

South Orange Plastic Reduction Campaign Toolkit

S.O. Not Plastic



Summary



- Set clear, simple goals
- Create Relatable message
- Actionable steps for participants
- Create a promotion plan
- Engage civic and business leaders
- Create Excitement - Launch Announcement
- Measure participation
- Next Steps

Clear and Simple Goals



- Goal: to reduce the consumption of single use plastic in South Orange
- We did several things leading up to the campaign:
 - Worked with businesses to consider using decomposable materials for their take-out containers
 - Showed educational films about how plastic ends up in our water ways and eventually our food sources
 - Distributed reusable bags (donated by Stop & Shop) to residents

Relatable Message



Why should residents care??

- ❑ Showed that the proliferation of plastics affects us directly-- food source, water, health
- ❑ National government is reversing many environmental safeguards, now it is imperative that local municipalities and residents to take the lead
- ❑ We can have impact by making different choices

Actionable Steps



- ❑ We asked residents to change their behaviours by participating in a 7 day challenge.
- ❑ Asked residents to sign a pledge form
- ❑ Created specific actions for each day
- ❑ Asked participants to post their “hacks” or pictures of themselves going plastic-free

Promotion Plan



- ❑ Created a promotion plan with consistent message via social media, psa, posters, postcards, banners, magnets
- ❑ Engaged local talents such as a professional graphic designer to create a logo that was consistent with our message and young filmmaker to create the psa
- ❑ Created webpage and did live FB videos
- ❑ Mapped out the daily feeds for the 7 day campaign
- ❑ Distributed bags, postcards and magnets

Civic and Business Leaders



The Environmental Commission partnered with businesses

- ❑ Local supermarket - limit plastic bags usage during the week
- ❑ Local Rite Aide - re-train staff to ask if bag was needed
- ❑ Other business limit use of plastic bags and hung posters as a reminder
- ❑ Civic leaders spread the word and in our case participated directly in the campaign

Create Excitement



Find ways to get people excited about the campaign

- ❑ Civic leader literally ran around town showing how to make better plastic choices using businesses in our town
- ❑ Had an official launch for the psa and conducted pledge drive
- ❑ Had an official launch for the start of the campaign

Measure Participation



As participants took the pledge, we were able to capture email addresses-

- ❑ We will follow up to gauge participation levels
- ❑ Alert participants of our next steps and continue to engage them
- ❑ Will also use social media to continue to reach advocates for the campaigns

Next Steps



Need to keep participant informed and engaged. Assess if goal has been accomplished and if not, what else can be done. In our case:

- ❑ Discovered that plastics are everywhere-- much harder to avoid
- ❑ Recycling is saturated and therefore, recycling is becoming less of an option
- ❑ Big Business will have to start sharing some of the burden of reducing plastics
- ❑ Give credit to business participants who engaged and participated

Resources



PSA for S.O. Not Plastic: <https://vimeo.com/228326199>

Pledge Form: <https://goo.gl/forms/dZh7msEGGA6UTVDs1>

Facebook Page: <https://www.facebook.com/SONotPlastic/>



A 7 Day Plastic-Free CHALLENGE
SEPTEMBER 4-11, 2017

CHALLENGE: Stop single-use plastic consumption for 7 Days ... **and every day!**

MONDAY Carry reusable shopping bags and reusable containers for leftovers at restaurants.

TUESDAY Don't buy plastic water bottles. Use reusable containers to carry your water.

WEDNESDAY Buy no to plastic straws.

THURSDAY Get the plastic off your face: say "no" to microbead products and choose products with natural exfoliates instead.

FRIDAY Don't buy helium balloons. Use bar soap instead of liquid.

SATURDAY Avoid Styrofoam cups, takeout containers and packaging.

SUNDAY

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