

# THE BIG PLASTIC COUNT

## 16-22 MAY



## THE PROBLEM

We're all doing our bit to recycle, but plastic waste is still everywhere. Something doesn't add up... and we need your help to prove it.

Right now, nobody really knows how much plastic we're having to throw away, and we think it's more than anyone realises. There's simply too much of it, and recycling alone isn't going to solve the plastic problem.

## THE SOLUTION

The Big Plastic Count will uncover the truth about how much household plastic we throw away, and how much is really recycled. The nation will come together to count their plastic waste for one week in May.

The new evidence we gather together will be crucial to convince the government, big brands and supermarkets to finally take ambitious action on plastic packaging.

## WHY NOW?

This year, the government is starting to decide on legal targets to reduce plastic waste. We want them to set a target to reduce single-use plastic by 50% by 2025 (to be achieved by transitioning to reusable packaging which caters to everyone's needs) and ban dumping our waste on other countries.

**The bigger our count, the stronger our evidence, the louder our call for change will be.**

## WHAT POLICY CHANGES DO WE WANT TO SEE?

- ▶ Set a target to reduce the UK's single-use plastic by 50% by 2025, achieved by transitioning to reusable packaging which caters to everyone's needs.
- ▶ Ban plastic waste exports.
- ▶ Implement an all-in Deposit Return Scheme (DRS) for recycling and reuse.

## WHY SHOULD YOUR BUSINESS GET INVOLVED?

By taking part as an organisation or business, your team can play a fundamental role in pushing for proper action on plastics.

Since the UN Development Goals were established and Responsible Production and Consumption was highlighted as key in achieving a sustainable society, workplaces have been striving to meet their Environmental, Social and Governance targets, understand and reduce their Scope 3 Emissions, and improve their environmental impact.

The Big Plastic Count is a great way to understand how your collective household plastic waste footprints contribute to your environmental impact, share what you find with your customers or clients and have fun as a team while doing it!

With your help, we can gather evidence that can't be ignored.



## HOW TO GET YOUR BUSINESS INVOLVED

1. Share our all-staff email template to encourage your team to sign up and involve their households or families.
2. Put up posters around work to remind your team to sign up.
3. Let your customers or clients know you're going to be taking part on social media by using our graphics and encourage them to get involved too. Remember to use #BigPlasticCount to share your experiences.
4. Keep momentum throughout the week by starting the challenge together and then coming together at the end of the week to compare notes and share your findings.

[thebigplasticcount.com/get-started](https://thebigplasticcount.com/get-started)

## TEAM ACTIVITIES

- ▶ A good way to keep your team engaged and connected throughout the week is setting up a Slack or WhatsApp group/email chain so you can share findings along the way!
- ▶ Does your team respond well to an element of competition? Why don't you set a challenge to see who can take the best plastic photo? Or make the best plastic art piece?
- ▶ Want a fun way to learn about plastic with your team? Why not host a team movie night to watch Panorama's 'Coca Cola's 100 Billion Bottle Problem' or Emmy Award-winning documentary 'The Story of Plastic'.
- ▶ Team reflections - it's a great idea to get everyone together at the end of the week to discuss what they learnt. Eg. Where was most of their plastic likely to end up? Was it a shock? How much did your team use collectively? Were you using more plastic than you thought? Where could plastic be reduced?





## WANT YOUR BUSINESS TO TAKE PART?

We've put together the following resources to help your business take part:

You'll be sent a pack containing the following:

- ▶ Pre-written Tweet/FB post/IG/LinkedIn copy
- ▶ Three IG graphics in a variety of colours to choose from
- ▶ Email copy & email header
- ▶ Posters for communal areas, logos/graphics to include on your website

[Click here to access them!](#)



# TAKE PART. LET'S INVESTIGATE.