

Good practices in Italy

18/2019

Title: Plastic Free Movida
Owner: Associazione LessGlass e GreenTO
Start date: 2019
Contact: <http://www.plasticfreemovida.it/>

Description:

Plastic Free Movida, also known as PFM, has been created by the organization LessGlass and GreenTO in order to reduce the usage of disposables and raise awareness on waste. It was born in Turin in 2019 and is already having a big success due to the issue it addresses and the smart system it put into practice.

The project deals with the huge problem of plastic glasses wasted in movida nights. The use of plastic is made by bars in accordance with the law and in order to avoid glass, which can be dangerous. With the PFM project an integrated system between all the bars adherent to it is created. One can buy a washable glass with a one euro deposit and use it all night. One can also give the glass back to a different bar at the end of the night and receive the euro back, as long as that bar is adherent to the project.

This way bars do not make use of disposables glass any longer and people are more aware of the dramatic issue of plastic waste. Because of the small amount of money involved, one is also encouraged to be responsible for what he uses and how much of a conscious usage he makes of it.