



The workplace plastic problem

How to create a more
sustainable future

The problem with plastic

We all want less single use plastic in our lives. At work, home, eating out, weekend escapes: the more sustainable, the better.

With customers and employees demanding greater sustainability, many businesses are already working even harder to reduce hidden waste – implementing changes to meet expectations. However, 86% of business leaders believe their company could be doing more to lower its environmental impact.¹

Plastic-free workplaces are the future. It's time to join the fight against waste.



Employee pressure

Having made positive environmental changes in their day-to-day lives, workers are demanding companies commit to a more sustainable future

- **One-in-three young people** have rejected a job over an employers' weak ESG credentials²
- **83% of workers** feel their employer is not doing enough to be more sustainable and tackle climate change³
- **82% of employees** want to help businesses meet their sustainability and environmental goals⁴



Consumer pressure

Customers want less greenwashing and more transparency

- According to research 34% of consumers would stop buying from certain brands if they had ethical or sustainable concerns⁵



Rising costs

Everything costs more – supplies, labour, energy

- Businesses see cost as the biggest barrier to implementing sustainable practices (66%)¹
- 41% of businesses reported a rise in the prices of goods or services bought in December 2022 compared with the previous month⁶
- 26% of small business owners have had to increase their prices due to rising business costs and inflation⁷



You know what your employees want...

You're already striving to give your employees an environment they want to work from. By creating a workplace that reflects their values, you're also helping empower their drive for sustainability.

BRITA VIVREAU spoke to 1,500 UK office workers about what they expect from the company they work for. From reducing plastic waste to water refill stations, the research shows they know what they want.



Office workers' biggest bugbears?

Single use plastic cups (39%), plastic lids on paper cups (37%) and plastic bottles (32%)

Office workers want to make sustainable changes. Here's what they've been telling us...⁸



34%

of office workers want their workplace to remove single use plastic to lower its environmental impact, second only to reducing energy usage (39%)



28%

of office workers never use a single use plastic water bottle



92%

of office workers take measures in and out of the workplace to reduce single use plastic



27%

of office workers do not feel encouraged to reduce plastic in their workplace



80%

of office workers feel it's important that their workplace has targets in place to reduce single use plastic



30%

of office workers want their workplace to get a cold or hot water dispenser to lower its environmental impact



Many businesses have made significant steps in meeting employee expectations, achieving regulatory compliance and doing right by the planet. But there's always more to do.

By continuing the fight against hidden waste, businesses can feel optimistic. Here's how BRITA VIVREAU can help.

Ready to create a zero single use plastic zone? Start with your equipment.

Sustainable equipment choices can help you:



Reduce waste

Install a BRITA VIVREAU water dispenser to replace bottled water



Save money

Save energy with a water dispenser (versus a fridge full of bottled water)

Using a BRITA VIVREAU water dispenser reduces up to

86% of CO₂ each year compared to bottled water

Bottled water is at least 500 times more expensive than tap water in the UK⁹



Make smart decisions

Boost your eco-credentials and keep your customers happy



Build strong supplier relationships

Work with a partner like BRITA VIVREAU to prioritise your sustainability goals

With good reason,

94% of hospitality businesses say sustainability is an important factor when buying equipment¹

At BRITA VIVREAU we are committed to supporting **customers' sustainability efforts** and helping you thrive even in challenging climates

1. Research conducted with 500 people by 3GEM on behalf of BRITA Professional and BRITA VIVREAU, May 2022. 2. KPMG. 3. Unily. 4. Salesforce. 5. Deloitte. 6. ONS. 7. iwoca. 8. Research conducted by 3Gem with 2,000 hospitality consumers in the UK, February 2023. 9. The Guardian.

Find out how we can support your business in its sustainability goals:

0345 674 9655

brita.co.uk/water-dispensers

