

GUIDE



Advices for a  
sustainable  
consumption



Campaign promoted by the Municipality of Cesena  
[www.ioriduco.it](http://www.ioriduco.it)

This guide was made under the project **IO RIDUCO!**, sponsored by the Municipality of Cesena, to inform citizens on environmentally friendly purchase in order to respect the planet. In addition, the aim of this guide is to involve institutions, economic bodies and associations in order to develop real actions to reduce CO2 emissions and waste of resources in trade sector.



In Cesena a circuit of stores was born that are committed to reduce their impact on the environment with good sustainability practices. You can see which stores have joined thanks to the **IO RIDUCO!** label.

See the updated list on [www.ioriduco.it](http://www.ioriduco.it)



# ADVICES FOR THE IO RIDUCO! SHOPPING

*This booklet suggests how to find alternatives that are environmental friendly, without asking any renounce.*



## Prefer products with small packaging

Remember that packaging are often useless for the consumer, because they are used for commercial purposes only, but they affect significantly the total cost of the product. The packaging cost twice: at the time of purchase and the time of disposal (waste tax).



## Prefer concentrated products

If you use concentrated products or tablet that you can dilute in water, at the time of purchase you will not pay the cost of the entire packaging, transport and water.



## Prefer family size products

These types of products are cheaper than single-dose and they have less packaging than smaller size. It is better to choose family size products instead of many small ones.



## Prefer products with rechargeable content

Each time you use a refill for a product you save the environment by reducing a huge quantity of packaging to be disposed and you also save money. Choose detergents and personal care products with refill: toothbrushes with replaceable head, rechargeable batteries, refillable printer cartridges.



## Prefer products with recycled, biodegradable or recyclable packaging

Making the separated waste collection is important, but equally important is to support products made with recycled materials, packaging in particular. Prefer packaging made by biodegradable materials. When products are only available with conventional packagings, prefer those products that you can separate on waste disposal. Pay attention to the symbols on the packaging: they give simple advices about the type of material and their proper disposal.



## Minimize the use of disposable bags for shopping

From 1 January 2011 has taken effect the prohibition of production, marketing and use of non-biodegradable plastic bags.

When you go shopping use fabric bags instead of that made by paper or bio-plastic. This will reduce the number of bags produced. Even biodegradable bags require manufacturing processes and related environmental impacts. If you just can not do without disposable bags, reuse them several times before you throw it or and use it for the collection of the organic fraction.



## Buy cold cuts, cheese and meat over the counter

You can often found ready-made packages of cold cuts, cheese or meat: these packaging are unnecessary and they can be avoided by buying these products over the counter wrapped in wax paper or paper for food.





### Buy fruits and vegetables by weight

Fruit and vegetables can often be packed with Styrofoam or plastic containers: buy as much as possible products by weight.



### If possible, choose unpacked goods

Choosing this way of purchase you will save a lot of packaging and money.



### Minimize the use of disposable bags for shopping

The production of cans requires processes that have a very high environmental impact: for 6 grams of aluminum are necessary several processes that produce pollution and high consumption of energy. If you buy products in glass bottles, sometimes, you can benefit of the service of returnable bottles.



### Buy certified environmental friendly products

Local and organic foods have less impact on the environment. Choose Fair Trade products, in order to respect who produces them. Buy detergents and personal care products with eco-labels: you will pollute less and they are more gentle with the skin. Paper or wood products are preferable because they come from renewable resources: choose products with a certification that ensures that they come from sustainably managed forests.





# ADVICES FOR THE IO RIDUCO! LIFE

***We can go shopping caring about the environmental impact, but we can also implement a series of behaviors that allow us to reduce waste, to have a longer life of objects, even if we don't need those objects anymore.***



## Drink tap water

Tap water is a good quality water and, by law, is highly monitored. Controls of tap water are more frequent than bottled water.

Drinking tap water saves huge amounts of plastic bottles, is cheaper and you avoid CO<sub>2</sub> emissions due to long transport. If you want to improve organoleptic quality of tap water, now there are many systems for this purpose.



## If you have a garden, do home composting

The organic or wet waste (fruit and vegetable scraps, coffee grounds, eggshells, grass cuttings etc..) account for about one third of municipal waste. If you have a garden, it is appropriate and useful to purchase a composter to turn this waste into compost, an excellent natural fertilizer: the refusal becomes a resource and thus finds a new life!

Check if you can get a compost supplied by the municipality or by the company managing waste.



## Fixes broken objects and throw them only when they are no longer serviceable

Before throwing an object, check the option to repair it. If you do not have the time and ability to fix it, go to skilled artisans that still exist in our cities.

In this way, you will extend the life of products and you will safeguards jobs that are disappearing in our society.



## Do you know places of exchange and sale of used items?

When you dispose a more or less durable good it is useful to remember that there could be someone interested in objects that we throw away. Potential buyers or beneficiaries of what you want to discard, can be reached easily through the parish, flea markets, newspaper ads, voluntary groups, word of mouth and web, you can find numerous specialized websites to buy used items.





# ADVICES FOR THE IO RIDUCO! SHOP

***Retailers can also help reduce CO2 emissions and waste of resources. From the small store to the big supermarket everyone can implement good practices about the choice of goods, and influence preferences of consumer.***



## **Discourage the use of disposable bags**

If necessary or requested by customers, you can offer reusable bags or boxes. Although less impact than plastic bags, paper envelopes or bio-degradable bags, have an environmental impact related to their production.



## **Reduce packaging and use less environmental impact materials**

Minimize the wrapping for goods and optimizes the use of bags, choosing the appropriate size for the product, filling it to maximum capacity, using the same bag for more compatible products. Choose bio-degradable and recycled packaging, reuse boxes for transport and display of goods.



## **Suggest products with less packaging or unpacked**

Promote the sale of concentrated products, packed in family size, products with recycled content, items with less use of primary packaging, returnable bottles.

Propose liquid products on tap and unpacked goods.



### Suggest sustainable products

Promote the sale of sustainable and Fair Trade products. Sell bio-degradable products, reusable products, certified organic or environmentally friendly detergents, stationery ecological and certified, baskets and bins recycled. Help to reduce waste by offering goods powered by renewable energy, water saving devices, LED lamps. Enhance the water network by selling coffee filter and carbonator for tap water.

Ensure visibility of these products compared to the usual: sustainable products, help customers to compare prices and characteristics. You can also encourage the purchase through regular promotional offers.



### Suggest sustainable products

Introduce in your store a separated waste disposal service. Promote repair and recharge. Place a cycle rack outside the store and show outside your shop the network of public transport (indicating stops, timetables and routes).



### Reduce waste in your shop

Reduce waste giving expiring goods to charities or making discounts.

Save on water consumption by installing aerator taps or timed, low-flow toilet flushes and monitoring the water system to prevent leakage. Use electronic equipment to have a higher efficiency. Adjusts lighting equipment and heating/cooling system to principles of energy saving and using energy generated from renewable sources.





### Adopt sustainable behavior in workplace

Choose certified organic products for cleaning retail outlets, print promotional materials on recycled certificate paper. Make separate waste disposal and use tap water instead of bottled water. Train the staff of your store on environmentally friendly behaviour on workplace.



### Participate actively in the campaign IO RIDUCO!

If you are a manager of one or more points of sale or if you are a small retailer join the campaign **IO RIDUCO!**.

If you've already joined the campaign **IO RIDUCO!** expose the adhesive with the **IO RIDUCO!** label, using the posters and brochures to inform your customers and staff on the content and objectives of the campaign.

To join the campaign **IO RIDUCO!** and become a shop with reduced environmental impact please apply to the Environmental office of your Municipality.





The IO RIDUCO! guide was born thanks to the Zerotrade sub-project, LoCaRe miniprogramme and Interreg IV C programme to reduce the production and the impacts of waste generated by commercial activities, in particular by large scale retailing and retail shops.

The actors participating in the table are: the large retail outlets in the area of Cesena, local Associations of Commerce and Crafts, Consumer Associations, the Province of Forli-Cesena and ATO (Optimal Territorial Authority).

To learn about other environmental initiatives of the Municipality of Cesena visit: [www.comune.cesena.fc.it](http://www.comune.cesena.fc.it)

