



B-Alternative
16 Portland Parade
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Media release

B-Alternative leaps towards the future - with the Alternative Reusable Model

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Since 2015, B-Alternative's reusable model has assisted businesses, organisations and events eliminate up to 96% of waste to landfill, leading the transition towards the future of leave no trace events. Based in Melbourne, working with clients all over Australia, and a global reach, B-Alternative is a social enterprise that cultivates awareness of environmental issues and provides low-impact alternatives to businesses, organisations and events.

From February 1st, 2023 - Victoria banned certain problematic single use plastics from sale or supply. Businesses with leftover stock of single use plastics can contact their supplier to see if they offer exchanges or credit towards compliant replacements, or contact your local recycler in order to save them from landfill.

The legislation encourages a fast track to the transition to sustainable systems such as the Reusable Model, that reduces waste, energy and resource consumption, to benefit people and the planet. Since implementation of the ban, B-Alternative's enquiries have increased from businesses, schools and events wanting to further their positive impact. B-Alternative will continue advocating for policy change to consider long term global impacts over short term convenience and profits, including coffee cups, plastic lids, takeaway containers, and heavy weight plastic bags.

Events B-Alternative have supported to go reusable include, Meadow Festival, Queenscliff Music Festival, Lorne Falls Festival, Nightjar Market Torquay & Geelong, Inner Varnika Festival, and more recently Energy Breakthrough, New Years Eve on the Hill, Ocean Sounds, Our Survival Day, and more.

Every event that adopts B-Alternative's Reusable Model serves meals and drinks from vendors in reusable vessels made from rice husks, which can be composted at their end-of-life, further reducing waste, and therefore the event's carbon footprint significantly. B-Alternative encourages businesses to avoid single-use items where possible and switch to reusable alternatives instead.



Highlighted benefits of adopting our tried and tested **reusable** system include:

- Guaranteed plastic-free vendor packaging
- Significant reduction in carbon emissions
- Engaging patron education and encourage positive behavioural change
- Streamed resource recovery
- Well below RRP prices on all packaging
- Utilising commercial grade dishwashers and FDA approved systems
- Leading the way in Earth-friendly event management
- We liaise with vendors for orders & waste education through our environmental consultation so you don't have to
- Promotion of environmental initiatives for behaviour change – at the event and post event
- Positive marketing story
- Environmental data and reports to reflect impact

Ready to go alternative? Contact awesome@b-alternative.com for your next event, business consultation, waste audit, or school presentation.

Quotes:

"Single-use plastics are killing our oceans. By switching to better models that fundamentally eliminate waste, events can make a real, tangible difference for our planet." - Jason Rahilly, Founder and Director - B-Alternative

"Single-use plastics currently make up a third of Victoria's litter, pollute our precious waterways and harm wildlife." (source: [ViC Gov](#))

Media contacts: For further information and quotes, please contact James McLennan 0431583354 james@b-alternative.com

Further Links

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