

Good practices in Hungary

38/2020

Title: DO REcycle Mission
Owner: DOREMI Today
Contact: <http://www.doremi.today>

Good practice for: Recycling campaign, sustainable business, influence behavioural change, reduce plastic waste

Description: Creative professionals, and civilians have created Doremi Today, a start-up company for environmental services. The Recycle Mission, i.e. Doremi, is helping restaurants and event organizers to reduce their plastic waste. And how do they do this? The answer lies in their eco-friendly compostable packaging materials.

They have a wide range of environmentally friendly products, like plant-based degradable plastic packaging and certified paper products from sustainable forestry. Their plant-based plastic packaging is 100 percent compostable - decomposing in as little as 24 hours under properly secured industrial conditions - unlike its petroleum-derived plastic “companions,” which can pollute our planet for up to 500 years. Doremi promote the importance of replacing large quantities of disposable packaging with an environmentally friendly alternative. These products are not only biodegradable, but also have an environmental significance at the beginning of their life cycle, as their production can emit up to 90 percent (!) less carbon dioxide than plastic.

The products are made of three raw materials: PLA (polylactic acid) - this is also what is used to produce their “Iamplant” takeaway glasses designed by Hungarian designers; sugar cane - mainly used to replace non-recyclable polystyrene cans used in fast food restaurants; and paper from recycled or sustainable forestry. Today, they work with more than 60 permanent partners - The Food Truck Show is a plastic-free festival thanks to Doremi biodegradable packaging, the Green Zone Association’s “event greening” team - who take care of proper waste collection - and the sustainable restaurants of the Responsible Gastrohero. Last summer, Everness Festival and the Paloznak Jazz Picnic used only Doremi's eco-friendly packaging. They also promote <https://www.iamplant.hu/> the Organic coffee in compostable capsules.

Their products create a network of conscious services in festivals, restaurants and contributing to reduce waste while influencing behavioural changes.