

Richmond Borough Business and Retail Alliance

Meeting at Council Chamber
19th January, 2012

“It cannot be right to manufacture billions of objects that are used for a matter of minutes and are then with us for centuries.”

Roz Savage, National Geographic Adventurer of the Year 2010

www.greeneruponthames.org



Greener upon Thames

- Mission: dramatic reduction in plastic bags and other throwaway plastic waste
- Not for Profit, voluntary group
- Patrons Roz Savage, Ocean rower and Zac Goldsmith, MP
- High profile support incl. Sir David Attenborough and Sir Richard Branson
- Started in 2008 together with Kew traders
- Expanded across borough and Kingston
- Supplied reusable bags to LBRUT Low Carbon Zone
- Presentations to borough schools and other orgs
- In talks with Olympic organisers and GLA



Greener upon Thames



"Being part of the winning team at the Sydney Olympics will stay with me forever. Making London 2012 plastic bag free will ensure that we have the most sustainable Olympics ever. What a legacy that would set."

Andrew Lindsay MBE

- Endorsements to date include:
 - Zac Goldsmith MP, Patron, Greener upon Thames
 - Roz Savage, Ocean Rower, Patron, Greener upon Thames
 - Sir David Attenborough
 - Sir Richard Branson
 - Dame Vivienne Westwood
 - Stanley Johnson
 - Sting, Trudi Styler
 - Jeff Bridges, Actor, Academy Award winner
 - Celine Cousteau, Ocean explorer, Environmentalist
 - Baroness Susan Kramer
 - David de Rothschild, Environmentalist
 - John Bird MBE, Founder of Big Issue
 - Jackson Browne, Musician
 - Professor Richard Thompson, Marine Biologist, Plymouth University
 - Plastic Pollution Coalition
 - 5 Gyres Institute
 - Marine Conservation Society
 - Bill McKibben, Author of "Eaarth"
 - Natalie Massenet, net-a-porter.com
 - Andrew Lindsay MBE, Olympic Gold Rower
- Over 3,000 petition signatures



Why worry about plastic bags?



Why worry about plastic bags?

- 50 million plastic bags used in UK **every day**
- Usage on the rise!
- Used for a few minutes, last for hundreds of years
- Cannot be effectively recycled (currently below 1%)
- Strong evidence of damage to wildlife and oceans – all five major ocean areas contaminated, covering 25% of earth's surface
- New evidence of toxic contamination of our food chain, by absorbing and transmitting pollutants from the sea
- Increasing public support and action across the globe and nearer home (e.g. Ireland, Wales, Italy)



How could we work together?

- Sign up to the Greener pledge
 - Promote the use of reusable bags
 - Ask customers if they need a bag before providing one
 - Keep plastic bags out of sight
 - Prominently display campaign materials provided
- Greener reusable bag/ BRA own bag
 - Opportunity to encourage loyalty to local shops
- Education/awareness campaign:
 - **Refuse | Reduce | Reuse | Recycle**
- Olympics coming to borough – opportunity for LBRUT
- BRA representative invited to attend Greener meetings going forward





Latchmere School, Kingston upon Thames

