



# GOGREEN WITH CUPS: TOGETHER FOR A GREENER TOMORROW



Dear Friends & Esteemed Colleagues,

I am delighted to extend a warm welcome to each one of you and earnestly invite your active involvement in our campaign, "GoGreen with Cups: Together for a Greener Tomorrow".

In today's world, we confront significant challenges related to climate change and environmental issues, most notably the pervasive use of disposable materials, primarily plastic. While plastic has seamlessly integrated into our daily lives for its convenience, the ecological toll it exacts is profound.

Our institution is committed to facing these challenges head-on and providing sustainable solutions that can help safeguard our planet. We encourage each of you to opt for environmentally responsible choices.

The "GoGreen with Cups: Together for a Greener Tomorrow" campaign offers a distinctive opportunity for you to play an integral role in preserving our planet for the benefit of future generations. I wholeheartedly invite you to embark on this crucial journey of transformation. I am confident that, together, we can actively contribute to the creation of a greener and more prosperous world that benefits us all.



**MR. OLZHAS AFABEKOV**

*The Head of "International Green Technologies and Investment Projects Center" NJC*



# PLASTIC WASTE:

## A Looming Threat to Our Planet and Health

The omnipresence of plastic waste, particularly disposable plastics, presents a monumental peril to both our planet and human well-being.

Plastic is a prominent contributor to the ongoing challenge of climate change. According to the Organization for Economic Cooperation and Development (OECD), a mere fraction, less than 20%, of all plastics are effectively recycled. Alarming forecasts by the World Economic Forum paint a grim picture, predicting that by 2050, an astounding 12 billion tons of plastic waste will find its final resting place in landfills and the natural environment. This dire scenario is poised to contribute a staggering 15% of total greenhouse gas emissions, adding substantial weight to the climate change crisis. The urgency of addressing the plastic conundrum is unmistakable, as it becomes an inescapable factor exacerbating the global climate issue.

Nevertheless, the perils of plastic extend beyond climate concerns. Plastic materials undergo a gradual breakdown into microplastics and nanoplastics, which accumulate within our water and terrestrial ecosystems, posing a direct threat to human health and safety.

This multifaceted problem demands our attention and action, as the consequences of plastic waste are far-reaching and profound.



## Introducing Sustainable Solutions

We are committed to introducing sustainable solutions to save our environment. We firmly believe that transitioning from disposable tableware to reusable plastic options is not just a way to safeguard the environment but also a responsible choice.

In collaboration with the Estonian Environmental Investment Center (KIK) and MTU Topsiring, we're excited to announce our project, aimed at distributing reusable plastic cups and boxes.

Our primary objective is to diminish the prevalence of disposable tableware and thereby lessen our carbon footprint on the climate and environment. We aspire to foster a shift away from single-use plastics and encourage both individuals and organizations to reconsider their choices.

We invite everyone to join us in this endeavor, as it holds the key to protecting our planet and ensuring a sustainable future for generations to come. Together, we can make a substantial difference.





**Reusable cups  
0,33l and 0,5l**

**Lids**



**Reusable plastic boxes**



## To become a participant in our social campaign, please follow these steps:

### **Step 1: Familiarize Yourself with the Campaign**

Before expressing your interest in becoming a partner of the "Give up disposable tableware" campaign, we kindly request that you thoroughly review all pertinent information and the campaign's objectives available on the IGTIPC website.

### **Step 2: Complete the Application Form**

Provide a comprehensive overview of your company or organization, detailing your activities and core values. Highlight any environmental and sustainable practices your business has already adopted, along with their impact on the environment.

### **Step 3: Articulate Your Collaboration**

When expressing your desire to partner with us within the framework of the "GoGreen with Cups: Together for a Greener Tomorrow" campaign, clearly and precisely outline your vision for cooperation. Explain how your company or organization can actively contribute to the campaign's promotion and the measures you intend to implement to reduce disposable tableware use.

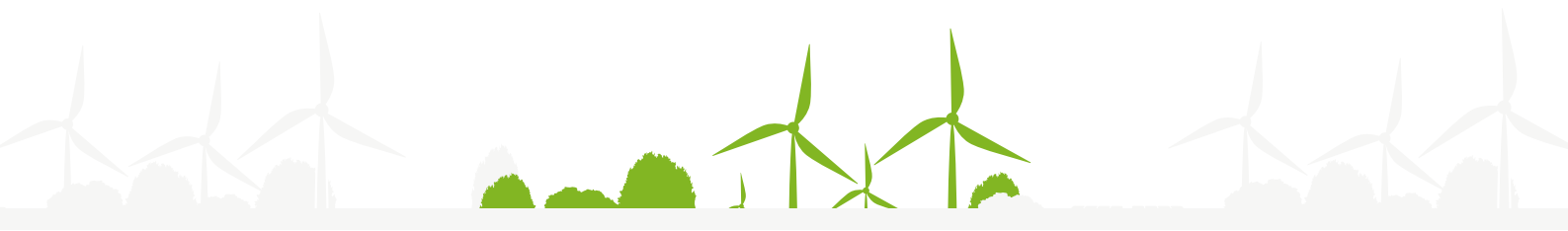


#### **Step 4: Distribution and Usage of Reusable Tableware**

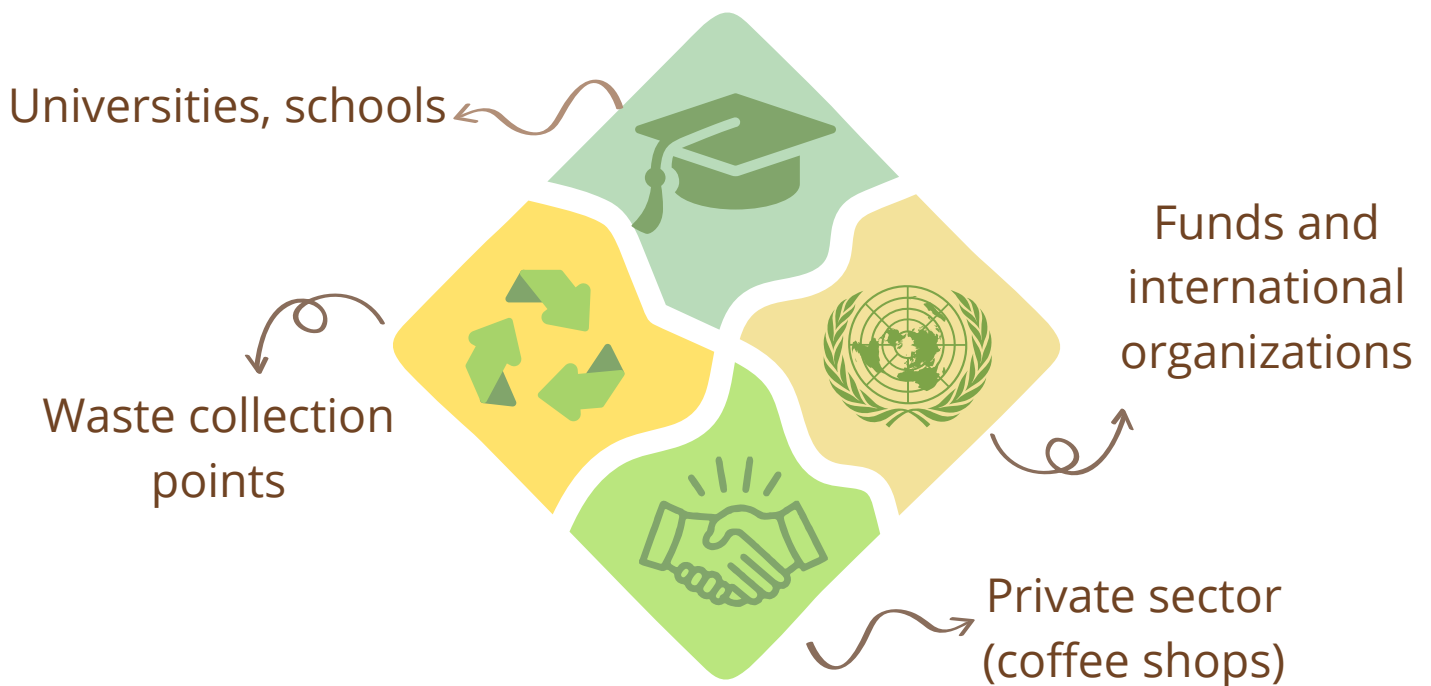
Share your strategy for utilizing or distributing the reusable plastic tableware. Describe how you plan to integrate it into your operational processes or offer it to customers, partners, or employees as an eco-friendly alternative to disposable tableware.

#### **Step 5: Participate in the #KIKreuse #IGTIPCreuse #Topsiring Challenge and Create Content**

A prerequisite for partnership with the IGTIPC is active participation in the challenge under the hashtags #KIKreuse, #IGTIPCreuse, #Topsiring. Demonstrate your involvement in the campaign by capturing images or videos that showcase the use of reusable plastic tableware within your company or organization. Additionally, engage in content creation, including videos and social media posts, to disseminate and promote the campaign's ideas and raise awareness about environmental issues.



## Channels of distribution



- 1. Social Media Challenge:** Our campaign kicks off with an exciting social media challenge. Watch short videos featuring the symbolic passing of the cups to our partners. Let's create a ripple effect for positive change!
- 2. Educational Posts:** Stay tuned for a series of informative posts that highlight the paramount significance of transitioning to reusable tableware.
- 3. Progress Tracking:** We are committed to transparency and accountability. Throughout the campaign, we'll diligently track our progress and provide regular reports on the results we achieve together.
- 4. Charitable Foundation Partnership:** We will collaborate with a charitable foundation to distribute plastic tableware to socially vulnerable segments of the population. By doing so, we extend our impact beyond environmental considerations to support those in need.

