

Rethinking Single Use Plastics in South Orange, NJ



Welcome to South Orange, NJ

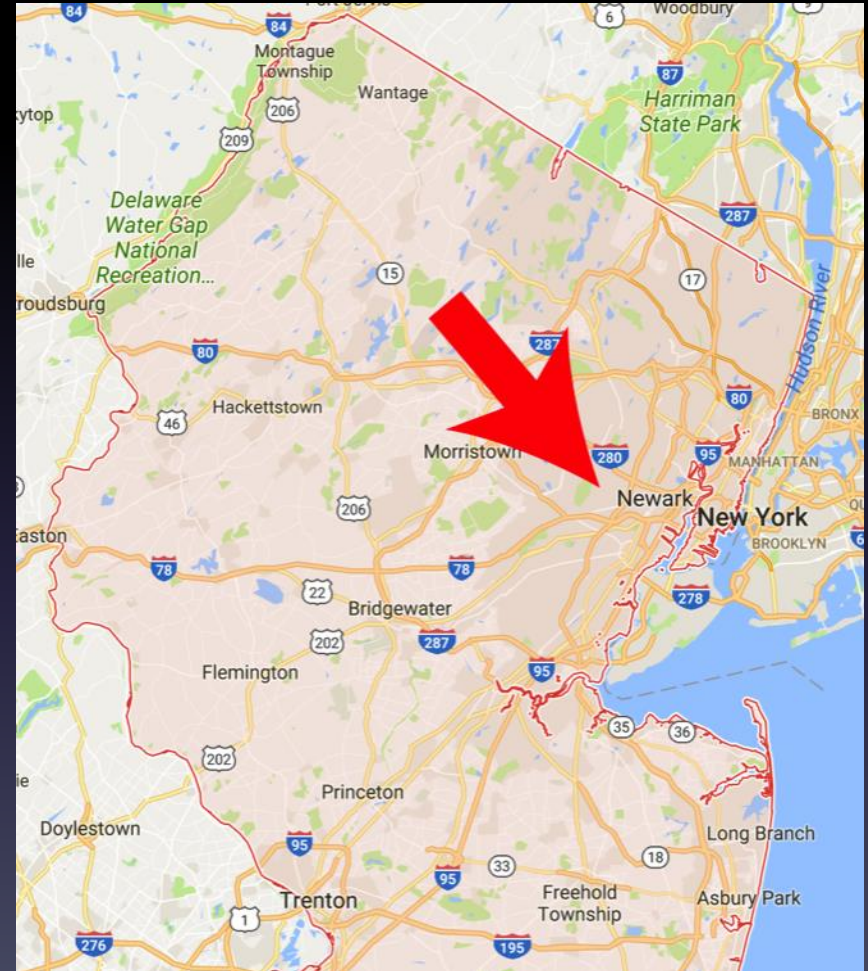
16K+ Population

5500+ Households

2.8 Square Miles

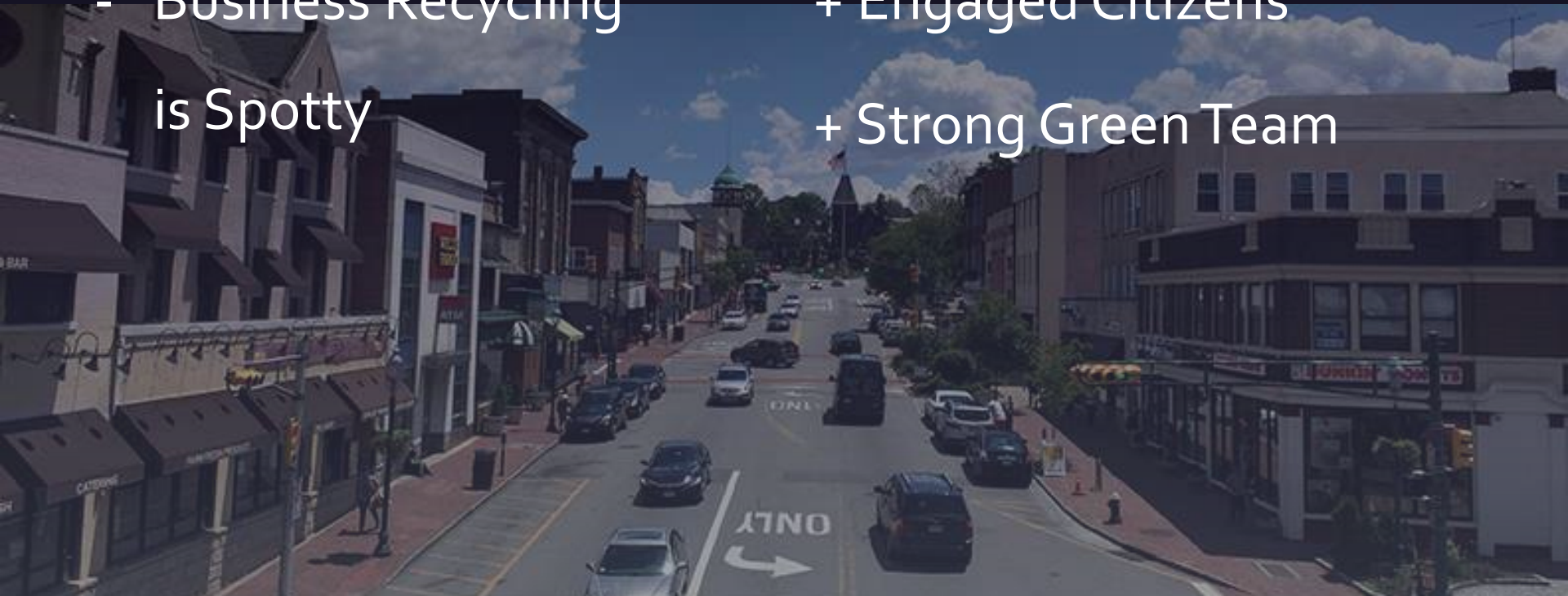
145+ Tons of Recycled Plastic
in 2016

52 lbs/household



The Local Scene

- Residential Increasing
Due to Single Stream
- Business Recycling
is Spotty
- Recycling Market
Downturn
- + Engaged Citizens
- + Strong Green Team



Introduction to Reduction

Direct to Business –

S.O.V.C.A.

Green Business Cert.

Alternative Packaging

Bulk Purchasing

Plastic Bag Reduction

in Stores

Direct to Residents

Free Shopping Bag

Distribution

Awareness

Film Series

Social Media & RiverDay



SOUTH ORANGE GREEN TEAM
& ENVIRONMENTAL COMMISSION

SO Not Plastic

The challenge to live free of single use plastics for one week (September 4th – 11th).

Goal; to increase awareness of dependence on single use plastics by leveraging assets of local volunteers –film maker, graphic design, PR, content research, fund raising, etc.



SO Not Plastic Campaign

Components:

Logo & ID, PSA film, print materials, social media, PR, pledge.

Expression:

Local films, online news, print news, posters in stores, bags, magnets, social media & events, word of mouth.

#sonotplastic



SO Not Plastic & Local Business

Exposure + Alternatives = Customers

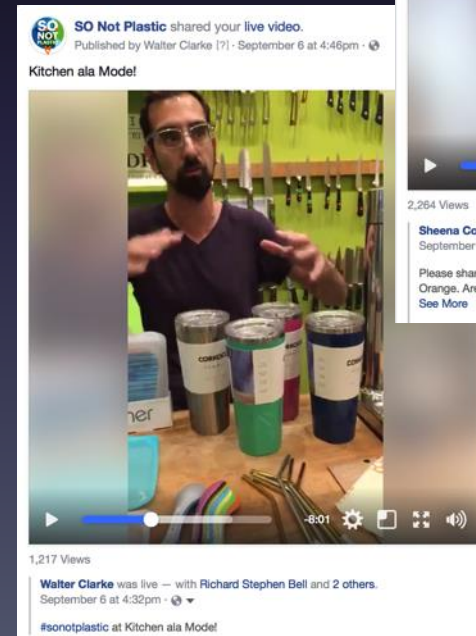
Reusable Shopping Bags - Stop & Shop

Retraining Cashiers - Rite Aid

Sustainable Packaging - Tito's Burritos

FB Live Events

Mayor's Shopping Spree at
Ashley's, KALM, D&I Fitness, Tito's
Kitchen A La Mode – alternatives to
plastic products



Results



Several Local Business Participated

>142 pledges

hundreds more participated and shared online

>500 visitors to *SO Not Plastic* Facebook Page

>3.5k views of FB Live

>1.3k PSA views (Vimeo + Outdoor Movies)

>1k number of reusable shopping bags distributed

Success?



Yes, in terms of awareness

Will 2017 recycling numbers go down?...

Stay tuned!

Thank You - Contact



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