

PLASTIC CHALLENGE SOCIAL MEDIA TOOLKIT



About the Plastic Challenge

Keep Britain Tidy, the Environment Agency and Natural Course have partnered to develop a challenge aimed at raising awareness of the impact the plastic we use on marine life.

The [Plastic Challenge](#) will take place from 1st August – 31st August 2021 and aims to support people in making sustainable choices when it comes to the products they use.

Every year 2 million tonnes of plastic waste enters the ocean from rivers and has a devastating impact on wildlife.

Plastic kills over a million sea birds and 100,000 sea mammals, turtles and fish every year. 100% of animals washed up on UK beaches were found to have plastic in their stomachs.

Around 80% of this plastic comes from what consumers throw away and flush down the loo.

That's why it is crucial that we raise awareness of this issue and help people make more sustainable choices.



The Challenge

Everyone signing up to the Plastic Challenge will receive weekly emails with new challenges to encourage them to reduce, reuse, recycle and responsibly dispose of their plastic. They will also receive weekly support and advice on how to make more sustainable choices.

Those who complete the challenge will be in with a chance to win a bundle of plastic-free goodies!

The Plastic Challenge will run from 1st-31st August 2021, but people can sign up to the challenge at any time after that and still receive the challenges and support emails. There are some resources below that have the dates on but everything else is generic, meaning that you can use these resources any time!

Key Messages

The 4 R's

- **Reduce** the amount of plastic we use by switching to sustainable alternatives.
- **Reuse** the plastic we already have to ensure we buy and use less.
- **Recycle** as much plastic as we can
- **Responsibly** dispose of plastic we can't recycle

The 3 P's

Only ever flush the **3 P's – pee, poo and paper**

Key Facts

- UK waters are home to ecosystems as diverse as the Amazon Rainforest
- UK waters are home to over 30,000 different species, including dolphins, whales, turtles, seals and many more.
- 2 million tonnes of plastic waste enters the ocean from rivers every year. Most of this is from what we throw away and flush.
- Plastic can be blown or washed into rivers if not disposed of responsibly.
- Most wet wipes, sanitary pads and tampons contain plastic. They should never be flushed down the loo.
- Wet wipes, sanitary pads and tampons do not break down in sewers and cause blockages, which can lead to floods and overflows into rivers and seas.
- Every year in the UK there are approximately 300,000 sewer blockages, costing £100 million to clear.
- Every year in the UK:
 - 30 million tonnes of litter are dropped



- 1.5 billion sanitary items are flushed
- 11 billion wet wipes are used
- 320 million tonnes of plastic are used and only 5% is effectively recycled

Resources and links

Sign up to the Plastic Challenge using this link:

<https://www.keepbritaintidy.org/plastic-challenge>

Tag:

Facebook

- @KeepBritainTidy
- @environmentagency

Twitter

- @KeepBritainTidy
- @EnvAgency
- @natural_course

Instagram

- @keepbritaintidy
- @envagency

Hashtags

Primary hashtag: #PlasticChallenge

#LoveWhereYouLive




#PlasticPollution

#SaveOurMarineLife

#SaveOurSeas



Social Media Resources

Plastic Challenge 2021			
Key Message	Social Media	Graphic/Video	Copy
Sign up to the #PlasticChallenge AUGUST 2021 DATES	Facebook/Instagram Post	 <p>Download Facebook/Instagram Post here (PNG)</p>	Join the fight against plastic pollution by joining Keep Britain Tidy's #PlasticChallenge! From 1 st -31 st August 2021, we will be taking action on plastic. Sign up to receive weekly emails, with challenges, support and advice on how to tackle plastic pollution by taking simple steps in your homes and communities. Sign up here and be in with a chance of winning some plastic-free goodies to get you started on your journey! www.keepbritaintidy.org/plastic-challenge
	Facebook/Instagram Story	 <p>Download Facebook/Instagram Story here (PNG)</p>	
	Twitter Post	 <p>Download Twitter Post here (PNG)</p>	



- Do you know where your plastic goes?
- Impact of plastic on wildlife

Facebook



[Download Facebook Post here \(PNG\)](#)



[Download Facebook Post here \(PNG\)](#)

Instagram



[Download Instagram Post here \(PNG\)](#)







[Download Instagram Post here \(PNG\)](#)



Every year, #plasticpollution kills over a million sea birds and over 100,000 sea mammals, turtles and fish.

Protect our oceans and wildlife. Sign up to the #PlasticChallenge.



	<p>Twitter</p>	 <p>Download Twitter Post here (PNG)</p>  <p>Download Twitter Post here (PNG)</p>	
<p>Wet wipes, tampons and sanitary pads contain plastic.</p> <p>They should never be flushed down the loo.</p> <p>Only flush the 3 P's.</p>	<p>Facebook Instagram Twitter</p>	 <p>Download Video here (mp4)</p>	<p>Did you know that items like wet wipes, sanitary pads and tampons contain #plastic? When we flush them down the loo, they can cause blockages, floods and end up in the sea, harming wildlife.</p> <p>Get advice on how to protect the ocean and wildlife by signing up to the #PlasticChallenge!</p>
<p>The journey of plastic.</p> <p>Our plastic waste travels down rivers into the ocean.</p>	<p>Facebook</p>	 <p>Download Facebook Post here (PNG)</p>	<p>The #plastic we use, throw away and flush down the loo can end up in rivers which take it to the ocean, where it can damage ecosystems and harm wildlife.</p> <p>Reduce, Reuse, Recycle and Responsibly Dispose of your #Plastic.</p> <p>Sign up to the #PlasticChallenge for tips and advice on living #PlasticFree</p>



	Instagram	 <p>Download Instagram Post here (PNG)</p>	
	Twitter	 <p>Download Twitter Post here (PNG)</p>	

Thank you for supporting the Plastic Challenge!

