

Reducing Plastic Pollution: Campaigns That Work

2022 Virginia Marine Debris Summit



Methodology

Literature Review of 65 published papers, journalistic articles and surveys

Analyzed 50 campaigns that try to address sustainable plastic use to see which of those techniques and concepts they are using, whether they have been effective, and why



Key Findings

1. Information
2. Motivation
3. Opportunity



5 Best Practices for Messaging on Plastic Waste

The challenge – Turning awareness and concern into behaviour change

91 per cent of consumers in Southeast Asia were concerned about plastic waste issues.



Less than half of consumers said they would be more likely to buy a product from recycled material.



5 Best Practices for Messaging on Plastic Waste

1. Make it Relevant
2. Make the behavior ‘just how we do things’
3. Tell People What to Do, Not Only What Not to Do
4. Catalyze Commitment
5. Tap Positive Emotions (Avoid Fear and Guilt)



#1 Make it Relevant

- Minimize ‘distance’
 - Geographic: Connect impacts at community level
 - Temporal: This is an issue now, not in the future
 - Mental: This is impacting ‘people like me’
- Customize messages to specific audiences
 - Phase of life / transitions
 - Understanding challenges of particular segments, e.g., men find carrying empty reusable shopping bags into grocery stores emasculating
 - Align with other concerns, e.g., health, cost,

Geographic: Connect impacts at community level



Temporal: This is an issue now, not in the future

NOT “for future generations” or “for the earth” or “for the children”



Mental: This is impacting 'people like me'



Phase of life / transitions



The Back to School Plastic Challenge:
Start the school year by breaking up with single-use plastics.



How having children inspired Shirley to become zero-waste

[Learn more >](#)

Align with other concerns, e.g., health, cost

Oceana @oceana

DID YOU KNOW? Microplastics can work their way up the food chain and into the fish we eat. You can help: Tell U.S. Congress to pass the Break Free From Plastic Pollution Act today. bit.ly/2ArkMon #BreakFreeFromPlastic



0:03 2,075 views

1:30 PM · Jun 12, 2020 · TweetDeck



The average American family spends \$85 a year on single use sandwich bags.

Segmentation

Understanding challenges of particular segments, e.g., men find carrying empty reusable shopping bags into grocery stores emasculating



#2 Make the behavior ‘just how we do things’

- Make the default choice the right choice
- Reinforce good social norms – normalize good behavior
- Be careful not to inadvertently reinforce bad norms
- Use role models / influencers

With ‘unforgettable bag’, Tesco pays shoppers to cut plastic waste

Reuters | April 4, 2008

The bag, which gets customers a 20 sen rebate each time it is used, is made from a recyclable plastic that is more durable than conventional plastic bags.



Make the default choice the right choice


Richard Walker 
 @icelandrichard

 #TooCoolForPlastic update! 

One of our top selling products is a bunch of bananas. To ensure none snap off & the same amount per bunch, we wrapped them in a plastic bag. That's 10 MILLION plastic bags a yr - how bananas is that?!

Another UK 1st & such a simple solution!




Re-use this bag. Saves you money. Saves our ocean

UNFORGETTABLE BAG
SAVING OUR OCEAN

"Small actions, taken together that adds up to substantial behavioral and societal change"

"The first of its kind by a major hypermarket"

CHALLENGE
The average UK household has 100 plastic bags per week. That's 5 billion bags.
Tesco, the UK's largest retailer, wanted to reduce its plastic bag footprint. It set a goal to reduce its plastic bag footprint by 50% by 2020.

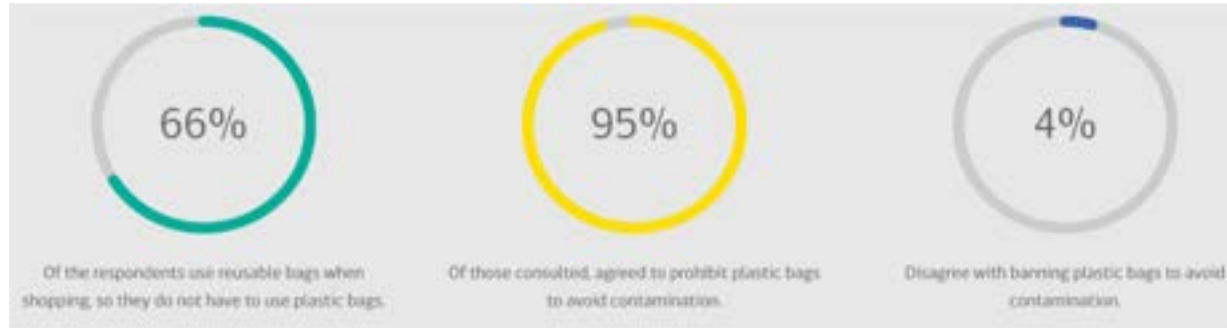
SOLUTION
A reusable shopping bag design, made from 100% recycled plastic, that can be used for 100+ uses. The bag is made from 100% recycled plastic and is designed to be used for 100+ uses.

DESIGN
The bag is made from 100% recycled plastic and is designed to be used for 100+ uses. The bag is made from 100% recycled plastic and is designed to be used for 100+ uses.

RESULTS
5% reduction in plastic bag usage
68% reduction in CO2 emissions
14x more durable than standard plastic bags
5MIL bags sold
70+ countries

tesco

Reinforce good social norms – normalize good behavior



#CHAOBOLSASPLÁSTICAS



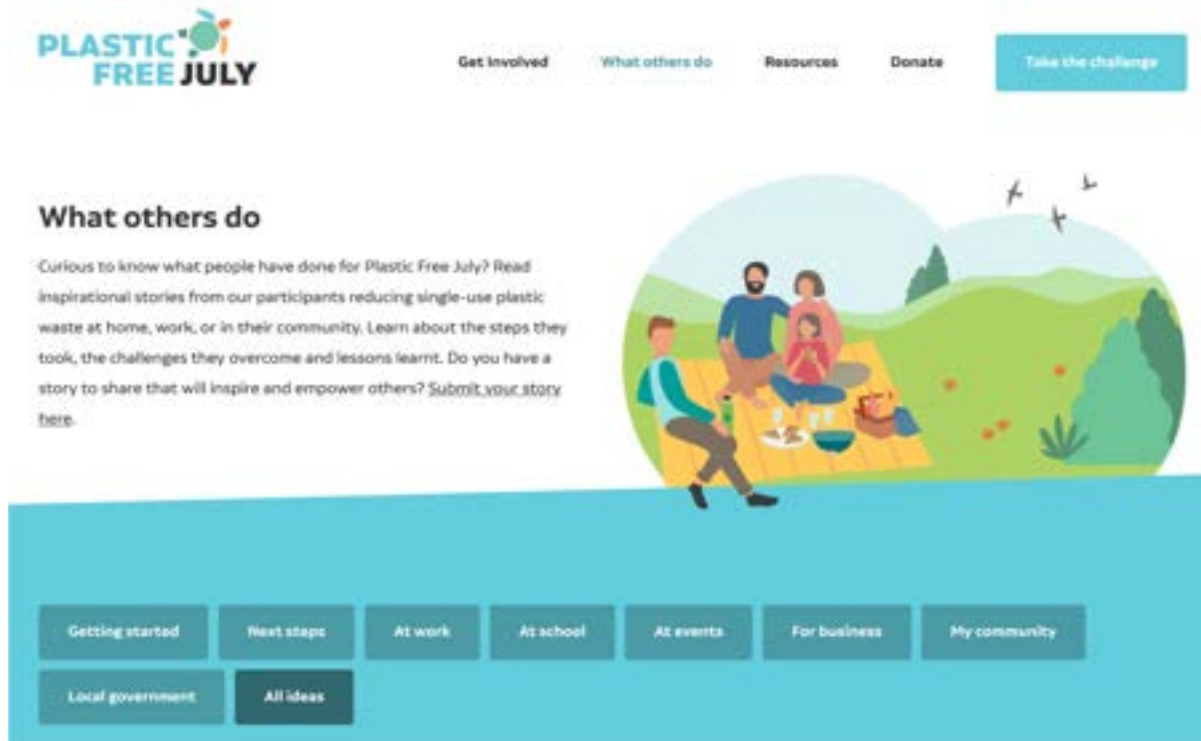
344,046,615
pounds of trash collected since 1986

16,414,222
volunteers since 1986

At our International Coastal Cleanups, volunteers have picked up more than half a million straws and stirrers, making straws one of the top ten items on our annual list. Straws pose a real danger to animals like sea turtles, albatross and fish who can eat them. **Take action today: SKIP the STRAW!**

[TAKE ACTION](#)

Reinforce good social norms – normalize good behavior




PLASTIC FREE JULY

[Get involved](#)
[What others do](#)
[Resources](#)
[Donate](#)
[Take the challenge](#)

What others do

Curious to know what people have done for Plastic Free July? Read inspirational stories from our participants reducing single-use plastic waste at home, work, or in their community. Learn about the steps they took, the challenges they overcome and lessons learnt. Do you have a story to share that will inspire and empower others? [Submit your story here.](#)



[Getting started](#)
[Next steps](#)
[At work](#)
[At school](#)
[At events](#)
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[Local government](#)
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Be careful not to inadvertently reinforce bad norms



Use role models / influencers



#3 Tell People What to Do, Not Only What Not to Do

- Don't stop at awareness
- Be specific
- Be inclusive
- Show that it matters



Don't stop at awareness



Be specific

Other Ways to #CrushPlastic

1. DIY your own cosmetics instead of buying ones in plastic tubes.
2. Try DIY-ing your shampoo and conditioner instead of buying plastic bottles.
3. Skip the plastic tube toothpaste and make your own!
4. Switch to bar soap and shampoo to avoid plastic packaging.
5. Use mason jars when grocery shopping to store all your bulk food items.
6. Use small cloth or reusable bags instead of produce bags when food shopping.
7. Replace your plastic food storage bags with stainless steel tins or mason jars.
8. Reduce plastic packaging in your cleaning routine by making your own natural cleaners.
9. Avoid microbeads in your exfoliating face or body wash.
10. Buy plastic-free beauty, hygiene, and cleaning products, like bamboo toothbrushes, plastic-free makeup brushes and natural material sponges.

TAKE ACTION TODAY



Learn About Plastic Pollution



Organise a Zero Waste Event



Support Restaurants That Choose to Reuse



Support Supermarkets That Choose to Reuse



Lobby for Single-Use Ban in Your Community



Become a Citizen Scientist



Empower the Next Generation of Activists

ACT ON PLASTIC



SIGN PETITION TO SUPPORT CALIFORNIA LEGISLATION TO REDUCE PLASTIC POLLUTION

"California Circular Economy and Pollution Reduction Act"

Be specific

At the Grocery Store

Bring cloth bags

70% of the plastic bags used in the U.S. are recycled.

13.3% of plastic packaging was recycled in 2008.

At the Office

The average office worker uses about 100 plastic disposable cups each year.

At Home

Use a water filter instead of purchasing bottled water. **76.5%** of those bottles ended up in landfills.

Use reusable plates, cups, and silverware.

Save glass jars and use them instead of plastic food storage containers.

Consider cloth cleaning. An estimated 7.5 billion pounds of disposable diapers are discarded in the U.S. each year.

More than 200 pounds of wood (30 pounds of petroleum feedstock, and 20 pounds of chlorine) are used to produce disposable diapers for one baby for one year.

My challenge choices

GETTING STARTED

CHOOSE TO REFUSE
SINGLE-USE PLASTIC
PLASTICFREEJULY.ORG

WHAT TO AVOID	HOW TO AVOID IT	YOUR IMPACT	YES
Fill your bin with plastics for "recycling"	Avoid as much plastic packaging as you can	Blue Green Red	<input type="checkbox"/>
Pre-packed fruit and veg	Choose loose products (skip the little plastic bag or put in a reusable bag)	Blue Green Red	<input type="checkbox"/>
Lightweight plastic bags	Remember your reusable shopping bags or use a cardboard box	Blue Green Red	<input type="checkbox"/>
Pre-packed meat or fish	Shop at the deli counter or butcher or fishmonger for paper-wrapped cuts or BPO reusable containers	Blue Green Red	<input type="checkbox"/>
Takeaway drink straws	Refuse plastic straws (or opt for a paper straw if they have them), BPO reusable straw	Blue Green Red	<input type="checkbox"/>
Takeaway coffee cups	Bring your reusable cup or sit and enjoy a hot cup	Blue Green Red	<input type="checkbox"/>
Takeaway utensils and containers	Support vendors offering compostable alternatives (bamboo or card), BPO reusables or sit and enjoy "bring-in"	Blue Green Red	<input type="checkbox"/>
Bottled water	Fill a reusable bottle from the tap	Blue Green Red	<input type="checkbox"/>
Bottled soft drinks	Reduce the amount (helps your health), or make your own with a soda-maker/ carbonator or choose glass bottles (and recycle)	Blue Green Red	<input type="checkbox"/>
Bin liners (or "reuse" plastic shopping bags)	Have a sealed container for "wet" scraps and compost or freeze until bin day. Line the kitchen bin with paper	Blue Green Red	<input type="checkbox"/>
Plastic food wrap for leftovers and sandwiches	Use a reusable lunch box to store food, store food in containers or use beeswax wraps	Blue Green Red	<input type="checkbox"/>
Littering cigarette butts, ballpens	Dispose of cigarette butts in the bin (they are plastic) and wash into the ocean environment) Avoid releasing ballpens (what goes up, must come down)	Blue Green Red	<input type="checkbox"/>

Show that it matters



THE POWER OF A SINGLE DROP WITH FAIRY'S CONCENTRATED FORMULA

THE SMALL DROP WITH A BIG IMPACT

Fairy is one of the most if not THE MOST concentrated handwashing liquid in the market	 1 DROP	1 bottle of Fairy cleans 12,000 DISHES lasting 2X longer than other brands
By purchasing Fairy, customers save 515 million bottles of handwashing liquid a year and eliminate 23,000 delivery trucks OFF THE ROADS	23,000 delivery trucks OFF THE ROADS	This means the same trucks are COVERING 15million kms less a year - THAT'S NEARLY 40X the distance from the earth to the moon
Even the SMALLEST decisions can have a BIG impact	BY CHOOSING FAIRY, YOUR PURCHASE WILL SAVE 74,000 metric tonnes of CO ₂ equal to the CO ₂ exhaust from 49,000 EUROPEAN CARS	WHEN CONSUMERS CHOOSE FAIRY 25 THOUSAND TONNES

BY CHOOSING FAIRY, YOUR PURCHASE WILL SAVE 74,000 metric tonnes of CO₂ equal to the CO₂ exhaust from 49,000 EUROPEAN CARS

WHEN CONSUMERS CHOOSE FAIRY 25 THOUSAND TONNES

They save 25,000 tonnes of plastic every year globally - that's enough to recubate the amount of plastic waste in Morocco

#4 Catalyze Commitment

- Turning intentions into action
- We like to think about ourselves as people who do what we say
- Use public commitments, relevant locally


☆ +1 POINT AVAILABLE

Take the Pledge to #UnplasticthePlanet

Commit to Reduce Your Plastic Waste and #UnplasticthePlanet



93,006 / 100,000 actions taken






I believe it is time to #UnplasticthePlanet.

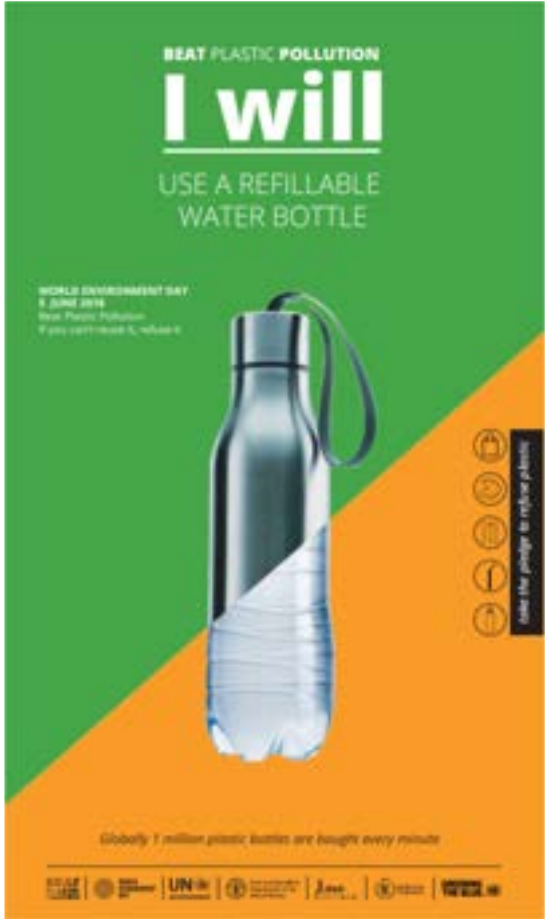
I commit to being a positive force in the world and take ownership of the choices I make that negatively impact our global environment.

I pledge to choose sustainable and reusable packaging whenever possible and reduce my usage of single-use plastic like bottles and grocery bags, etc.

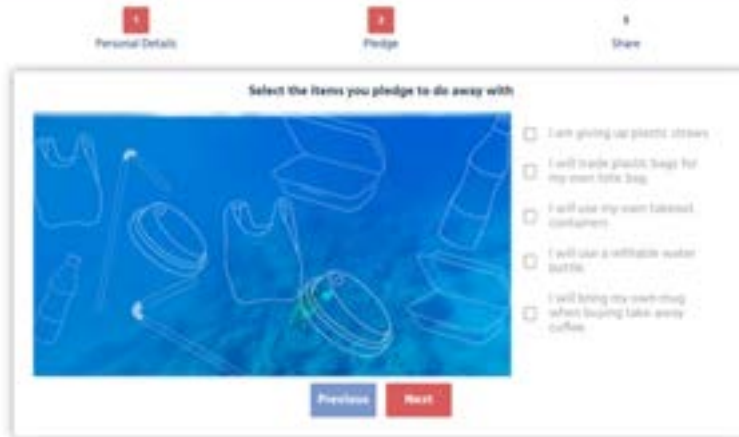
I will choose to reuse and recycle and ensure that Earth's oceans and natural resources are not irreparably harmed by adding litter to the oceans every day.

TAKE THE PLEDGE

Turning intentions into action



We like to think about ourselves as people who do what we say



Use public commitments, relevant locally



Plastic Free Jamaica

Give Up the Bag Habit!

#NEPAandYou







nepajamaica • Follow


nepajamaica Today, July 3 in international Plastic Bag Free Day and we're sharing it with you. We're giving up the 'bag' habit roun here. The first 5 persons to like this photo will win a reusable bag!
#plasticfreejamaica #NEPAandYou #plasticbanja #plasticfreejuly #preserveenvironment #beatplasticpollution #trashfreeeas
 Edited - 115w






29 likes
 JULY 3, 2020

 Add a comment...
 

#5 Tap Positive Emotions (Avoid Fear and Guilt)



- Focus on eliciting pride, love, optimism, and hope
- **Use humor!**

Focus on eliciting pride, love, optimism, and hope

If a business filled your containers, thank them!

 **Youth Formation Program Dasmariñas**
@YFPDasma

"Hey Modonald's Antlers Dasmariñas , thank you for filling my reusable container so I can avoid plastic. Now, please make a plan to fully join the #ReuseRevolution and ditch throwaway packaging altogether. #BreakFreeFromPlastic #tumblrchallenge"



2 10:45 AM - Nov 6, 2019 · General Trias, Calabarzon

[See Youth Formation Program Dasmariñas's other Tweets](#)



Ocean Conservancy
@OurOcean

"Feeling inspired? Share the joy with the #HopeInOcean and #HopeEnOcean hashtags to spread the work of these ocean heroes and to spark a call to action within the next generation of ocean stewards to protect people, biodiversity, and the planet." - @BLopezWagner



Avoid Fear and Guilt



My name is PVC 3.

I am versatile, toughness and I resist to grease, oil and chemicals.

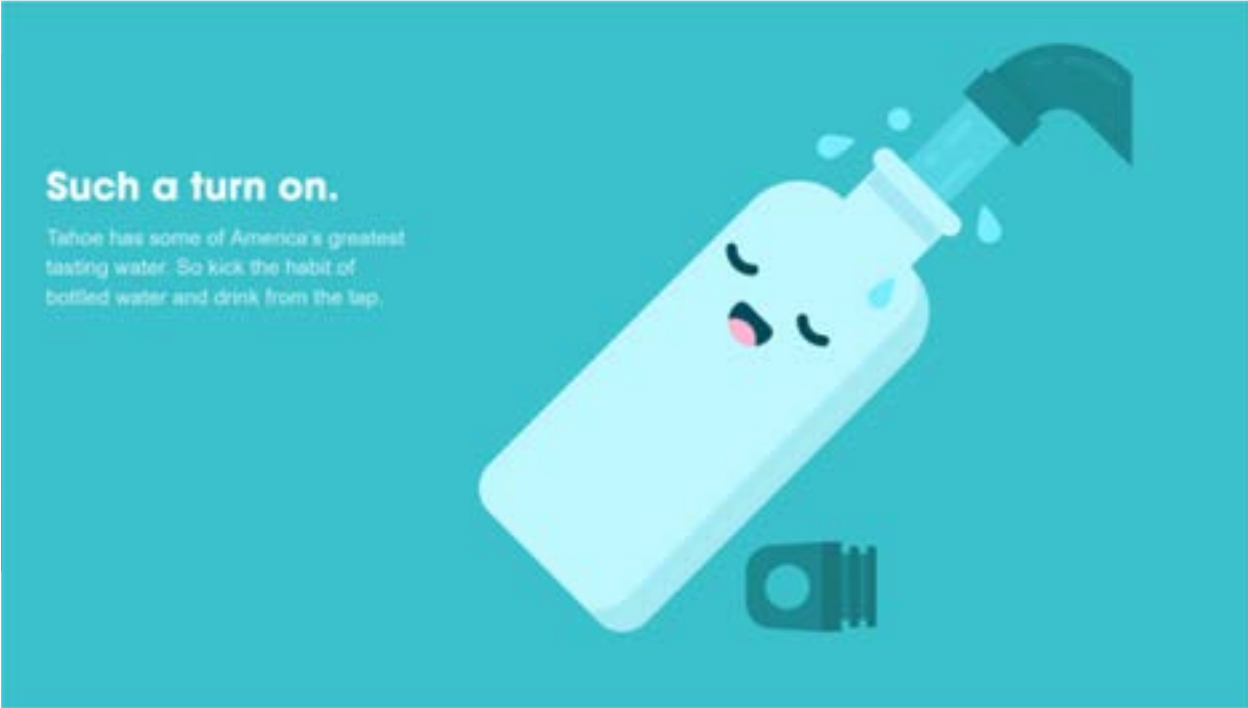
You can find me every time you go to the supermarket! I am in all food packaging of cheese, meat, etc. cooking oil bottles, clear food packaging.

I love to play so you can also find me in your room because I am in all your plastic toys, all your balloons and because I love water play, I am also in all your inflatable toys.

My nickname is "Super toxic" because I am really toxic.



Use humor!



Use humor!



Be careful with humor



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PERPETUAL

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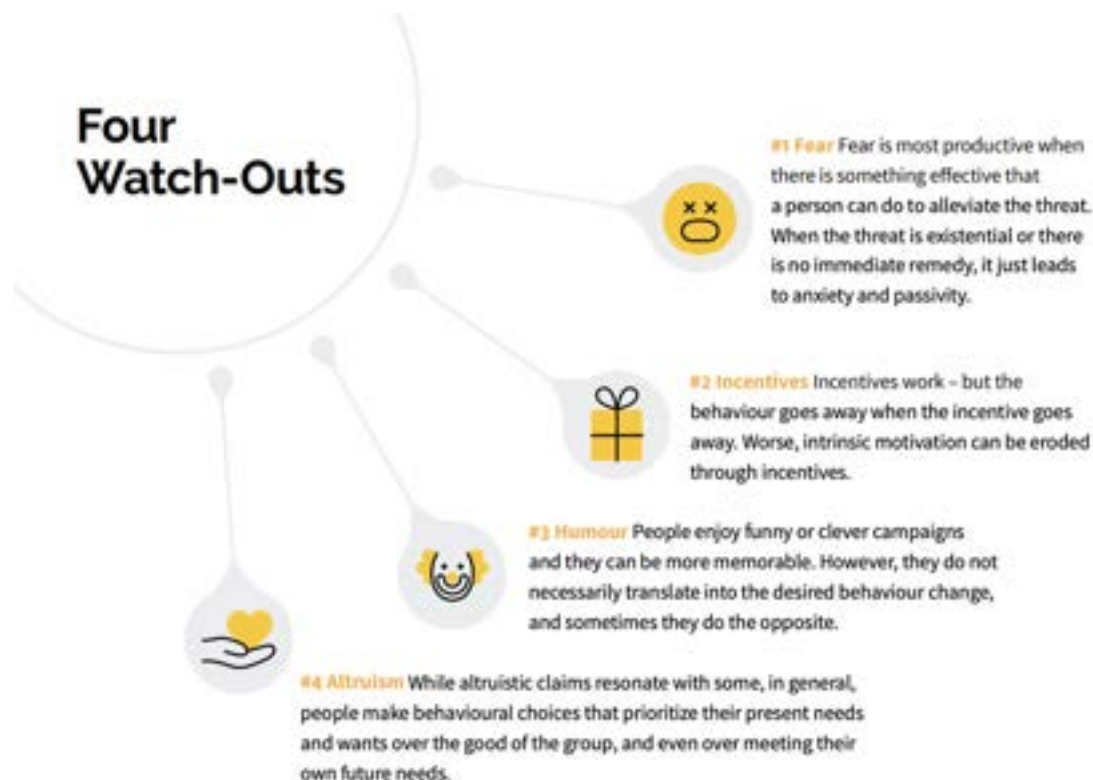
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Appendix



Summary of the Six Effective Strategies, the Four Watch-Outs, and the Four Common Mistakes

Appendix



Appendix

