



MILLION
ACTS OF BLUE

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



Organize a Community Clean-Up and Brand Audit

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

PLASTIC POLLUTION IS EVERYWHERE,
AND WE NEED EVERYONE TO TACKLE IT!

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 IT.

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.



ORGANIZE A COMMUNITY CLEAN UP AND BRAND AUDIT



As plastic has increasingly littered communities, riverbanks, parks and beaches, clean-up initiatives have popped up all over the world. Lots of organizations and governments host clean-up days, offering a great opportunity to raise awareness about plastic pollution and its impacts. The organizers of clean-ups often conduct waste audits to determine the types and amount of trash being collected. The results are often tracked yearly. These are usually family-friendly events and people of all ages can participate, creating a fun and motivating atmosphere.

An important element that has been missing from the auditing is the identification of the companies responsible for the trash. Audits can uncover and shine a light on the main branded, throwaway products that regularly contribute to plastic pollution and connect the problem back to the source.

CASE STUDY

In September 2017, key environmental organizations in the [#BreakFreeFrom-Plastic Movement](#) conducted a multi-day waste and brand audit on the beaches of Freedom Island in Manila Bay, Philippines. The location is a Ramsar site and protected area that is a critical marine and bird habitat, but it has suffered extreme plastic pollution due to its location in relation to the Pasig River - one of the world's most plastic-polluted rivers. The results of the audit were share globally to call on the pollution-producing companies to cut their single-use plastic addiction and stop the flow of throwaway products into our oceans. Brand audits have since been conducted in coastal areas in various other countries such as Indonesia, the U.S. and Spain, and we are gearing up for global audits in 2018. To view the results to date, visit [PlasticPolluters.org!](#)



Through brand audits, #BreakFreeFromPlastic aims to hold polluting corporations accountable, to drive calls for innovations in product packaging and waste management, and to bring people together who want to take action for a future where beach and community clean-ups are a thing of the past.

If you want to host a brand audit in your community, here are some options for you.

1. Download the newly updated brand audit how-to guide [here](#) to help you conduct an audit in your community.
2. Reach out to us about your plans to lead a brand audit, at actsofblue.ca@greenpeace.org.
3. Create your own event and build a group of people. Get tips on organizing an event, see Action 1, or better yet, join [Greenwire](#) to find other people interested in this issue.
4. If you already host or participate in a shoreline or community cleanup with another group, propose adding a brand audit to the initiative. Email actsofblue.ca@greenpeace.org with your plans, or the results with pictures.



Wrapping up the audit event

1. Share pictures and results from your audits through social media with the location, name of the worst brand offender, hashtags #BreakFreeFromPlastic, #IsThisYours and #MillionActsofBlue, and tag the name of company or companies that contributed the most trash.
2. Dispose of the trash in accordance with local requirements and in line with the guidelines set out in the how-to guide
3. Encourage participants to sign up to receive Greenpeace's toolkit at greenpeace.ca/plastic and inspire more people to contribute to the Million Acts of Blue for a Plastic-Free Future.

You hosted a fun and successful brand audit and helped identify plastic polluters? Great!

- **Keep us posted!** Please send us information about your event and pictures to actsofblue.ca@greenpeace.org and fill out our [survey](#).
- **Spread the word on social media!** Share the results of your brand audit and pictures by posting a blog, alerting the media or by sharing to social media using the hashtags #MillionActsofBlue and #BreakFreeFromPlastic.
- **Tackle another section of the toolkit!** Inspired to do more? Download another section and be in touch to let us know 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 and click [here](#) to learn about the brand audits being conducted by organizations around the world

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