ONE OF THE TOP 10 PLASTIC DEBRIS ITEMS IN OUR OCEANS AND ARE INGESTED BY ANIMALS THAT THINK IT'S FOOD.



END TO END, STRAWS USED IN THE USA IN A SINGLE DAY COULD CIRCLE THE PLANET MORE THAN 2.5 TIMES.

SKIP THE STRAW!

**JOIN US IN CONTRIBUTING TO A WORLD
WITH LESS SINGLE-USE PLASTIC.**

TOGETHER we're WORKING TOWARD CLEANER
air, LAND, AND OCEANS.

PLUS we REINVEST THE MONEY saved
BACK INTO OUR COMMUNITY.



ADD YOUR
BUSINESS LOGO