



CASE STUDY: PLATFORM AT ARGYLE STREET ARCHES



GLASGOW STREET FOOD MARKET SOLIDIFIES SUSTAINABILITY BY COMPOSTING CATERING DISPOSABLES

Argyle Street Arches is a historic venue in the atmospheric arches below Glasgow Central railway station. In 2018, the iconic site reopened to be given a new lease of life, and with it, a view to become the city's greenest venue.

This includes offering Glaswegians a fiercely independent alternative to generic, mass produced foods by way of a new street food market: Platform at Argyle Street Arches. The indoor market brings together some of Scotland's best independent street food traders every Friday, Saturday and Sunday, with food available to sit-in or to-go.

From the outset, Platform's mission has been to offer produce that is locally and sustainably sourced, seasonal, free range, and free trade. To complement this, they sought eco-friendly food and drink packaging, knowing that food contamination is a barrier to recycling conventional plastic single-use containers.

Keen to ensure the best waste solution for their catering disposables, Platform contacted Edinburgh-based Vegware.

5 STEPS TO A SUSTAINABLE STREET FOOD MARKET

Together, Vegware's Recycling Advisor and Platform took a five-step approach to implement a waste recycling system for the compostable packaging:

1 REQUIRE ALL CATERING DISPOSABLES BE PLANT-BASED AND COMMERCIALY COMPOSTABLE

Platform has 10 traders on a regular basis. Platform decided to mandate that any trader signing up to the market must use Vegware products, with no exceptions.

Platform provided the list of traders to Tri-Star, its nominated distributor, and Vegware, who together spoke to all traders to understand their food and drink offerings and packaging needs.

They then made product recommendations so that all traders were prepared with the right compostables prior to the market opening.

THE RESULT

From the start, the new street food market traders were all supplied commercially compostable catering disposables that were sturdy, practical, stylish and presented their food and drink offerings well to customers.

Using all compostable products simplifies recycling for customers and reduces the risk of contamination in waste streams.



2 COMMIT TO COMPOSTING

Platform signed up for Vegware's Close the Loop composting collection service, which takes clients' used Vegware for commercial composting at a nearby in-vessel composting facility.

THE RESULT

Since the market's opening in March 2018 through to October 2018, 79 1100L bins containing compostable foodservice packaging and food waste have been collected for commercial composting. The market's catering 'waste' becomes quality compost in under 12 weeks, nourishing soil in farming fields on the Scottish west coast.



vegware™
CLOSE THE LOOP

FOOD WASTE & COMPOSTABLE PACKAGING



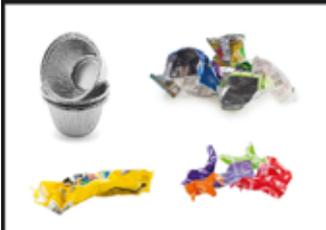
MIXED RECYCLING



GLASS RECYCLING



GENERAL WASTE



3 ESTABLISH A CLEAR RECYCLING SYSTEM FOR THE SITE

Platform has multiple recycling stations, all set up identically: a designated colour for each waste stream, with matching bin signage made by Vegware.

Its bins are lined with 80L biobags, allowing staff to easily pull and place whole bags into the external Close the Loop bins when full. These external bins are replaced with new ones at each collection, reducing any odour issues.

THE RESULT

To date, not one contamination complaint has been made by the waste facility. The consistent messaging and visual cues such as clear labels and bin signage successfully help site users know how to dispose of any waste.

A clear and consistent system raises awareness and facilitates behaviour change, while minimising contamination.

4 COMMUNICATE THE SYSTEM

Engaging all target audiences is key to ensure proper waste disposal, with the added benefit of promoting the market's greener practices.

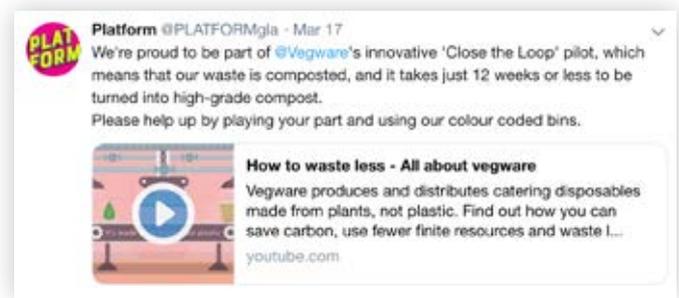
Staff training: Platform led this using information provided by Vegware, so their staff understood:

- the recycling issues with conventional plastic packaging
- what Vegware is made from
- the recycling system
- the importance of waste segregation and having no contamination
- what happens to packaging at the composting facility
- how compost is used

Public awareness: Platform tweeted about the recycling system, with photos, and displayed Vegware's posters at food stalls that told market visitors about the compostable packaging.

THE RESULT

An approach that reaches all involved with, or interested in, the market, from staff and traders, to visitors and the general public.



5 MEASURE AND PROMOTE SUCCESS!

Vegware's Recycling Advisor works closely with the commercial composting facility to conduct waste audits, keep tabs on any contamination concerns, and collect data on the amount of waste collected for composting.

THE RESULT

From March 2018 through to October 2018, 6.2 tonnes of Platform's compostable packaging and food waste has gone to composting, which would have otherwise gone to landfill. A July 2018 waste audit also found low contamination. All in all, a great success!

Platform has reported that their staff are completely onboard with waste segregation and that the recycling system has been well-received by traders, staff and visitors.