

Secondary Sources: Finding the links...

FSC

What are both services doing to educate?

"If it feels different, it's because we are"

How/why do customers buy/use disposable/renewable cups?

Our Farm, Our Food, Our People, Our Place

- Our Vision

Gloucester Services Website

How well is their message communicated?

How big is the impact?

Does it last longer than the service station visit?

Community Partnerships

Collections

Sp bag charge

Sustainable Income and vital jobs

Gloucester

Services Website

- Our Community

Why do people choose each service station?

Conscious Choice?

Welcome Break Website

- Our Brands

13 Global brands

4 UK brands

Campaigns section of website is centred around deals for

What is the prevalence of 'ethical' items in each service station

service station

- Organic

- Fair trade

- Rainforest Alliance

- RSPCA

- Sus. Fish

Trendy to have a re-useable/computable mug

Disposable cups made from new materials are not just a non-solution but are a perpetuation of the problem.

George Monbiot

The Guardian in Sep 2018



Is being green hip?
To what extent is there an association between ethical consumers and service station.

Realising the value of recovered plastics - WRAP Market Situation Report - Aut 2017



1/3 of plastic consumed in UK is plastic packaging
Bottles make up 70% of UK plastic packaging



Ethical Consumer Markets Report 2017 (Trindis Bank)

Sale of ethical goods is valued at £81.3 billion

Ethical food+drink

2010

£218

Local Shopping

£90

2016

£397

£90

Amount spent per year per person

How conscious are customers at both service stations of the products they buy/dispose of?

Sources
Key Information
Links/Applications to Questions

