

## Plastics free UCC

### Exploring societal and marketing levers

The project aims to build upon the existing transdisciplinary capacity within UCC and the team building engendered by a recent project proposal to the EPA involving the investigators.

The project seeks to develop a rigorous academic framework in seeking to understand the drivers, barriers and issues around a Green Flag/Green Campus (student) driven UCC goal as part of UCC's Sustainability Strategy to pioneer a single-use plastics free campus by 2023, while helping realise this pioneering ambition.

#### Publication:

A. Hughes, C. O' Neill, E. Byrne, N. Dunphy, M. Kirrane, G. Mullally, 2020. *Plastic Free UCC: How are sustainability practices enabled and encouraged to realise the vision of a single-use plastics free UCC?* Environ 2020 'Ireland's Water, Energy & Environment in a Climate & Biodiversity Emergency', 30<sup>th</sup> Irish Environmental Researchers Colloquium, Dublin City University, 27-29 April 2020.

#### Quick Facts

**Start:** Oct 2019

**End:** Sept 2020

#### Funded By

UCC Green Campus Living Laboratory Seed Fund: Local Action, Global Impact

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