

# Foodware Outreach Services

Transitioning food facilities away from single-use plastic



ENVIRONMENTAL  
INNOVATIONS

The prevalence of single-use plastic foodware has a detrimental impact on the environment and human health, and a significant cost to municipalities to manage unnecessary waste. In California, municipalities are mandated to divert an increasing percentage of their waste from the landfill, or avoid it altogether. The lack of clarity into foodware compostability has impacted the ability of many municipalities to meet organics recycling mandates. In response, many cities and counties are developing foodware ordinances or conducting outreach and incentive programs.

EI offers comprehensive outreach, marketing, technical assistance, and incentive program distribution and oversight. Our innovative foodware campaigns and assistance programs have received national attention and are being replicated by many other municipalities. We can support your efforts to help food services businesses transition away from single-use plastic foodware while saving money.

## Pre-Ordinance Survey Work

EI can survey your community on barriers and needs while introducing the ideas of reuse and compliant compostable to-go ware, building community support and presenting findings to decision makers to inform ordinance development.

## Ordinance Development

EI has learned many lessons from working on ordinance implementation and can provide expert advice on ordinance development and language.

## Pilot Project Implementation

Either as part of ordinance implementation or even without an ordinance in place, EI can implement financial and technical assistance programs to support food service businesses in transitioning to compostable and/or reusable foodware.

## Food Facility Education and Outreach

EI will run a comprehensive outreach program to educate food service businesses, develop useful resources and collateral materials, and provide detailed technical assistance and incentives in making the transition to reusable or compliant disposable products.



### Areas of expertise:

- Campaign Design
- Marketing Coordination
- Custom Educational Materials
- Door-to-door Outreach
- Technical Assistance
- Vendor Relations
- Partnership Development
- Event Management
- Financial Assistance
- Pilot Project Implementation
- Chinese, Spanish, and Vietnamese Outreach

### Our business outreach supports municipal priorities:

- Climate Action and Adaptation Plan
- Waste Diversion Mandates
- SB 1383 Organics Recycling and Edible Food Recovery
- Foodware Ordinance Compliance
- Green Business Certification Assistance

Contact Us

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***“Environmental Innovations staff created and implemented an engaging and resource-driven outreach program for the County of San Mateo to support food businesses affected by the County’s Disposable Foodware Ordinance. EI’s staff have extensive experience working with food businesses, they provide services that demonstrate a keen understanding of the needs and perspective of the food business community, and they are flexible in their approach.”***

Christopher Slafter, Senior Sustainability Specialist, Office of Sustainability, County of San Mateo

## San Mateo County Foodware Aware Campaign

EI engaged in a multi-year collaboration with the San Mateo County Office of Sustainability, shaping a comprehensive program for their Disposable Foodware Ordinance. The initiative featured a compelling brand and identity, a user-friendly website, informative and engaging materials, and supporting initiatives like a successful Foodware Expo with leading compostable foodware vendors as well as a comprehensive product purchasing guide. EI informed 4,000 food facilities, directly engaging over 2,000 managers, offering technical assistance to 400 facilities to transition to compliant products. The campaign's success was augmented by a mini-grant program, language-specific resources, and collaboration with local Community-Based Organization partners. The program earned acclaim and has served as a model for other municipalities.



## Ordinance Readiness Food Facility Surveys

City of Cupertino and City of Sunnyvale

EI designed and delivered an ordinance readiness survey for the City of Cupertino to gain insight from local food service businesses regarding practices, perspectives, and barriers that would affect ordinance implementation. The resulting report was presented to the City Council and informed the adoption of the City’s Single-use Disposable Foodware Ordinance. EI then worked with the City to conduct outreach, technical assistance, and distribute financial incentives to facilitate compliance to over 400 food service businesses. Similar survey work was conducted for the City of Sunnyvale, along with a reusable pilot project which transitioned 15 businesses to use reusable foodware or try a third-party cup and container borrowing service.



## Turn the Tide on Plastic

City of Seaside

EI collaborated with The City of Seaside to launch a comprehensive outreach and education program for food services businesses in advance of enforcement activities related to their Priority Impact Plastic Pollution Prevention Ordinance. The initiative helped over 60 food facilities become compliant with the ordinance with 18 restaurants switching to reusable foodware for dine-in. Over 36 mini-grant incentives were distributed to facilitate this transition. Partnering with regional coalitions, this program has now expanded to the Monterey Bay Area and Central Valley with support from the US EPA, and has expanded beyond food service businesses to include reduction of balloons and other single use plastics in auto sales and retail shops.



**Contact us to see how we can help you implement a foodware outreach program to meet your sustainability goals.**

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