



# PLASTIC TIDE TURNERS

## Challenge Badge

### **TOOLKIT**



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Creating a Better World

# Learning Outcomes

So, you want to do something about plastic pollution? Or you've been hearing a lot about it and you're curious? Completing this challenge is a great place to start! You might be wondering: what's the point of the challenge, why can't I just jump in right away and do something about plastic? Great enthusiasm, love it! But go ahead and use the toolkit, because it will help you have a bigger impact in your work. In fact, by the time you complete this challenge, you will be able to:

1. Understand how plastic is threatening life in oceans and on land;
2. Understand how the global community is tackling the issue;
3. Understand and act to reduce your personal use of single-use plastics;
4. Inspire your friends, family, school, and community to reduce, reuse and recycle single-use plastics;
5. Take the lead on a wider scale to create lasting change in your region or community related to the use of single-use plastics, marine litter and microplastics.

## About the Challenge

**The challenges are grouped into three levels—entry level (A), leader level (B), and champion level (C).**

**Each level of challenges comes with a scoring system. Scoring enough points at each stage entitles you to move on to the next level of challenges.**

**Some extra information is listed below (Appendices 1,2,3) that can be useful when conducting further research for better understanding.**

# Badge Activities

## Entry Level (A)

**Get a score of 50 or higher and you'll be ready for the Leader Level Challenges next!**

- a. **Audit your plastic habit (mandator activity):** Does plastic rule your life or is your plastic footprint microscopic? Or are you somewhere in the middle? Take action now to cut down your plastic usage. That means reducing, reusing or replacing your plastic items.
- Cut 1 single-use plastic item from your life: **5 points**
  - Cut 2 single-use plastic items from your life: **10 points**
  - Cut 5 single-use plastic items from your life: **25 points**

What alternatives to plastic did you end up using?

- b. **Movie night:** Here's a fun way for you to learn more about the plastics problem: watch a movie! Here are a couple worth checking out:
- Plastic Pollution: How Humans are Turning the World into Plastic – an excellent film by Clean Seas that has been seen by 9 million people (<https://www.youtube.com/watch?v=RS7IzU2VJIQ>)
  - Is this the ocean of the future? – a short but moving look at how plastic is affecting our oceans ([www.youtube.com/watch?v=xKzqLdkuj6I](http://www.youtube.com/watch?v=xKzqLdkuj6I))

Watch one of them with the rest of your section. Include a personal message about why you think it's important. Discuss the movie with everyone after you have watched it.

- Watch one movie: **5 points**
- Watch both movies: **10 points**

- c. **Plastic resolution:** With 5 other section members, talk through how you are each taking action to reduce your plastic habits and come up with 3 things that you can do collectively to make a difference.

Share photos and ideas and then re-group to check on your progress in 1 months' time.

How much have you reduced your plastic use? Some ideas to get your wheels turning: Ditch plastic straws, bring reusable bags with you everywhere and bring your own containers when you order takeout.

- Maintain the group and stick to its goals for one month: **10 points**
- Maintain the group and stick to its goals for two months: **15 points**

- d. **Trash art:** Discover your creative side! Collect as much discarded plastic as you can and try to make art or a craft out of it. Can you make a cool collage? A bracelet? If you and your friends enjoy the challenge, how about taking it bigger and organizing a craft fair within your Scout Group, showcasing the beautiful items you designed out of plastic waste? Here are some ideas to get your wheels turning: <https://bit.ly/2G66ACv>.
- Segregate and pick some of your household plastic waste before it reaches the trash bin: **10 points**
  - Make a piece of art out of discarded plastics: **15 points**
  - Write a strong 15-word message inspiring people to segregate plastic waste, recycle it and display it along with your art: **20 points**

**Great work! You've completed the Entry Level (A) activities. How'd you score?**

**50 Points: Move on to the leader level**

## Leader Level (B)

**NOTE: you don't have to do all of these if they're not easy to do, but to pass you need a score of 60 or higher. Then you're ready for the Champion level challenges!**

- a. **Poster campaign:** Get creative and hands-on leadership with a poster. Use your artwork to get people to think about changing their single-use plastic habits and keep the neighbourhood clean. If it's legal – see if you can put up your signs in the places where the plastic pollution is at its worst.
- Make a poster: **10 points**
  - Put the poster up in a public space: **15 points**
- b. **Changing minds:** Prepare a slideshow for young members of your group, with facts and photos about the problems with plastics. Afterwards, ask them if they learned anything new or if your presentation made them care a bit more. If not, what would it take for them to change their ways? If yes, ask them to commit to one or two lifestyle changes

that will make a difference. Follow up in a month's time to see if they have kept their promises. What have you learned about making people change their behaviours?

- Carrying out the slideshow: **5 points**
- At least one person said they learned something new due to the slideshow: **10 points**
- At least one person commits to a lifestyle change because of the slideshow: **20 points**

**c. Picking up litter:** Spend one week picking up plastic you find littering your neighbourhood or community. Take a photo or make a note to keep track of all that you find. How much of what you found could have been recycled instead? At the end of the week, compile your findings and send them to your local council with suggestions for how to improve things. Should they provide more trash and recycling bins? Should they have street signs telling people which items can be recycled and why it matters? Should they have signs reminding people not to litter?

**\*Please exercise safety and wear protective gloves – not plastic though (smiley face) -when doing this project\***

- Picking up plastic: **5 points**
- Getting a group to join you in the community clean-up drive: **10 points**
- Picking up plastic and also writing to your local council with suggestions: **20 points**

**Great work! You've completed the Leader Level(B) activities.  
How'd you score?**

**60 Points: Move on to the champion level**

## Champion Level (C)

**Get a score of 70 or higher to be a champion!**

- a. **Raise it in the media:** Whether it is an activity done in previous levels, think through a media plan that can raise your activity with the media so that they can cover the work you're doing and share this with a much wider audience in your community. Think first about what the story is that you'd want to tell, what your message and goals are, and then identify who you think would be the most interested journalist to cover the work you are undertaking. (Your group's Instagram/ Facebook page is a good way to start!).
  - Each article published on your activity: **15 points**
  
- b. **Commit to a beach for at least 1 month:** Identify one location that is near you that has a major plastic/waste problem and commit to keeping it clean for at least one month. Bring other members along, to join your cleanup and showcase its success on the media.
  - Commit to the cleanup for one month: **20 Points**
  - Commit to the cleanup for two months: **30 Points**
  - Commit to the cleanup for three months: **40 Points**
  
- c. **Private sector plastic persuasion:** Select 3 companies/shops that you like and regularly visit. Ask them to reconsider the plastic that they sell or provide on their premises and discuss whether alternatives could be used instead. Think about how you can best influence them. For example, have other businesses scored goodwill points by making this change? Do customers prefer sustainable alternatives to plastic? Is plastic pollution hurting tourism and therefore business in your region? Let them know of available alternatives that they could consider. To pass this section, one company should have changed their policy.
  - Visit at least 3 shops and discuss plastic alternatives: **30 points**

**Great work! You've completed the Champion Level (C) activities. How'd you score?**

**70 Points: You have achieved the Tide Turners Challenge**

# Appendix 1

## What do you do when someone tags you in a photo that's not your best?

- **Unfriend.** That's also what many world governments are deciding to do with single-use plastics.
- In Africa, **25 countries** have introduced **bans on plastic bags** and more than half of them kicked off the ban between 2014 and 2017.
- The **European Union parliament** has voted to **ban single-use plastics**, and if all goes according to plan, it will take effect by 2021.
- **Costa Rica** is on a mission to be the first country in the world to eliminate **single-use plastics by 2021**.
- New York City, USA, **banned all Styrofoam products** in 2017.
- **India** has vowed to eliminate all single-use plastics by 2022. In addition, several states and cities in the country have introduced bans on plastic carrier bags and other plastic materials.
- Japan is an interesting example, where, with no bans on single-use plastic, they still manage relatively little plastic pollution. How are they pulling it off? Thanks to a very **effective waste management system** and a population that largely cares about the planet.

Learn more about what governments around the world are doing about plastic in Chapters 3 and 4 of *Single-Use Plastics—A Roadmap for Sustainability*.



## UN Environment Clean Seas campaigns



### #CleanSeas

In February 2017, UN Environment launched the *Clean Seas campaign* to bring together governments, the general public and the private sector to fight marine plastic pollution. So far, more than 57 countries have joined the movement, and companies are entering the fray too. In fact, Volvo Cars has announced that, starting in 2025, at least 25 per cent of the plastics used in new Volvo car models will come from recycled materials. Regular people can join too! *Find inspiration* in the story of one young man who launched the world's largest beach clean-up. Then *take the pledge* and join the movement.



## The Food and Agriculture Organization is working on better food packaging

A big share of plastic packaging comes from food in developing countries. The Food and Agriculture Organization of the UN (FAO) is working on ways to replace plastic packaging with packaging made out of biomass. This could include packaging made from tree fibers, corn starch, potatoes and food waste. Making the switch will help us move away from polluting plastics. It will also provide a nice circular solution, because when bio-based packaging reaches its **end-of-life stage** (I'm not crying, *you're* crying) it can be used for composting.

Adapted from the FAO report *Bio-based food packaging in Sustainable Development*: [www.bit.ly/2t8m9RB](http://www.bit.ly/2t8m9RB)

Learn more about FAO's work on creating a bio-based, reuse economy: [www.bit.ly/2ROcxFS](http://www.bit.ly/2ROcxFS)



Food and Agriculture  
Organization of the  
United Nations



## Appendix 2

### Working with partners: plugging into a bigger effort

Another great way to have impact is by joining forces with others. Anyone can join in – the bigger the group, the bigger the change. Check out these organizations and initiatives that are working on reducing plastic waste. They would love some help from plastic tide turners around the world.

- ❖ **Centre for Environment Education (CEE), India** – Build on your knowledge of plastic waste with CEE’s array of resources and find ways to get involved.
- ❖ **Food and Agriculture Organization of the United Nations (FAO)** – FAO is working hard on different solutions to plastic waste, including finding sustainable alternatives to plastic packaging. Get the scoop on progress so far.
- ❖ **FAO Youth and United Nations Global Alliance** – If you care about the environment and development, this is the place for you. Find loads of ways to get involved and team up with young people around the world.
- ❖ **Junior Achievement** – Learn leadership and other practical skills with help from Junior Achievement’s range of programs.
- ❖ **Planet or Plastic?** – This platform from National Geographic will help you learn more, find more ways to reduce your use of single-use plastics and take a global pledge.
- ❖ **UN Environment** – Get the latest on UN Environment’s work on protecting the planet and get involved through a range of different campaigns.
- ❖ **World Association of Girl Guides and Girl Scouts (WAGGGS)** – Find exciting opportunities to participate in global and regional events.
- ❖ **World Organization of Scout Movement (WOSM)** – Find programs, events, and activities you can take part in and learn more about inspiring others to take action.
- ❖ **World Wide Fund for Nature (WWF)** – WWF is fighting for producers to take responsibility regarding plastic pollution. Join the fight, get interesting info, and sign up for updates



## Appendix 3

### Plastics and the SDGs

#### How are they connected?

The Sustainable Development Goals (SDGs) are a set of 17 goals that the international community identified as our world's most pressing needs, which we need to achieve by 2030 to nail a more sustainable future for everyone. It's not a stretch to say we can't achieve the SDGs unless we get a handle on our plastics problem.

As you know by now, plastics endanger wildlife, threaten human health, worsen problems like climate change, flooding, and disease, and cost our global economy billions each year. Good thing, then, that the peeps who designed the SDGs included a whole bunch of goals that are directly linked to plastics.

With everyone buckling down and getting to work on the SDGs, there's a lot of hope on the horizon that we'll all do something about plastic pollution and other global problems together.





Food and Agriculture Organization of the United Nations



clean seas  
TALK THE TALK  
DO THE DEED



The Young Leaders Plastic Challenge



Department for Environment Food & Rural Affairs

