

World Environment Day Toolkit

- Individuals -

Make your mark this World Environment Day

5th June 2018

Commit to beating plastic pollution by using the two hashtags:

#PledgeLessPlastic

#BeatPlasticPollution

Congratulations on committing to make a pledge to use less plastic and beat plastic pollution. In this toolkit, you will find useful information on how to get involved with World Environment Day 2018, make a pledge, host activities and educate and empower others on how to reduce waste, including single-use plastics, to beat plastic pollution.

“If we continue business as usual, by 2050 there could be more plastics than fish in the ocean (by weight).”

– The Ellen MacArthur Foundation

Toolkit Contents:

1. Why refuse single-use plastic
2. Pledge ideas
3. Activity ideas
4. How to break up with plastic
5. Power of partnerships

#PledgeLessPlastic



**WORLD
ENVIRONMENT
DAY**



**INDIA
2018**



Alongside our valued partners, the Society is proud to support World Environment Day again in 2018! Special thanks to [IEMA](#) for their continued work to promote World Environment Day alongside the Society.

www.socenv.org.uk/PledgeLessPlastic

9 REASONS TO REFUSE SINGLE-USE PLASTIC



1 Made from fossil fuels



2 Huge carbon footprint



3 Will still be here in hundreds of years



4 Only a tiny percentage is recycled



5 Leaches toxins into food & drink



6 Causes hormone disruption & cancers



7 Pollutes our oceans



8 Kills marine animals and birds



9 Enters our food chain



WWW.LESSPLASTIC.CO.UK

Source: www.LessPlastic.co.uk

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BEAT
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POLLUTION



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#PledgeLessPlastic Ideas

Whether you are just starting out in your journey to reduce single-use plastic or you want to take the next step, there is a pledge for you. Download one of our **pledge cards** or use any text / image you like, but be sure to use the hashtags **#PledgeLessPlastic** and **#BeatPlasticPollution** to view the power of partnerships and spread the pledge on Twitter. We want you to inspire others! You can make a pledge any time before or on World Environment Day – 5th June 2018.

Example: A pledge could be:

"I pledge to use reusable shopping bags and water bottles everyday #PledgeLessPlastic #BeatPlasticPollution"

The Big Four: A good starter pledge of reducing single-use plastics could be on eliminating the use of the following plastics:

- Bags
- Bottles
- Coffee cup lids
- Straws

A Bit More: If you are already doing the above and want to do a bit more consider pledging to reduce use of these single-use plastic items:

- Food packaging
- Cutlery
- Cotton buds
- Microbeads

Plastic Free: If you want to go plastic free, pledge to eliminate all the above plus plastic:

- Milk bottles, wrapped veg, synthetic sponges, microwave meals, sealed bread, shampoo bottles, razors, toothbrushes and much more!
- Why not tell us how many days you will pledge to not buy any single-use plastic?

If you want to make other pledges and/or commit to litter picks, community action or campaigns, then make a pledge using **#PledgeLessPlastic** and tell us about your activity.

Hashtags: Other hashtags to spread the message as far and wide as possible are:

[#WorldEnvironmentDay](#)

[#LessPlastic](#)

[#PledgeLessPlastic](#)



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Activity Ideas

Spread the Pledge: As well as making your own pledge use our [template email or social media message](#) to encourage your friends and family to also make a pledge, either personally or as an organisation.

Litter Pick: Arrange a litter pick in your area; speak to your local Council or community group for litter picking resources, ideas and tips. Useful links: www.plasticpatrol.co.uk or www.litteraction.org.uk.

Educate, Empower and Engage: Use the power of your voice and social media to educate friends, family, colleagues, and the community about plastic pollution and how we can reduce it. We have put together resources such as pledge cards, presentations and waste hierarchy's that you can use as a tool to engage others with. Resources are available [HERE](#) »

A Plastic Free Lunch: Why not bring your community together to host a plastic free lunch. To eliminate the food package that comes with a large percentage of food from supermarkets you will have to make your own, visit farm shops, and get creative. Don't forget to eliminate the single use cutlery too! Use the time to educate attendees about plastic pollution and to make a pledge.

Celebrate: The Society for the Environment is hosting its annual [Awards and Lectures evening](#) on World Environment Day to celebrate the outstanding work of environmental professionals across a huge range of disciplines. Why don't you reward your local environmental ambassadors on World Environment Day too?

Movie Time: Showcase to your community suitable documentaries on waste and its impact on our environment at your community centre. Some useful documentaries:

- [Ted Talks - Theme Plastic](#)
- [My Plastic Free Life - Videos and Documentaries](#)

And/or, join IEMA for their [World Environment Day Webinar](#) on the 5th June 2018.

Upcycle Class: Why not showcase some crafty ideas on how to upcycle single-use plastic items. Visit Instructables.com for ideas. Another ideal time for you to educate people on plastics and to make more pledges.

Quiz: Why not make a quiz to challenge others on their single use plastic and knowledge of its impact, and then encourage them to make a pledge based on the results. You could also give out prizes of reusable items such as lunch boxes, drink bottles, and bags for life.

Local Amenities: Challenge your local shops, take-aways and restaurants to reduce their packaging, as a consumer you have a power to make a change! Why not email or use social media to ask what they are doing to reduce single use plastic.

Attend/Register an Event: Visit worldenvironmentday.global to register or look out for local events.

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Break up with Plastic

One simple rule: If you can't reuse it, REFUSE it.

Kitchen

- **Bottled Water:** 64% of bottled water is tap water and costs 2,000 times more; switch to reusable water bottles to save pounds and plastic!
- **Carrier Bags:** The 5p charge for plastic bags was introduced in England in 2015 and there has been an 85% reduction in their usage. You can reduce plastic bags by carrying a reusable bag with you when you go shopping.
- **Party Time:** Most homes will use reusable plates and cutlery, but there are occasions such as parties and take-aways where single-use plastic may make an appearance.
- **Lunch:** Use a reusable lunch box to avoid buying single-use plastics, and avoid cling film to wrap foods in. There are alternative products such as beeswax food covers.
- **Black Plastic:** Such as ready-made meals, is a plastic that cannot be recycled nor, can it be reused. The best thing to do is avoid it altogether.
- **Tea Bags:** Yes, they have plastic in many of them. Make sure you are using one of the plastic free brands
- **Straws:** Over seven double decker busloads of straws are used each day across the world. If you do need to use a straw, you can use alternatives such as steel or cardboard straws

Bathroom

- **Toothbrushes:** You can switch to bamboo toothbrushes to help reduce plastic waste.
- **Microbeads:** These are small pieces of plastic in many hygiene-care products which wash down the drain of sinks and showers, polluting ecosystems and accumulating through food chains.
- **Soap and Razors:** Use bars of soap instead of pump bottles and razors with replaceable blades instead of disposable razors.

Other

- **Packaging:** Most things we buy for the house will come in household packaging - where possible shop locally to avoid packaging. Challenge your shops to reduce packaging waste.
- **Fire Starter:** Use match sticks instead of disposable plastic lighters.

Visit LessPlastic.co.uk for more information about **the power of individual action**.

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Power of Partnerships

Thank you for taking part in World Environment Day 2018 and committing to beat plastic pollution. Together we hope to make a positive impact on our environment and the future of our planet.

"You cannot get through a single day without having an impact on the world around you. What you do makes a difference and you have to decide what kind of difference you want to make."

- Dame Jane Goodall DBE, Primatologist and Anthropologist

A Special Thank You

This project and the campaign to promote World Environment Day has been developed as a partnership collaboration of the Society for the Environment, IEMA Corporate Members, LessPlastic.co.uk, UN Environment and a number of our Constituent Bodies. Plus, a thank you to Arup for sponsoring our [Awards and Lectures on World Environment Day](#).

We hope to spread the word further through all 25 of our Constituent Bodies, which span a spectrum of sectors and disciplines.

IEMA and their Corporate Members:



Supports:



Details of the Society's Constituent Bodies can be found [here](#) »

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