

Alice in Greenland; or Conversations with a Sandwich/ The Rhetoric of Rubbish

Katie Wales (University of Nottingham)

Epigraph: *Indifferentiazata* [on the side of a rubbish bin at a Sardinian ferry terminal, April 2023]

I. [1] 'Fill *me* up'; [2] 'Please feed *me*'; [3] '*Je trie, on recycle, nous decorons*'; [4] 'Re-use *me*, don't forget *me*'; [5] '*I* am a plastic bag'; [6] '*I* am a 100% compostable and reusable bag'; [7] '*I* used to be a plastic bottle'; [8] "'Hello, did you know *I'm* made from 50% recycled plastic. Please help protect the environment by reusing this recyclable bag"; [9] 'Please refill *me*'; [10] '*I'm* a hero'

II. [11] 'Recycle *me*'

III. [12] 'Past *my* date? Look. Smell. Taste. Don't waste' [13] 'Don't boil *me*' [14] 'Don't waste *me*, freeze *me*, in a suitable, clean container, then defrost in a fridge, use within 24 hours'

IV. [15] '*I* used to be landfilled, now *I* am three recycled pencils' [16] 'My last wish is to be recycled, not buried or burnt. If you can't recycle *me* please send *me* back to *my* maker'

V. [17] 'Help *me* to the bin'; [18] 'If you don't use *me* keep *me* for next time. *I* don't want to end up in landfill' [19] 'Read *me*, recycle *me*' [20] 'Please recycle *me*'; [21] 'Recycle *me*. Don't throw *me* away. Hand *me* to the server' [22] '*Je suis en paper*' '*Tirez-moi*' [23] '*I* am made from 100% recycled material. Recycle *me* properly. Make *me* into something new' [24] '*I* am 100% recyclable' 'Please recycle *me*'; [25] 'Recycle *me*'; [26] "' Rise, shine, recycle *me*!"

[a] 'Now *our* packaging has 40% less plastic. All part of *us* reducing plastic and helping *you* to recycle' [b] '100% responsibly sourced fish. Because *we* care about protecting sea life and the ocean, all the fish *we* use is 100% responsibly sourced'

[c] 'Sustainability. Have *you* spotted the QR code on this pack? Scan it now for detailed info on this delicious product and the high quality ingredients sourced *just for you*' [d] 'Please dispose of this pack responsibly'

[e] 'If *you've* noticed something's different, it's because *we've* reduced the cardboard for *our* packaging to try to keep reducing *our* impact on the planet. Inside and out, *we've* never cut corners or compromised on quality- and never will. *I'm* always looking for ways to make everything *we* do even better, so if *you* have any ideas *I'd* love to hear what *you* think at <hello@bighams.com> (f) *We're* striving for a greener planet'