

LEWISHAM

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Here are the nearest zero waste shops to you



Users enter their postcode or click on an area of the map to learn of nearby stores | Photo source Useless

WEBSITE MAPS LONDON'S ZERO-WASTE SHOPS



Useless is the first digital directory dedicated to zero-waste consumerism in London

Spotted: The UK-based Nice and Serious agency has created a website to make zero-waste shopping in London accessible and easy. The site is the first digital directory dedicated to zero-waste consumerism in London, according to the creators.

The site, called Useless, is a play on the words “use” and “less”. It is also inspired by the idea that much of what we buy is wrapped in useless plastic.

Useless is made up of retailers who sell zero-waste products, complete with an interactive map. Users enter their postcode or click on an area of the map to learn of nearby stores. Visitors to the site can contribute to the directory by submitting information about zero-waste shops not already listed. The site also provides tips on how to use less plastic.

The creators thought of the idea during lunch one day. They were “getting increasingly depressed about the sheer amount of single-use plastic in our lives”. When they learned about a co-worker who was refilling her shampoo bottle at a nearby shop, Useless was born. The site launched on 5 June and currently maps 40 zero-waste stores in London.

25th June 2019

Website: useless.london

Contact: twitter.com/niceandserious

Takeaway:

The statistics on plastic waste can be overwhelming. For example, 2.5 billion plastic cups are thrown away in the UK every year. Sites like Useless are pairing the data about the dangers of plastic waste with actionable advice on how to use less. Springwise continues to spot other efforts to make reducing plastic waste more convenient, including the creation of the first coffee cup that can be easily and completely recycled and the emergence of plastic-free restaurants like London's Spring.