

2C NEED TO KNOW CAMPAIGN IDEAS

HOW TO RUN A CAMPAIGN

Review [the Plastic Pollution Coalition's](#) excellent materials on how to run an awareness campaign.

And the [The Drop it Youth Campaign](#), a global Campaign empowering students to take action on plastic pollution.

These materials serve as a base to customise and advertise awareness activities to the school or adapt them to specific needs.

Reduce Single Use Plastics

How will you be leading your campaign?

Just to get you started - See our tips below



AN INITIATIVE BY GOUUMBOOK

 <p>Be a leader in your own family! Get your parents and siblings engaged in your actions.</p>	 <p>Talk about the campaign to your class teacher and school friends.</p>
 <p>Lead by example and show them how you are taking action to reduce the use of plastics.</p>	 <p>Make posters and engage in class presentations to talk about the campaign and the harmful effects of plastic on our health and the environment.</p>
 <p>Take part in school assemblies and spread the word to a larger audience or age group.</p>	 <p>Get engaged in school newsletters. Write an editorial commentary.</p>
 <p>Organise an art competition on the topic of plastic pollution with the support of your art teachers.</p>	 <p>Participate in your school eco teams and inform your classmates on your actions.</p>
 <p>Contact the Parents' Association within your school to get parents engaged - to spread awareness to adults.</p>	 <p>At the school canteen, encourage the use of a reusable water bottle and an eco lunch box.</p>
 <p>Talk to your heads of school and facilities manager to implement change (i.e no more plastic bottles but filtered water).</p>	 <p>Organise a movie screening at your school. Discuss the main facts on plastic pollution. This can be part of an awareness session with the support of the DIY team.</p>
 <p>Use a reusable bag to go shopping - Say No To Plastic Bags at the cashier - be a leader in your community.</p>	 <p>Use social media* FB and Instagram to spread the word. Post a selfie, a short video, tell a story on how to ban the use of plastic bottles and their alternatives.</p>
 <p>Share information to your social media network. Share a blog article Drop It Youth has posted. Make a comment!</p>	<p>And these are just a few to name! Exercise your creative side and make an impact!</p>

* For the use of social media - Facebook and other online social media sites and email services - are prohibited by law from allowing children under 13 create accounts without the consent of their parents or legal guardians. Goumbook will not be liable for the by-passing of this rule.

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FRAMING THE NARRATIVE

Why are we changing out plastics?

Health and Environment are the two main reasons – it is important to show the cause and effect of plastics on humans and the environment. Posters can be created showing local examples and products.



HOSTING EVENTS

Here are some ideas for hosting events to raise awareness about plastics and support for future Plastic Free Campus projects. Everyone Is encouraged to use creativity to come up with differing event ideas!

Here is some action taking place worldwide to inspire ideas

Waste Free Lunch

ZERO WASTE lunch VS. WASTEFUL lunch

WHY SHOULD WE CARE?

A single student produces 45 to 90 pounds of garbage every year in disposable lunches. Everything that cannot be composted or recycled ends up directly in the landfill where it stays forever! Replacing single-use plastics with reusable containers, cloth napkins, and washable cutlery is an easy way to reduce and reuse. It is everyone's responsibility to ensure that we send as little unnecessary material to the landfill as possible.

Please do your part to help Marin reach Zero Waste!

WHAT SHOULD WE USE?

A lunch box or reusable canvas or linen bag
 Reusable containers for sandwiches, yogurt, fruit, vegetables, crackers, etc.
 Thermos or reusable drink containers (bottles, covered cups, etc.)
 Reusable tableware
 Washable cloth napkins
 Real forks and spoons that can be taken home and washed

WHAT SHOULD WE AVOID?

Paper or plastic bags as a lunchbox
 Juice boxes, milk cartons, disposable plastic or foil drink containers (i.e. Capri Sun)
 Styrofoam containers and cups
 Plastic baggies
 Individual-serving bags (e.g., chips, cookies, etc.)
 Plastic forks, spoons, straws



Dedicate a “waste free lunch” day each week or month, to encourage everyone to bring their own packed lunch without single-use plastics.

Parents can use tips from the plastic-free living workshop described in Module 3: Home.

School Supply Exchange

- Each month host a school supply swap for paper, supplies, sports clothes and more.
- Or, dedicate an area in school where people swap something they no longer need for something they do.

That way, money and resources are saved!

This should be done in the first few days/weeks of school, when most people buy new school supplies and books

If the school procures these supplies this could help reduce or replace plastic items.



Recycling Awareness Week

Host one week dedicated to recycling awareness, involving:

- Classroom investigations, for example:
 - On the importance of recycling
 - On why recycling isn't the total solution
- Bin-busters to help direct waste into waste and recycling bins at break and lunch times to show how to separate waste
- Hold a competition for a plastic pollution poster
- Ask students to bring recycling objects from home to turn into an art project and exhibit the creations alongside informational posters about plastic pollution.
- Look at ways of changing the processes (e.g. can we centralize a mustard dispenser instead of sachets?)

From Trash to Art

- Set 30 minutes and encourage a class or students to run around campus – or hike/ walk through the village/town and tag as many items as possible using the app [Litterati](#), connecting them to a community that's crowdsource-cleaning the planet, one piece at a time.
- Encourage students to keep 5-10 pieces of (non-contaminated) trash they would most like to turn into an **art project** - It should be thoroughly cleaned and disinfected.

Clean Up

- A class or school could organize a local or social clean up in the woods, in fields and hedges or along a beach or stream. This would be a great way to reach out to the local community and publicize the plastic pollution issue.
- Using the [Litterati](#) app and #trashtag hashtag the items can be documented and used for research and reports.

Blind Water Tasting Test

- A group of students can organize a blind water tasting on World Water Day -22nd March - or during another school event, to raise awareness on water and find people's preference between tap water and bottled water. It is always interesting to analyse these results and it may be a great data source for a school article. Usually tap wins!

Workshop on Alternatives to Plastic

- A group of students can take the lead and organize a workshop to show more sustainable products as alternatives to plastic. This will have to be adapted to your circumstances and local products you get in your stores. The students will research which items in paper, wood, metal, or bio-based materials are available to show how to live more sustainably or even zero-waste.