



People.
Planet.
Purpose



Reduction of Single-use Plastics

Barcelona, January 31, 2022

IESE People Planet Purpose

Cross-departmental campaign

What is it?

A new header to encompass all communications on IESE initiatives on sustainability.

At IESE, we understand sustainability as the way to address the great challenges we face as a global society: climate change, poverty, health, inequality, and racial justice, among others. We believe in a more conscious form of capitalism to achieve a more prosperous, equitable and ecological world. For this reason, we focus on three main areas:

- Environmental sustainability
- Financial sustainability
- Societal sustainability

What kind of initiatives?

- Single-use plastic reduction campaign
- Reduction of CO₂ emissions for trips
- Installation of chargers for electric cars
- Photovoltaic installation
- Information panels in the conference rooms with data on air quality and energy consumption
- Recycling bins
- Diversity policies



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Zero waste

New measures to reduce single-use plastic.

- ❑ Eliminating plastic bottles at all points of sale and in services for Program participants.
- ❑ Replacing plastic soda bottles with cans or glass bottles.
- ❑ Eliminating single-use coffee cups.
- ❑ Replacing cutlery and plastic stirrers.
- ❑ Eliminating disposable oil and vinegar packets.
- ❑ New IESE & STARBUCKS reusable cups. For sale at the Self-service restaurant on the South Campus and at the SmartBar on the North Campus. Special promotion until Easter (Semana Santa).



Botellas de plástico. ✓

En el IESE ya no hay espacio para las botellas de agua de plástico. Por favor, usa tu propia botella reutilizable en las fuentes que encontrarás en el campus.

Vasos de café. ✓

También hemos eliminado los vasos de un solo uso para café. Puedes traer tu propio vaso o comprar uno en el IESE para usarlo tanto en las máquinas como en la cafetería.

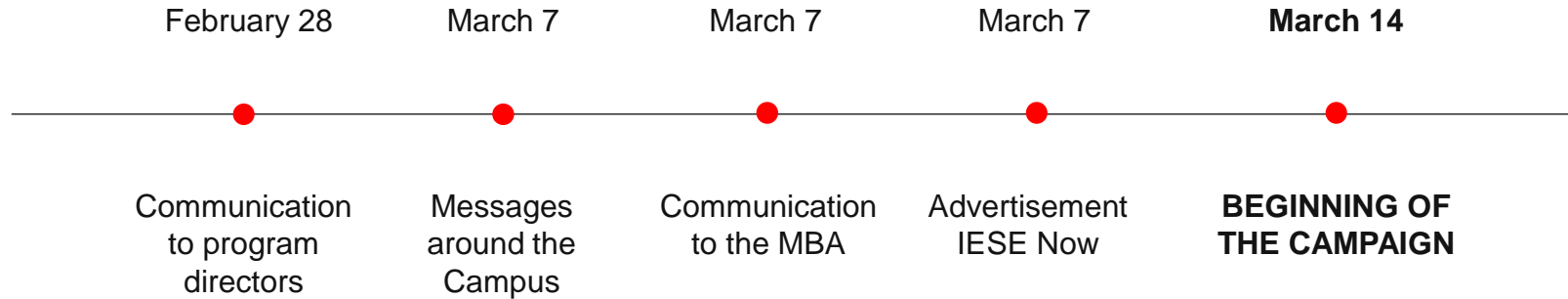
Cubiertos y monodosis. ✓

Hemos sustituido los cubiertos y agitadores de plástico por opciones más sostenibles de acero inoxidable y madera. Y hemos dejado de usar monodosis de aceite y vinagre.



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Calendar of activities and announcements



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Areas of action

□ South Campus:

- Self-service lounge coffee machines
- Self-service restaurant
- Café
- Corner Starbucks

□ North Campus:

- SmartBar
- Dining Hall
- Q-300

Walk
The
Talk.



Dear plastic,

It's been a long journey together, but we must say we are not sorry to see you go. From now on, there will be no place for you in our campus.

Sincerely,
IESE community

PLEASE JOIN THE MOVEMENT
AND BRING YOUR OWN COFFEE
CUP OR BUY ONE AT IESE.



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Area of Action

Self-service lounge coffee machines

- ❑ **Eliminating single-use cups:**
 - Porcelain mugs
 - Bringing your own reusable cup
- ❑ **Replacing plastic stirrers:**
 - Use of bamboo/wood products

Communication:

On digital signage and campaign messages on the coffee machines.

**No
More
Plastic.**

 **Zero
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Area of Action

Self-service

- ❑ **Eliminating single-use cups:**
 - Porcelain mugs
 - Bringing your own reusable cup
- ❑ **Eliminating plastic bottles:**
 - Fountains
- ❑ **Replacing plastic soda bottles with cans**
- ❑ **Eliminating disposable oil and vinegar packets:**
 - Starting with the use of bulk products
- ❑ **Replacing cutlery and plastic stirrers:**
 - Use of bamboo/wood products

Communication:

In digital signage and campaign messages.



**Blah
Blah
Action.**



Area of Action

Café

- ❑ **Eliminating single-use cups:**
 - Porcelain mugs
 - Bringing your own reusable cup.
- ❑ **Replacing plastic soda bottles with cans**
- ❑ **Replacing cutlery and plastic stirrers:**
 - Use of bamboo/wood products

Communication:

In digital signage and campaign messages.

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Area of Action

Corner Starbucks

- ❑ **Eliminating single-use cups:**
 - Bringing your own reusable cup.
- ❑ **Replacing plastic stirrers:**
 - Use of bamboo/wood products.

Communication:

On digital signage and campaign messages on the coffee machines.

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Area of Action

SmartBar

❑ Eliminating single-use cups:

- Porcelain mugs
- Bringing your own reusable cup
- Logistics of the cleaning of cups/mugs by the Cleaning staff

❑ Eliminating disposable oil and vinegar packets:

- Starting with the use of bulk products

❑ Replacing plastic soda bottles with cans

Communication:

On digital signage and campaign messages on the coffee machines.



Area of Action

Dining Hall

- ❑ **Eliminating single-use cups:**
 - Porcelain mugs
- ❑ **Eliminating disposable oil and vinegar packets:**
 - Starting with the use of bulk products



**Blah
Blah
Action.**

 **Zero
waste.**

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Area of Action

Q-300

❑ Eliminating plastic bottles:

- Fountains
- Flavored water dispensers (for example: lemon, cucumber, etc.)
- Glasses for Participants who do not have refillable water bottles

❑ Eliminating single-use cups:

- Porcelain mugs

Communication:

In digital signage and campaign messages.

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Communication

- ❑ Slogans: **No More Plastic / Blah, Blah Action / Walk The Talk**
- ❑ Letter-type message to “Plastic”
- ❑ Reusable cup with the slogan of this campaign and IESE's cross-departmental theme of sustainability: **People Planet Purpose**

Media:

- ❑ Digital signage
- ❑ Signs in the areas of action

Special campaign information point in F-300 hall:

- ❑ On one side of the hall, a mesh will be installed as an enclosure and inside it will be filled with empty plastic bottles.
- ❑ On the other side, there will be campaign messages and consumption data on the Barcelona Campus for single-use plastic bottles and cups.

