



# Tackling Plastic NI



## Case Study – MEA June Plastic Challenge 2018

<b>Project name/title</b>	The June Plastic Challenge 2018
<b>Project contact</b>	Catherine Hunter, Mid and East Antrim Borough Council
<b>Project Summary</b>	A project that challenges people to go without/reduce single-use plastic for the entire month of June 2018.
<b>Aims/objectives of project</b>	<ol style="list-style-type: none"> <li>1. To encourage people to eliminate or to reduce their 'single-use plastic footprint'.</li> <li>2. To encourage people to think before they buy a single-use plastic product.</li> <li>3. To encourage people to buy alternatives to single-use plastics.</li> </ol>
<b>Funded by</b>	MEABC
<b>Cost – if any</b>	N/A. Staff time.
<b>Cost savings through supply of alternative products/landfill savings</b>	We did not track cost savings with this initiative. We were assessing people's attitudes to single-use plastic and if they were able to reduce/eliminate it over this one month trial.
<b>Increases in recycling or reduction targets if any</b>	Participants decreased the amount of single-use plastic bough/used over this one month trial. Please see Appendix 1 Survey Results.

	<p>Participants were given a re-usable bottle at the start of the initiative.</p> 
<p><b>Target audience</b></p>	<p>MEA Employees (18+)</p>
<p><b>Successes</b></p>	<ul style="list-style-type: none"> <li>• 70 people signed up;</li> <li>• The participants are spread out throughout the borough; and</li> <li>• The majority of people have agreed to change their ways in terms of plastic use, e.g. Cutting down on the amount of straws that are used, using a 'bag for life' when shopping (See Appendix 1 for Survey Results).</li> </ul>
<p><b>Failures</b></p>	<ul style="list-style-type: none"> <li>• Engaging more staff to participate.</li> <li>• Better capture of single-use plastic reduction count.</li> </ul>
<p><b>Any communications inhouse or external (eg press releases, photos, social media, links to your organisations website)</b></p>	

## 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

LESS PLASTIC.

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## 9 TIPS FOR LIVING WITH LESS PLASTIC



1 Bring your own shopping bag



2 Carry a reusable water bottle



3 Bring your own cup



4 Pack your lunch in reusable containers



5 Say no to disposable straws & cutlery



6 Skip the plastic produce bags



7 Slow down and dine in



8 Store leftovers in glass jars



9 Share these tips with your friends

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### June Plastic Challenge - June Messages 2018

Message 1: To go out Friday 1<sup>st</sup> June 2018 - [MMcA]

“Let’s get going! It’s the launch of the June Plastic Challenge! Did you bring your re-fillable coffee cup to work today?

#juneplasticchallenge” (and add pic to post on Yammer)



Message 2: To go out Monday 4<sup>th</sup> June 2018 - [JA]  
“Have a nice plastic-free weekend? How about making dinner this week instead of that take away? #juneplasticchallenge” (and add pic to post on Yammer)



Message 3: To go out Wednesday 6<sup>th</sup> June 2018 - [JA]  
“How’s your plastic challenge going? Remember to take your bag for life when doing your weekly shop! #juneplasticchallenge” (and add pic to post on Yammer)



Message 4: To go out Friday 8<sup>th</sup> June 2018- [MMcA]  
“Have a great weekend and remember to think about what you’re buying this weekend....skip the plastic packaging in the fruit and veg isle! #juneplasticchallenge” (and add pic to post on Yammer)



Message 5: To go out on Monday 11<sup>th</sup> June 2018 -  
[JA]

“I hope you’re enjoying in the plastic challenge!  
Please comment on any new ideas and tips you’ve  
discovered over these first 11 days!  
#juneplasticchallenge” (and add pic to post on  
Yammer)



**PLASTIC FREE**  
**JUNE**