

World Environment Day Toolkit

- Organisations -

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 some 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
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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 your organisation. 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:

“Corp Ltd pledges to reduce single use plastics in our canteen by 2020 #PledgeLessPlastic #BeatPlasticPollution”

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

- 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 or on your site; speak to your facilities teams, local council and community groups 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 colleagues, suppliers, customers 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 colleagues and/or clients 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 environmental ambassadors on World Environment Day too? Or, feel free to register to attend our event!

Movie Time: Showcase to your colleagues suitable documentaries on waste and its impact on our environment. 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 a lunch break or team building day 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 your team 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.

Plastic Free Shop: Why not purchase and donate, or sell at a discount, reusable items such as lunch boxes, coffee cups, reusable straws and bags for life and encourage them to make a pledge as part of the purchase.

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.

Every organisation is different with different products and resources, so it would be difficult for us to provide a one size fits all solution in reducing single-use plastic. Some key activities that we would advise all organisations to do to are:

- Appoint and train a suitable person(s) to be responsible for environment and sustainability in your organisation.
- Implement an Environmental Management System (EMS) and environment policies.
- Carry out internal audits to identify where plastic and waste can be reduced and adapt processes to reduce.
- Follow the **waste hierarchy** when looking at all potential plastic waste.

Example case studies:

Visit our **World Environment Day resources webpage** to see case studies on how other organisations have reduced plastics.

Plastic Bags/Packaging: What options does your organisation offer in relation to bags for life and allowing customers to bring their own packaging? You can also reduce packaging from suppliers by buying in bulk and request alternative packaging options when tendering for new products.

Design: If you design and produce products, then look at all components and their necessity, the alternative materials available and the life cycle / reusability of the product.

Food/Drink: Things to consider:

- Do you provide reusable cups, plates and cutlery to staff?
- Are your bins appropriate for waste recycling?
- Do you promote the **waste hierarchy** to staff?
- Do you provide customer with straws? If you need to, could they be replaced with alternatives products?
- Offer discounts to customers who bring their own reusable bags/cups.
- How are condiments served?
- Anything that must be single-use, could be a compostable product.
- Are there facilities available to fill reusable water bottles? And wash reusable coffee cups?

Visit LessPlastic.co.uk for more information for **your business**.

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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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