

## **Submission**

*To*

### **National Waste Action Plan for Ireland**

*Department of Communications, Climate Action & Environment*

*Topic*

### **Utilising Mobile Technology in the Battle against Single-use Plastic Packaging Waste**



*Submission by*

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*Date*

**21 February 2020**

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**Submission: Waste Action Plan for Ireland**  
*CUSP (Cease Using Single-use Plastic)*

CUSP is a new Irish social enterprise focused on delivering reductions in the use of non-essential single-use plastic packaging across Ireland, by utilizing the reach of mobile technology to deliver our unique approach.

With smartphone ownership in Ireland exceeding 3.7m in 2019, CUSP can achieve unprecedented public engagement in Ireland's National Waste Action Plan, specifically with regard to reducing single-use plastic packaging waste.

Following 2 years research into the environmental problems posed by our over reliance on Single-use Plastic Packaging, CUSP has identified the two biggest issues that have prevented Irish consumers tackling this issue in any meaningful way.

1. Media continually report the single-use plastic crises in the 'millions of tonnes' which people find hard to relate to; leaving many wondering 'what's the point... my small efforts at tackling single-use plastic packaging is hardly going to make any real difference'.
2. Lack of cost effective alternatives

Based on these findings, CUSP has developed a solution that guides consumers to a new 'low' Single-use Plastic lifestyle, in just a few short steps.

1. Cusp interrogates the big data (*the 'millions of tonnes'*) and distils-down these numbers into small bite-sized targets people can relate to.
2. CUSP aligns these targets with the key UN sustainability goals for the elimination of all non-essential single-use plastic packaging by 2030 (*estimated at 70% of current global consumption*)
3. CUSP delivers these targets via our user-friendly free, user-friendly mobile app that guides participants through a list of 22 of the more common items of single-use plastic packaging found in Irish homes, with additional items added with each new version, as we grow.

**Uniqueness**

CUSP delivers many firsts in terms of how we can finally reduce our over-dependence on the convenience of single-use plastic packaging.

1. First to enable users measure their single-use plastic packaging by weight (*kilograms*), and not 'units' (*as with similar existing apps/web sites e.g. My Little Plastic Footprint or Greenpeace Plastic Calculator*). Measuring in units has limitations as it does not facilitate alignment with national or international reduction targets, which are all published by weight (*tonnes/kilograms*).
2. CUSP takes all the hard work out of inputting single-use plastic volumes for users, by pre-loading weights of individual items.

3. First to provide metrics and targets for every person, household, village, town, city and county. Metrics that set clear targets on precise reductions local authorities should aspire to if they are to meet bigger national and international reduction targets
4. First to calculate CO2 emissions from each user's single-use plastic packaging waste; full life-cycle CO2 emissions (*from manufacture through destruction or recycling*).

Below, Table 1 illustrates CUSP's tier 1 breakdown for Ireland, listing breakdown by local authority region including UN aligned targets.

IRELAND'S SINGLE-USE PLASTIC CRISES BY LOCAL AUTHORITY REGION								
We need to hit annual targets below <i>(In Red)</i> to meet UN & EU Sustainability Targets (each year through 2030)								
County	Current Annual Volume (Tonnes)	Annual Reduction Target (Tonnes)	County	Current Annual Volume (Tonnes)	Annual Reduction Target (Tonnes)	County	Current Annual Volume (Tonnes)	Annual Reduction Target (Tonnes)
Carlow	3,400	240	Kerry	8,900	623	Offaly	4,700	329
Cavan	4,600	320	Kildare	13,500	945	Roscommon	3,900	270
Clare	7,200	500	Kilkenny	6,000	420	Sligo	3,900	270
Cork County	21,900	1,500	Laois	5,100	357	South Dublin	16,400	1,100
Cork City	11,000	770	Leitrim	1,800	128	Tipperary	9,700	680
Donegal	9,600	672	Limerick	11,600	812	Waterford	7,000	490
Dublin City	34,400	2,400	Longford	2,400	174	Westmeath	5,400	378
DL-Rathdown	13,100	920	Louth	7,800	546	Wexford	9,100	637
Fingal	18,000	1,260	Mayo	7,900	553	Wicklow	8,600	608
Galway County	10,800	756	Meath	11,300	791	The CUSP Initiative (Cease Using Single-use Plastic)		
Galway City	4,900	343	Monaghan	3,700	261	©SRUDDY <a href="mailto:simon@diluteze.com">simon@diluteze.com</a>		

Table 1

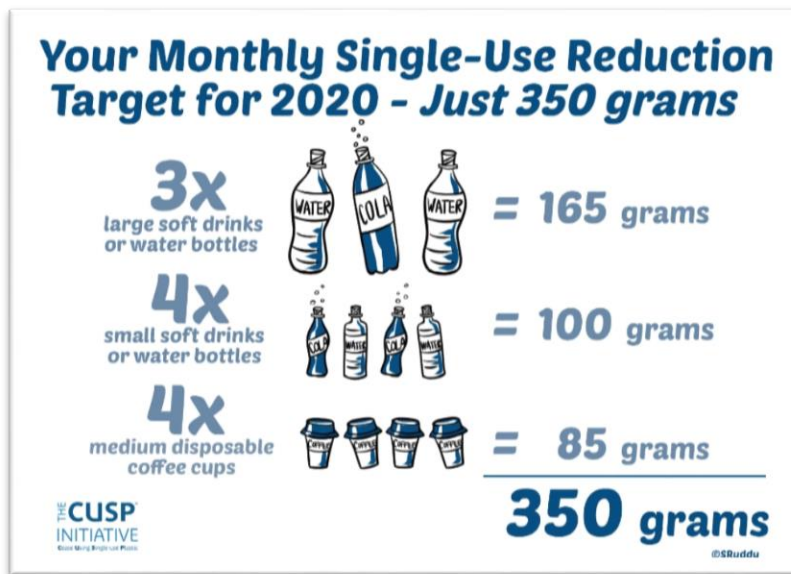
CUSP further distils the numbers from table 1 above for each local authority region, into targets for each town/village and further again by household, and finally, per person, thereby including each citizen, by providing them with a purposeful target aligned to bigger local, regional and national targets. Table 2 illustrates with examples how CUSP distil-down bigger county targets, while remaining aligned to key UN Sustainability goals, including for individual targets.

Ireland's Single-use Plastic Problem Distilled-down from National				
- to - Personal Volumes (All targets Aligned to UN Reduction Targets)				
Location	Current Annual Volume	2030 Target (UN Aligned)	Annual Reduction Target	Monthly Reduction Target
Ireland	290,000 tonnes	90,000 tonnes	20,000 tonnes	1,700 tonnes
County Meath <i>(by way of example)</i>	11,300 tonnes	3,400 tonnes	791 tonnes	66 tonnes
Clonmel Town <i>(by way of example)</i>	1,050 tonnes	315 tonnes	74 tonnes	6 tonnes
Household	171 kgs	51 kgs	12 kgs	1 kg
Personal	61 kgs	18 kgs	4.2 kgs	350 grams

Table 2

Describing targets by weight alone is not sufficient as people obviously are not aware of individual weights for the 22 items of single-use plastic packaging listed on the CUSP app. CUSP is developing user-friendly infographics that will guide users pictorially in terms of the targets they should aspire to. Below is our 350grams infographic designed for Irish consumers. CUSP calculated 350grams as the

monthly target each Irish person needs to achieve if we is to hit both Ireland’s 20,000 tonne annual reduction target and UN 70% reduction target for 2030 (both mathematically the same objective).



**How it works**

CUSP has developed a number of poster formats for explaining the concept via social media (sample below). This work is ongoing with activity focused on Instagram, fb, LinkedIn and Twitter.

**THE CUSP INITIATIVE**  
Cease Using Single-use Plastic

Introducing the first ever free mobile app that measures and reduces **BOTH** your single-use plastic waste and CO2 emissions from that same plastic... in just 30 days!  
*Search 'CUSP: Single-Use Plastic Calc' (for Android & ios)*

Download CUSP app for ios ↓  
Download CUSP app for android ↓

**Download** → **Input Location** (General location only – not address - GDPR) → **Input Units** (Repeat after 30 days with reduced vols) → **See your Reductions!**

You reductions feed into local, county and national reduction targets (numbers only – no personal data is requested by CUSP)

**Additional Note**

CUSP avoids GDPR issues by only requesting user’s general location (county followed by city, town or village) No personal data is sought (name, address or phone number). This limited information is sufficient to enable data be collated for large and small towns, villages and broader geographic regions.