



London School of Economics (LSE)

*Joined the #OneLess pioneer network in Nov 2018



At a glance

LSE is a London-based University home to nearly 9,000 students. The University launched its 'Plastic-Free LSE' campaign in June 2018.

lse.ac.uk

#OneLess water fountain on campus

In January 2019, LSE installed a drinking fountain in partnership with #OneLess, the Mayor of London and MIW Water Cooler Experts. The fountain brings the total number of LSE refill points to **70**, and has dispensed the equivalent of nearly **8,000** (500ml) single-use water bottles, an average of nearly **900** bottles per month.

Eliminating needless single-use plastic

LSE's 2018-2019 Green Impact project involved **25** departments taking part to reduce the number of single-use items consumed. Initiatives include the Secretary Division removing **1,450** items of plastic cutlery and containers, the Graduate Admissions Department going paperless on student assignments to eliminate **40,000** needless plastic wallets, and the Catering Department running a behaviour change campaign that saw reusable cup sales increase **18%** and remove nearly **50,000** unnecessary coffee cups.

70 – number of water refill points at LSE



Refilling 900 bottles a month – equivalent monthly usage from one fountain

Awareness-raising with staff and students

During LSE Green Week in the 2018-2019 academic year, the Estates Division took over LSE's Central Instagram page with 70,000 followers, to encourage single-use plastic free alternatives.

18% increase in reusable cups sales, which removed nearly 50,000 coffee cups



“Our collaboration with #OneLess was the right thing to do, everyone was talking about it, and it aligned with our work to reduce single-use plastic. On another level, the fact that we have a lot of staff, students, and visitors as an organisation meant we knew actions such as a water fountain would be well used, and we can have a great influence on behaviour.”

Key opportunity



The Estates Division used an existing network of staff and students and an existing framework, through Green Impact, to roll-out the campaign across campus.

What's next

During Autumn 2019, LSE is supporting the #OneLess 'Hello London, Goodbye Ocean Plastic campaign', by displaying signage across halls of residences with over 1,000 students, and across campus.

Join the #OneLess pioneer network
onelessbottle.org/network
[@OneLessBTL](https://twitter.com/OneLessBTL)

