



MILLION
ACTS OF BLUE

**A TOOLKIT FOR A
PLASTIC-FREE FUTURE**



Learn, share and join

THANK YOU FOR DOWNLOADING A MILLION ACTS OF BLUE: A TOOLKIT FOR A PLASTIC-FREE FUTURE!

**PLASTIC
POLLUTION
IS EVERYWHERE,
AND WE NEED
EVERYONE**

We have all seen the heartbreaking images of beaches covered with plastic waste and animals' stomachs full of it. It's easy to feel overwhelmed and frustrated that in our daily lives we are surrounded by single-use plastic products without alternatives. Our efforts to reduce our own plastic footprint and recycle are admirable and important, but often plastic straws, bags, bottles, and packaging are pushed on us before we have a chance to refuse, or we need products that are only offered packaged in plastic. **We operate in a broken system, it's clogged with plastic, and the people controlling the machine won't turn it off!** The good news is that together we can fix it. And here's how we are going to do it.

Greenpeace, alongside numerous other organizations in the #BreakFreeFromPlastic movement, is campaigning globally to stop the plastic pollution problem at its source – the corporations that have created it and the governments that are failing to regulate it.

**WE BELIEVE IN A
WORLD THAT'S
FREE OF SINGLE-
USE PLASTICS,
AND WE ARE
UNITING TO BUILD**

There is a growing movement of people who are rejecting the old narrative that throwaway plastics are unavoidable and it's up to individuals to make changes in their daily lives to solve the plastic epidemic. Instead, **we are joining together through a Million Acts of Blue, for our beautiful blue planet, to create the real change we need to secure a plastic-free future that is healthier for our families, our communities and the species that call this planet home.** We are holding companies accountable, urging governments to take strong action, and championing a lifestyle that reconnects us to each other and to the beauty of the planet we are working to protect.

**WHAT IS AN
ACT OF BLUE?**

Turning the tide on plastic pollution by taking action to stop single-use plastic from being created in the first place. Inspired by love for our amazing blue planet and the urgent need to protect our oceans, waterways, landscapes and communities.

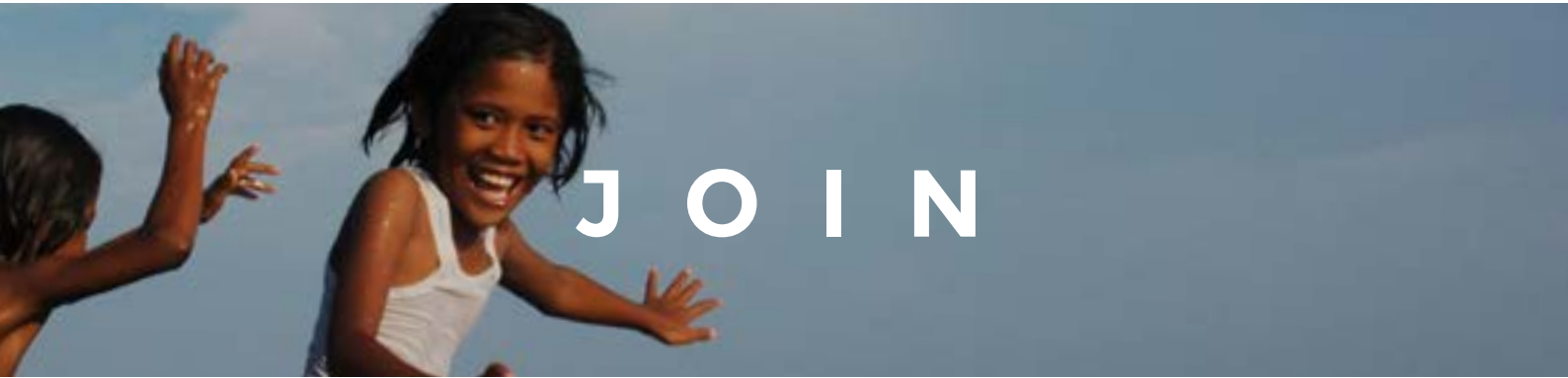
We are excited that you have joined us and look forward to supporting you in the change you will be making in your corner of the world.



LEARN



SHARE



JOIN

Sometimes when we are passionate about an issue we think that everyone must know about it. One way to make sure that's true is to share your knowledge and encourage others to join you in your Act of Blue for a Plastic-Free Future, or take action themselves!

Whether you are a teacher, student or concerned individual wanting to learn more about plastic pollution and share that knowledge, we have prepared some resources to help you give a presentation to inspire your students, peers or community to join the plastic-free movement. In this section you will find: facts and information; 2 powerpoint presentations; hand-out materials; and tips on how people can take action.

If you want to host an event to bring people together to talk about this issue, you can find some tips below for good resources to use and things to keep in mind for event planning and promotion.



OVERVIEW OF THE PROBLEM

Plastic pollution is plaguing every corner of our blue planet. From the deepest part of our oceans, to remote forest paths, from Arctic ice to local riverbanks and island turtle nesting beaches, our throwaway culture is destroying our environments. Too much throwaway plastic is being produced and only a small fraction of what is produced is actually reused or recycled. Once in a landfill or the environment, plastic will not naturally degrade. Instead, it absorbs other toxic chemicals, breaks down into tiny pieces, and creates widespread pollution or enters the marine food chain through ingestion by wildlife. It has even been found in sea salt, drinking water and beer! Millions of tonnes of plastics enter our oceans every year, and unless we stop the flow of plastic at its source, we may approach a point of no return for the planet.

Corporations have been allowed to mass produce and promote rampant consumption of single-use products for years, and governments are not doing enough to hold them accountable. Corporations continue to skirt responsibility for the products they sell, placing the responsibility back on their customers, communities impacted by plastic pollution, and wildlife.

[Key facts and information](#) ▶

[Frequently Asked Questions](#) ▶



S H A R E

There are many ways that you can share information with your audience about plastic pollution. You could give a speech providing some key facts and telling a story about how you became inspired by this issue, give a powerpoint presentation with images and information presented on slides to captivate your audience, host a discussion providing some prompt questions based on the information provided above, or show a film that captures the main plastic pollution issues you want people to learn. Just do whatever option makes you the most comfortable and best fits what will motivate your audience!

Two powerpoint presentations are provided below. One is for a younger audience, age 12 or under, and the other is for an older audience, age 13 and up. You know your audience best, so choose the presentation that resonates the most with you. We have also included a link to a downloadable poster and bookmark that can be used to promote your event and provide something for participants to take home with them.

[PPT for 12 and under](#) ▶

[PPT for 13 and up](#) ▶

[Click here](#) for a downloadable poster

[Click here](#) for a downloadable bookmark
to hand out to participants

ORGANIZE A PLASTIC-FREE FUTURE FILM SCREENING


Film screenings can be a great way to increase people's knowledge and awareness of an issue, in an enjoyable and non-confrontational way. If you are already part of a Greenpeace local volunteer group, it's also a great way to recruit new people and make connections with other local organisations and individuals.

Steps for organising a successful film screening

1. **Choose the film.** Choosing the right film is important because it should reflect the messages about the problem and solutions you want to communicate to your audience, or at the very least not contradict them. Depending on the audience you want to attract, you may want to choose a film based on what you think would resonate. There are a growing number of plastic-related films and documentaries to choose from including: [A Plastic Tide](#); [Smog of the Sea](#); [From the Waste Up](#); or the recent popular Our Blue Planet episode from [Blue Planet II](#). If you are hosting a small group you do not need to worry about seeking permission from the film maker but if you plan to host a large group and/or collect cash for admission, you should check the terms of the film to ensure you have the right go-ahead.
2. **Choose a venue.** Find a venue, pick a date and pencil it in. Get a quote on cost. Pick a date at least a month ahead to give yourself plenty of time to promote your event. If you're hosting a smaller gathering in your home or community space, then don't worry about as much notice.
3. **Get equipment.** If the venue doesn't provide them, source and cost projection equipment and speakers (good sound is important). You could see about a microphone but that depends on how big the space is and the acoustics.



S H A R E

- 
4. **What's your budget?** Once you have a sense of costs, decide if this will be a free event, or if you will be charging to cover expenses. Free events are more accessible, yet might require more advance planning in order to access free venues and equipment.
 5. **Promote, promote, promote.** Create PUBLIC event pages on Facebook and [Greenpeace Greenwire](#), and be sure to share through all possible online platforms you are connected to. Tweet and email everyone you know. Posting posters on notice boards can also be a great way to spread the word.
 6. **Reach out to Greenpeace.** Don't forget to tag Greenpeace Canada on social media so we can share your event!

Tips and next steps

Planning and promotion

- If possible, get an organising team together and decide who will be responsible for what: e.g. venue, set-up, tear-down, poster design, promotion, minding the door, etc.
- Agree who will introduce the film and decide if you want to invite someone to give a talk or host a discussion after the film, i.e. someone associated with the film. Although in person hosts and guest speakers are always best, you can always bring in people over Skype/video conferencing if you are comfortable with the technology. Advance notice is key when inviting hosts and guests to participate!
- Know yourself and your team's capacity. Give yourselves enough time to plan and promote to succeed!
- Ask for a discount when booking venues and hiring equipment – you'd be surprised how often this works.
- If charging for entry to pay for the costs of the event, there are ticket websites that can be used and you can add a link to your event pages on Facebook and Greenwire so people can easily buy their tickets online.



S H A R E

- When creating an event on Greenwire make sure it is PUBLIC. As the 'creator' of an event, you can use the 'manage enrollments' section to email people who have RSVP'd to the event. Be sure to thank them for signing up, and send updates and reminders about the event as the date approaches. If selling advance tickets, include the 'buy tickets' link in your emails and within the Greenwire event post.
- Share the event on Facebook or Twitter and encourage others in your group to do the same. For large events you could also see if the film maker would share through their networks to help promote by sharing your posts.
- Ask group members to invite friends and family.
- Get someone in your group to design a poster to use online and offline.
- Put up posters in the venue, in local cafés, pubs, libraries, community centres, etc.
- Invite other grassroots or community groups. Invite anyone you can think of and advertise anywhere you can think of.
- Contact local media and ask them to promote your event – asking for a retweet on Twitter can be a quick and easy way to do this.
- Watch the DVD or video file or link in advance to make sure it's not faulty. If possible, test it using the actual equipment you will use, to avoid technical problems on the night.
- If you are hosting a discussion afterward, be sure to check in with any hosts and guest speakers to get on the same page about content, timing and other expectations.

On the night

- Get there early and make sure you have helpers to do various things including managing the door, greeting people, mingling, and selling snacks.



S H A R E



- If you have materials, set up an info table to engage with guests.
- Ask people to sign in when they arrive - it's a good idea to have a laptop or tablet on hand to do this digitally. Better yet, ask them to sign the [Greenpeace pledge for a plastic-free future](#) when they arrive!
- Before starting the film, be sure to have someone welcome your guests, and introduce the film. If appropriate to your region, please do an Indigenous land acknowledgment.
- After the film, don't forget to thank people for coming. Encourage them to sign Greenpeace's pledge and tell them about *A Million Acts of Blue: A Toolkit for a Plastic-Free Future*, and invite them to like the [Greenpeace Canada on Facebook](#) to stay informed about the campaign and to join an online community.
- If you are part of a Greenpeace local group or are thinking of starting one, tell them about your vision and goals and when the next meeting/event is.



JOIN

In addition to raising awareness about the plastic pollution crisis and solutions, a great outcome for bringing people together to talk about an issue or watch a film is to inspire them to action. You have people's attention, so make the most of it by seeing who is interested in leading their own Act of Blue for a plastic-free future.

Wrap your event by noting the various ways that participants can get involved.

Suggested actions that kids can take

1. Create a Plastic-Free Future group in your school or with friends and family
2. Ask a parent to sign Greenpeace's petition and download the toolkit to see what things you can do with your family or friends
3. Do a video as a class or with friends about what you plan to do to help stop plastic pollution

Suggested actions that teens and adults can take

1. Sign Greenpeace's pledge at greenpeace.ca/plastic
2. Share what you learned and a link to the pledge on your social media with #BreakFreeFromPlastic #MillionActsOfBlue
3. Talk to your friends and family about creating a Plastic-Free Future group in your community



JOIN

After the event, staying connected

- Send a follow-up email to everyone who came, and thank them again for coming. Provide links to the plastic pledge and toolkit, and flag any other important local dates.
- **Keep us posted!** Please let us know how it went by [completing the survey](#) and sending an email with photos to actsofblue.ca@greenpeace.org
- **Spread the word on social media!** Get someone to post a blog, video or photos from the event to social media using the #BreakFreeFromPlastic and #MillionActsofBlue hashtags.
- **Tackle another section of the toolkit!** Inspired to do more? Download another section and be in touch with how we can support you in another Act of Blue!

Other groups taking action on plastic

Check out our allies in the movement at www.breakfreefromplastic.org/

Photo credits

Front cover: © Will Rose / Greenpeace
Page 3, 4: © Cherie Bridges / Greenpeace
Page 3, 5, 6, 7, 8: NG on Unsplash
Page 3, 9, 10: © Greenpeace / Shailendra Yashwant
Page 4: © Biel Calderon / Greenpeace

GREENPEACE