



MILLION
ACTS OF BLUE

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



Start a Plastic-Free Future community group

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.



START A PLASTIC-FREE FUTURE COMMUNITY GROUP



To stop plastic pollution at its source, we must build a people-powered movement strong enough to challenge mindsets around throwaway culture and tackle the power of major corporations and governments responsible for producing and enabling the mass production of single-use plastics.

The tactics we've mentioned in this toolkit are great ways to educate and begin to tackle the plastic problem in your communities. But we haven't thought of everything! Making social change takes diversity and creativity, and we'd love you and your friends to come up with your own peaceful tactics.

Do you have big visions and ideas with the practical skills to make them happen?

Do you like to organize and work collectively with like-minded people to make change happen? Maybe you should start your very own Plastic-free-future Community Group or campaign-focused [Greenpeace Local Group](#)!

Don't do it alone! Have you thought about reaching out to your community to make change happen together? This is a great opportunity to connect with like-minded family, friends, and others within your extended community like your school, social network, faith group, sports team, mom group and more.



Have Questions? Need more information to get started?

Join Greenpeace Greenwire!

[Join the Greenwire group](#) - 'Break Free From Plastic' to get news updates and to stay informed on the Greenpeace campaign to end single-use plastics. On Greenwire, you can share ideas, ask questions, and connect with other Greenpeace volunteers and staff working on this issue.

Thinking of starting a group? Let us know!

Keep us posted! Please keep us informed of your plans either through Greenwire or by contacting us at actsof-blue.ca@greenpeace.org so we can help support you in what you may need to get your group started, and further amplify or promote your initiative!

Other groups taking action on plastic

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

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