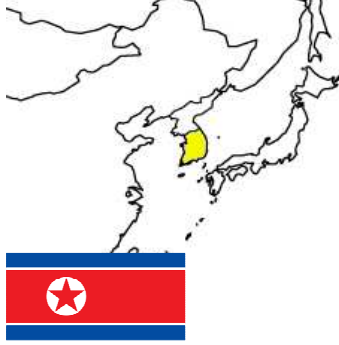


'No Disposables' Campaign (Korea)

	Region	Korea
	Type of prevention measure	Awareness campaign
	Geographical level of implementation	National
	Target	Businesses
	Date of implementation	1997
	Type of waste	Business Waste

The Korea Zero Waste Movement Network brings together 270 grassroots non-profit organisations to solve the major waste issues created by rapid growth and urban development in South Korea. Spearheading several voluntary agreements, KZWMMN has greatly reduced the use of disposable tableware in fast food chains.

Context

Up to 30% of waste in urban areas of Korea originates from fast food restaurants. The Korea Zero Waste Movement Network (KZWMMN) was launched in 1997 as a conglomerate of NGOs and focused from the outset on reducing disposable materials and food waste. It now also leads committees on packaging, toxic waste and policy guidance.



Objective

In addition to successful campaigns to require grocery stores to charge for plastic bags and offer deposit refunds to customers who bring their own bag, KZWMMN ran a similar initiative on reusable cups in the workplace and led the unprecedented 'No disposables' campaign addressing South Korean fast food restaurants. Chains like local 'Lotteria' were called upon to:

- Use non-disposable cups and cutlery
- Not use plastic or coated paper materials
- Not put paper liners on trays
- Provide refillable mustard and ketchup containers
- Offer free soft drinks to customers who bring their own mug

Means

KZWMMN brought together representatives of most major fast food chains in meetings, conferences and consultations to discuss the industry waste problem, while informing the government of their activities and encouraging them to take action.



Results

As a result of KZWMMN actions, legislation was introduced in 1999 in South Korea to restrict the use of disposable cups, plates, plastic and paper bags in restaurants, department stores and other businesses. In 2003, a small levy was placed on all disposable cups sold in restaurants to ensure they are returned for recycling. Lotteria, the leading South Korean fast food chain, responded to this charge by serving drinks in reusable plastic cups, avoiding the need for recycling.

Further Information

Korean Zero Waste Movement Network:
www.grrn.org/zerowaste/kwmn.html