



# Canary Wharf Group

\*Joined the #OneLess pioneer network in Nov 2018



## At a glance

Canary Wharf is a commercial centre in London covering nearly 100 acres with 16 million square feet of office space, and over 150,000 daily visitors to the Estate. It is the world's first commercial centre to achieve Surfers Against Sewage's 'Plastic Free Community' status.

[group.canarywharf.com](http://group.canarywharf.com)

### Changing the way people at Canary Wharf drink water

Canary Wharf Group introduced **7** free drinking fountains across the Estate last year. The refill stations are trackable, calculating the number of bottles refilled and therefore the volume of plastic bottles eliminated. In total, the initiative has already seen over **220,000 bottles refilled**, averaging 19,000 per month. A new deposit return scheme is in place to collect and recycle any plastic water bottles still used, and a partnership with an on-site newsagent to give a 10p voucher, redeemable in-store. This deposit return scheme has **recycled 25,000 single-use bottles**.

19,000 a month – the number of water bottles refilled every month, which is over 220,000 to date



### Eliminating needless single-use plastic

Since its launch in 2018, Canary Wharf's 'Breaking The Plastic Habit' campaign has eliminated millions of single-use plastic items across the Estate, including **1.2 million straws a year**, ahead of UK legislation in 2020. This is the combined effort of more than 80 Canary Wharf retailers who signed up to the campaign. Canary Wharf Group also boasts a street-food court Wharf Kitchen that is entirely single-use plastic free. [www.breakingtheplastichabit.co.uk](http://www.breakingtheplastichabit.co.uk)

### Closing the loop on plastic

Since installing separate recycling bins across retail malls specifically for coffee cups, more than **5.2 million cups** have been collected and recycled at a specialist coffee cup recycling facility. In January 2019 Canary Wharf Group also launched the HELPFUL app, which rewards citizens each time they reuse and recycle. Number of downloads has increased each subsequent month of 2019, with over 7,000 single-use plastic items recycled in the first nine months of 2019 (and a further 8,000 single-use plastic items eliminated via reuse).



1.2 M plastic straws gone – Eliminated 1.2 million straws a year across the Estate

25,000 single-use bottles recycled to date from the Estate's deposit return scheme



“ Canary Wharf Group wanted to tackle single-use plastics because we recognise that most cities are built alongside rivers, which are a major route of pollution to the ocean. As a major business district in one of the biggest cities in the world, we wanted to show that it's possible to break the pollution pathway with a programme that rewards the right behaviours. We knew that if we could be successful, we could inspire other districts, communities and individuals to make a difference.”

Steve Greig,  
Co-Managing Director  
of CWML

### Key opportunity



Some retailers at Canary Wharf are part of a national chain where store policy on plastic products is controlled nationally. To overcome this challenge, 'Breaking The Plastic Habit' suggested a temporary three week-long single-use plastic ban, as behavioural research suggests it takes three weeks to break a habit. Once the organisations had put alternative procedures in place to eliminate plastic, store managers were happy at the end of the initial three weeks to take plastic straws off the shelves for good.

### What's next

Canary Wharf Group is continuing to raise awareness and maintain momentum across the Canary Wharf Estate. In 2019 Canary Wharf Group installed a Sea Bin to collect any plastic debris on the dock, and since its installation, it has collected an average of 30kg of plastic a month.

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