



SURFERS AGAINST SEWAGE IS A NATIONAL MARINE CONSERVATION AND CAMPAIGNING CHARITY THAT INSPIRES, UNITES AND EMPOWERS COMMUNITIES TO TAKE ACTION TO PROTECT OCEANS, BEACHES, WAVES AND WILDLIFE.



THANKS TO SAS MEMBERS FOR MAKING THIS PROJECT POSSIBLE.

www.sas.org.uk



INDIVIDUAL ACTION PLAN

A COMPILATION OF FACTS, TIPS & IDEAS TO MAKE BOYCOTTING THROWAWAY PLASTIC, SIMPLE



IMAGINE A WORLD WHERE OUR BEACHES AND SEASHORES ARE NOT BLIGHTED AND STRANGLERED BY PLASTIC POLLUTION. PLASTIC FREE COASTLINES IS THAT VISION. IT'S WHAT PEOPLE AND PLANET ARE CRYING OUT FOR AND IT'S WHAT WE'RE CAMPAIGNING HARD TO ACHIEVE.

Why plastic?

Convenient at the time, throwaway plastics are used for a matter of minutes, but last a lifetime in the marine environment, causing death and destruction to all that resides there. It's ironic that the very properties that make plastic so useful also make it so damaging when it lingers in the marine environment. With parts of the ocean now holding more plastic than plankton our entire ecosystem is under threat. Losing food, recreation and the oxygen giving qualities of the ocean will impact every single one of us.

What can we do?

Going plastic-free is not easy but reducing your plastic use is. Concentrate on the big four: coffee cups, plastic bags, straws and plastic drinks bottles. Then build from there. Start ticking off your Individual Action Plan and reduce your use of throwaway plastics. Making simple changes to the way you live not only improves our environment but can also save you money!

177 KG
AMOUNT OF PACKAGING WASTE THAT EACH BRITON CREATES, EVERY YEAR!

£0.001
AVERAGE COST OF A LITRE OF TAP WATER. 500 TIMES LESS THAN BOTTLED WATER!

EVERY ACTION IS A VICTORY IN THE FIGHT AGAINST PLASTIC POLLUTION!

DON'T FORGET TO TELL US ABOUT YOUR SUCCESSSES!

The next steps

Are you interested in taking your town to the next level? We're looking for leaders to establish Plastic Free Communities.

Head over to our website and find out more:

plasticfree.org.uk

INDIVIDUAL ACTION PLAN:

- Remember your refillable water bottle**
- Take a reusable coffee cup and **refuse single-use take away cups**
- Refuse** single-use packaging
- Resist a straw**; straws suck
- Refuse** a single-use plastic bag and take your own
- Take your own cutlery or use sustainable alternatives**
- Avoid** single-use plastics in the bathroom
- Refuse** single-use condiment sachets
- Do your own **#miniBeachClean** or **#communitycleanup**. Grab a handful of plastic pollution every time you visit you go out
- Fund the Resistance** - Donate to SAS today and help fund the resistance. Just £5 helps support the movement towards Plastic Free Communities



REFUSE. REFILL. REUSE. RECYCLE.

THE OFFENDERS:



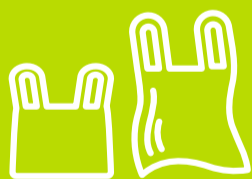
The UK uses a staggering **38.5 million single-use plastic bottles every day**, of which **fewer than 60% are currently recycled!**



Only 1% of the 2.5 billion coffee cups used in the UK each year **are recycled**



Used for just 20 minutes, once discarded **a straw can last in the environment for 100s of years.** Straws Suck!



Plastic bags fragment in 100-300 years depending on thickness and size, **but will remain at large in the environment indefinitely**



Millions of toothbrushes are discarded every year in order to preserve our dental health. Seek a non-plastic toothbrush to ensure they don't pollute our environment after use



Single use plastic utensils are often not recycled due to contamination with food and cost of recycling per unit. **Refuse them, take your own and reduce this unnecessary addition to landfill**



Nearly 24 cotton bud sticks are found for every 100m of UK coastline! These are incorrectly disposed of down the toilet and can last for over 150 years in the environment



This poster has been printed using recycled FSC paper. Printed in Cornwall using vegetable based inks. Please recycle appropriately.

Continuously working to be the positive change we want to see in the world. This toolkit has been designed by leap.eco



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