

the plastic! challenge!



“Our planet is becoming poisoned by plastic. The vast amount in our oceans has become an environmental emergency as a direct result of our throwaway society. That’s why I’m supporting the Marine Conservation Society’s Plastic Challenge. Don’t just get depressed about plastic - stop using it!”

Simon Reeve



Are **you** up for it?



Marine Conservation Society Overross House, Ross Park, Ross-on-Wye, Herefordshire, HR9 7US
Tel: 01989 566017 Email: fundraising@mcsuk.org Web: www.mcsuk.org

The Plastic Challenge
is proudly supported by



We're living in a **plastic world**

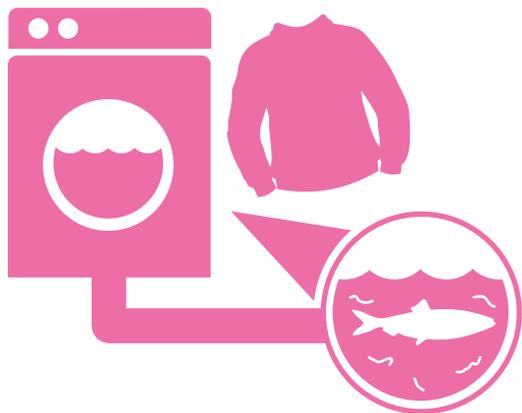
we're **washing in**
plastic



we're **eating**
plastic



we're **wrapped in**
plastic



we're **surrounded by**
plastic



our seas are becoming
a **plastic**
soup



our beaches are covered
in **plastic**



our wildlife is killed
by **plastic**

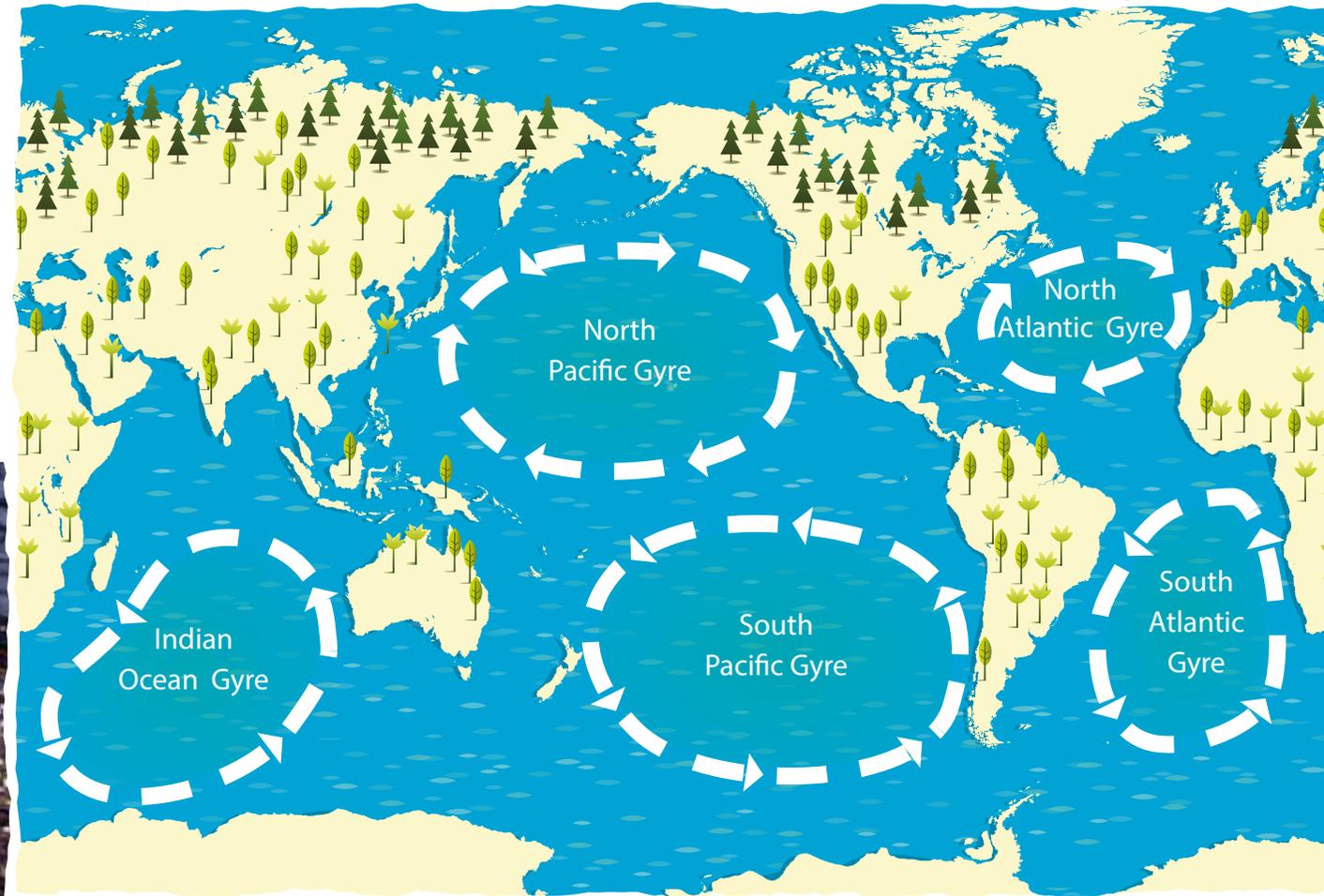


We're living in a **plastic world**

Floating rubbish dumps

Gyres are vast, rotating currents in our oceans that allow debris, particularly plastics, to get stuck in this swirling vortex.

It's been reported that **microplastic particles outnumber plankton six times** in these areas!



Our 2016 Great British Beach Clean found **over 69% of all litter on UK beaches was plastic** - with **449 plastic items per 100m** of beaches cleaned.



The **plastic** challenge

What: Giving up single-use plastics, whilst raising money for MCS to fight plastic litter.

When: 1st – 30th June 2017

Where: Wherever you are! Be part of the community
www.mcsuk.org/plasticchallenge
@mcsuk and #plasticchallenge

Why: We have a vision of a world where plastics don't end up in our seas and on our beaches, where they persist and impact on marine life.

How long: A day, a week, a month – how long can you last?



Sea Champion Emily Smith gave up single-use plastics in 2013 and **raised over £700 for MCS**. In doing so, she challenged her friends and family to do the same, and so the Plastic Challenge was born.

The Plastic Challenge isn't all about living completely plastic free - these days that would be pretty near impossible. We hope Plastic Challengers will try to reduce their plastic footprint in all sorts of ways - giving up single-use plastic products like plastic bottles and bags or ready meals packed in plastic.

Getting past the first hurdle of the weekly shop is a challenge in itself. Just about everything is covered in plastic. But our Plastic Challengers are constantly finding ingenious ways to avoid it. Check out the **tip swap!**



Visit the **Plastic Challenge Shop** for single-use plastic free products to help you get through the challenge.



Get your **free Plastic Challenge Starter Pack** when you **join MCS** from just £5 a month.





The amount of litter on our beaches is rising annually. As a charity MCS needs your help to ensure we can continue to organise beach cleans, work with industry and governments on finding solutions to the problem, and keep the issue of marine litter in the public eye.

£400 will help us bring together experts to rethink packaging.

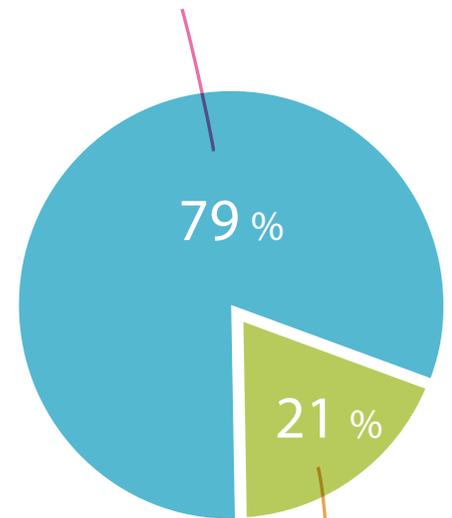
£150 can help us investigate more brands that use microplastics in their health and beauty products, and get them to stop.

£50 can help us promote simple changes in behaviour that make a big difference.

£20 would equip two MCS volunteers to survey rubbish on our beaches, influencing government policy on marine litter.

Where your money goes

*Conservation programmes,
education and campaign
communications*



Fundraising and membership

Ask for sponsorship and get your family, friends and colleagues involved in the Plastic Challenge.

It's really straightforward and there are **three easy ways to collect donations**:

- ① **Use the MCS sponsor form** in your fundraising pack.
- ② **Set up an online giving page within minutes**
– and you don't have to worry about handling the cash.
Your sponsors donate online and then everyone can see how much you've raised so far.
Check out www.everydayhero.co.uk/event/PlasticChallenge
- ③ **Host your own Plastic Challenge fundraising event!**
Have fun whilst raising much needed funds.

Matched giving at work

A matched giving scheme means your employer will match whatever you raise pound for pound! If your company doesn't have a scheme in place it's worth asking if they can set one up – there's lots in it for them, most notably local publicity! Make sure you mention their generosity in any press releases or interviews you're asked to do.

**Our fundraising team is on hand to support you, just get in touch:
01989 566 017 or fundraising@mcsuk.org**

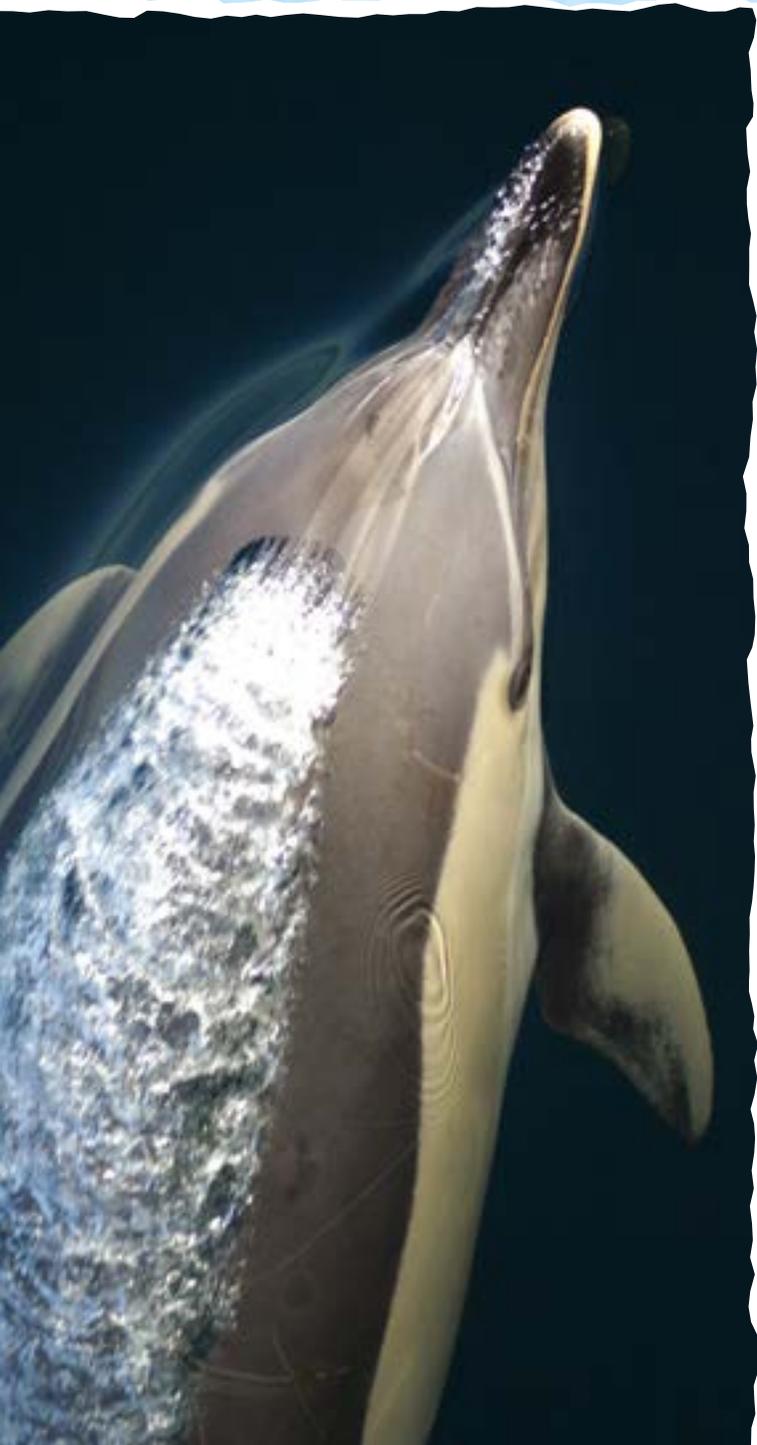


Challenge your school!

What is single-use plastic?

Download our educational resources.





Plastic Challenge fundraising events

Why not host a Plastic Challenge fundraising event at work, in school, with friends or your local community group? Together you can pack in the plastic, and make a start on improving the health of our oceans. Getting other people involved is a great way to get the donations rolling in.

Check out some ideas for **single-use plastic (SUP) free events**:

- SUP-free dinner challenge with your friends
- SUP-free picnics
- SUP-free cooking classes
- SUP-free bake off
- SUP-free midnight feasts
- SUP-free pamper party
- SUP-free raffle
- SUP-free afternoon tea
- SUP-free barbeque
- Learn to make sugar scrubs with your friends
- Knitting or sewing? You could make your own bags!

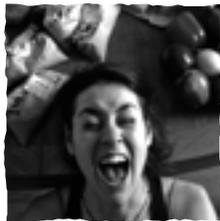
How to pack in the plastic...

...in the bathroom



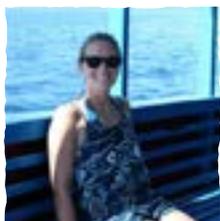
"Pop down to Lush for plastic free toiletries – shampoos, conditioners, face wash, moisturiser, even deodorant and toothpaste!"

Agatha Ioannou, London



"I found unpackaged loo roll from ScoopAway and The Better Food Company!"

Charlotte Gee, Bristol



"Use soap bars instead of handwash, and save some money too!"

Elsbeth Owens, London



"Make your own sugar scrub using only natural ingredients. Much cheaper than shop bought stuff!"

Sanjay Mitra, Ross-on-Wye

...in the kitchen



"Make your own packed lunches rather than nipping out to buy pre-packaged sandwiches."

Nicola Baker, Herefordshire



"I made homemade orange juice, and I found plastic free rice and couscous in Lidl!"

Stephanie Barnicoat, Truro



"Make more of your own food rather than getting pre-packed dinners".

Hannah Furnell, Ross-on-Wye



"I started having a doorstep delivery of milk to avoid the plastic containers."

Emily Smith, Lambeth

How to pack in the plastic...

...at the shops



“Take containers with you for self weighed dried goods like herbs and spices, coffee, dried fruit and pasta, and for shopping at meat counters and delis.” Charlotte Gee, Bristol



“Get a shopping basket – they last a lifetime!” Jake Skelton and Steve Carter, Hatherleigh



“Shop locally! Check out your local butchers, grocers, fishmongers and markets, you’d be surprised, there are more plastic free products than you first think!”

Ed Santry, London



“Make your own cotton bag – MCS have a **free template!**”

Kate Wilson, Ross-on-Wye

...in the cleaning cupboard



“Refill your cleaning products! I found that Ecover sell 5 litre re-fills of toilet cleaner, multi-purpose cleaner, washing up liquid... and much more.”

Elspeth Owens, London

Found a product with excessive plastic packaging?

Tell the manufacturer!



“This phone case is a fantastic use of an innovative material, but there was a shameful amount of plastic packaging. Does it really need inner plastic packaging, an over-elaborate injection moulded acrylic case, and then bubble wrap?! I wrote to ask the company to do something about this, as a modern product should be sold in an environmentally responsible way.”

Trevor Morton, Cumbria

Share your experiences

The Plastic Challenge is all about highlighting just how much we depend on single-use plastic. Get talking and share your tips and experiences on the [Plastic Challenge Tip Swap](#).

- Got a “plastic free” recipe? **Share it!**
- Found a product you can’t replace? **Tell us!**
- Amazed at how much you’ve reduced your rubbish? **Celebrate it!**
- Found excessive plastic packaging? **Share it and tweet the company!**
- Let your local paper and radio station know!
You can use our template press release to help you.



Patrick Joel's plastic free lunch



Emily Smith's plastic-free homemade pasta

There's strength in numbers...

So get your friends, family and colleagues to join your Plastic Challenge team for moral support!

Show us your basket!

Proud of your plastic free shop or is it too much of a challenge? Tweet and Facebook your shopping basket selfie!
@mcsuk #plasticchallenge

 www.facebook.com/mcsuk

 [#plasticchallenge](https://twitter.com/mcsuk)

Web www.mcsuk.org/plasticchallenge

Email info@mcsuk.org