



Case study #2: ZSL London and Whipsnade Zoos

From June 2016, international conservation charity the Zoological Society of London (ZSL) formally ceased selling single-use plastic water bottles across both of its Zoos. With close to two million people passing through its two Zoos each year, ZSL hopes to use this opportunity, along with its proven expertise in marine conservation and wildlife science, to educate, inform and drive behaviour change amongst its own visitors and beyond. Here's how they went about it...

All single-use plastic bottles were removed from the Zoos' retail and catering outlets. Instead visitors are now able to buy refillable 'Bobble' water bottles from the Zoos' shops and refill these for free in the Zoos' catering outlets or at drinking fountains, which have been installed at various sites at ZSL London Zoo. Over time, the plan is to have more fountains installed at both ZSL London and Whipsnade Zoos, making it really easy for visitors to refill for free.

For those visitors who want a disposable alternative, Water in a Box – made with FSC-certified fully recyclable paperboard, water-based inks and a recyclable cap –, is now stocked in all retail outlets across both Zoos. Extra recycling facilities have been installed to make it very easy for visitors to recycle their cartons.

Commenting on the move, ZSL's Head of Commercial Kathryn England said: "As an international conservation charity, it's a

fundamental part of our mission to educate visitors about urgent environmental issues that threaten the natural world. With more and more evidence emerging about the problem of plastic polluting the oceans, and given the fantastic educational platform our two world-class Zoos represent, we felt the time had come to make a bold commitment that supported this important conservation need in a commercially astute way. We hope that our move will encourage other major UK visitor attractions to follow suit."

A water bottle installation – entitled 'a shoal of plastic' – was installed in the Aquarium at ZSL London Zoo, designed to raise awareness and communicate the scale of the marine plastic pollution problem and possible solutions. Messaging on marine plastic pollution and the Zoo's move to go single-use plastic water bottle free was also integrated throughout the sites, using points of sale as well as the daily presenter-led talks at the penguin exhibit, Penguin Beach, at ZSL London Zoo.