

HackTheWaste

24 h international virtual Hackathon

May 15 – 16, 2020

Case description

Company/institution: Komunala Brežice d.o.o.

Name Surname (contact person): Petra Gražl

E-mail: petra.grajzl@komunala-brežice.si

Phone: +386 41 365 817

Position: Head of General Affairs

Company's website: www.komunala-brežice.si

Case title: **REDUCING THE USE OF PLASTIC PACKAGING - INNOVATIVE APPROACHES IN COMMUNICATING WITH DIFFERENT PUBLICS**

Brief background:

(500-800 characters)

Disposable plastic packaging is extremely widespread because it is very practical to use. We use it at home, in the food industry, in catering; plastic coffee pots and plastic water bottles are everywhere - even on the highest mountain in the world.

Due to the extreme consumption of plastic packaging and its short use, huge amounts of this waste are generated every single day. Statistics show that we are producing over 300 million tons of plastic every year, 50 % of which is for single-use purposes - utilized for just a few moments, but staying on the planet for up to 400 years! Moreover, large quantities of drinking water and oil are used for production of plastics.

Waste plastic decomposes into microplastics, which have been traced in air, water, marine organisms ... Microplastics are entering human food chain, some research showing that it affects our immune system, though their total impact remains unknown.

The proposed problem/challenge:

(300-500 characters)

According to extremely huge amounts of plastic waste and the negative environmental effect it has on our planet and its' living beings, we want to reduce the use of plastic packaging at all levels or completely replace it with environmentally friendly alternatives. We want to achieve this change through communication, which influences the decision-making of individuals and the society. What innovative communication approaches can we use to reduce or stop the use of plastic packaging by consumers, manufacturers, retailers, and everyone else in society?