

A PLASTIC PLANET

One Plastic Free Day – Working with our Partners to Inspire the World

June 5 will herald a World first - **One Plastic Free Day**.

This coincides with World Environment Day.

On the international launch of the world's first One Plastic Free Day, A Plastic Planet and **Sky Ocean Rescue** will ignite and inspire the world to **#PassOnPlastic** and turn off the plastic tap.

In collaboration with our inspired partners: **Live Nation, Vice Media, Iceland Foods, Ekoplaza, Bluewater Royal Caribbean Cruises, Mediacom, One Young World, Volvo Ocean Race, TimeOut, Spotify, Sky News, Sky Sports, Jack Johnson, Street Wisdom, Trash Hero World, Indonesian Waste Platform (Indo), Good Market (Sri Lanka), Jakarta Post, EcoCentric, Bye Bye Plastic Bags, Uplift, Antana, Roar Media, CECRPA (Chinese Ecological Civilization Research & Promotion Association) and United Nations**, we hope to touch the lives of more than **250 million people** globally.

We'd love to champion your partnership with One Plastic Free Day via wall-to-wall international press coverage.

A Plastic Planet will be working with **The Sun** and **The Guardian** in the UK, **The New York Times** and **The Washington Post** in the US, **The Sydney Morning Herald** in Australia, **Globo** in Brazil, and **The Mainichi** in Japan announcing to hundreds of millions of readers that people all over the world are coming together to quit their plastic addiction and **#PassOnPlastic** on One Plastic Free Day.

We are working with **TimeOut** on features to be published in multiple languages.

One Plastic Free Day will also be featured by international broadcasters such as **Sky News, CNN** and **Al Jazeera**. We will ensure that you are at the heart of this coverage.

Social media will be central to One Plastic Free Day. In the lead up to June 5, A Plastic Planet is working with its partners to deliver a big-bang package of social media content.

We ask you to join us in delivering the following programme of high-impact social media content. Accompanying this briefing note is the master One Plastic Free Day in both Gif and Mp4 format..

Together, we can inspire the world. This is a simple plan that will change the world forever.



ONE
PLASTIC
FREE
DAY

THE 5 DAY ACTION PLAN

THURSDAY 31 MAY – FIVE DAYS TO GO

- Post the master OPFD **GIF or Mp4** on your organisation's **Facebook** and **Twitter** pages with the message:

On June 5 let's **#PassOnPlastic. #OnePlasticFreeDay**

- Post a statement on your website announcing that it's just five days until the world's first **One Plastic Free Day**.

Use the headline: *"With just five days to go until the world's first One Plastic Free Day, we're proud to announce that we're going all out to **#PassOnPlastic**".*

In the statement post this simple three-point plan showing how people can follow your lead in going plastic-free.

Step One: On June 5 millions of people all over the world will be giving up plastic-packaged food and drink packaging for 24 hours. Together we can **#PassOnPlastic** and be part of a new plastic-free generation. The first step is to identify those plastic-laden food and drink products that we use every day.

Which plastic-packaged products make your blood boil? Sandwiches in indestructible plastic cartons? Water in plastic bottles? Coffee cup lids? Takeaway fruit in plastic tubs? Little plastic butter and jam pots? Plastic-lined cartons with plastic straws?

Step Two: Take a photo of the plastic-packaged food and drink products that you are giving up on June 5.

Step Three: Post your photos on **Twitter** and **Facebook** with the message:

On June 5 let's **#PassOnPlastic. #OnePlasticFreeDay**

FRIDAY JUNE 1 – FOUR DAYS TO GO

- Re-post master **GIF / Mp4** on social media with the message:

On June 5 let's **#PassOnPlastic. #OnePlasticFreeDay**

- Post a video of you or your colleagues delivering the following message:

On June 5 we'll be passing on plastic. One Plastic Free Day.

- Advertise the fact that your business is taking part in One Plastic Free Day via your organisation's **LinkedIn** page – sharing what your organisation is doing to **#PassOnPlastic** on June 5.

MONDAY JUNE 4 – ONE DAY TO GO

- Re-post master **GIF / Mp4** on social media with the message:

On June 5 let's **#PassOnPlastic. #OnePlasticFreeDay**

- Post a video on your organisation's **YouTube** channel with a short message explaining that your organisation is all set to **#PassOnPlastic** on June 5. The message is:

On June 5 we'll be passing on plastic. One Plastic Free Day.

TUESDAY JUNE 5 – ONE PLASTIC FREE DAY

- Post a video of you or your colleagues delivering the following message:

Today we're passing on plastic. One Plastic Free Day.

- If your organisation operates in multiple markets across the world, ideally these videos will be published in a raft of different languages.
- Post a series of photos of the plastic-packaged food and drink items that you are giving up for One Plastic Free Day. This can be anything from plastic-wrapped **cucumbers** to **mineral water** in plastic bottles. Each photo should be accompanied with the message:

Today let's **#PassOnPlastic. #OnePlasticFreeDay**

MAKING HEADLINES IN TRADITIONAL MEDIA

On One Plastic Free Day comment pieces from some of the world's most influential business leaders and campaigners will be appearing in international publications. We invite your CEO to put their name to an opinion editorial piece in national newspapers making clear why your organisation is proud to be at the forefront of the global movement to end the scourge of plastic pollution. A Plastic Planet's communications team will work closely with you to put this piece together and then supply it to international media. If this would be of interest please get in touch via alex@higginsonstrategy.com / +447982 914122.