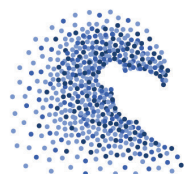




The Young  
Leaders Plastic  
Challenge



clean  
seas  
turn the tide  
on plastic

# TIDE TURNERS PLASTIC CHALLENGE

United Arab Emirates - Abu Dhabi  
TOOLKIT

#GIVEUP  
to give back

and increase your



HAND PRINT  
Action Towards  
Sustainability



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CEE

Centre for Environment Education

Take the Challenge, Turn the Tide

## Badge Activities

Learning  
Outcome  
3,4 & 5

### C. Champion Level: scale-up your efforts

Get a score of 60 or higher to be a Champion ! Don't forget to capture the activities in form of photographs and videos !

This level is for those who want to be Champions on Plastic. You will have had such success at the Leader level, that you're ready to scale-up your efforts to either an organization, community, city or national level to make an even greater impact. These challenges require you to be:

- polite
- inspiring
- smart : focus on how you can have the greatest impact

### Creating behaviour change

Wanting to change the world (for better) is always great but it's never easy. Most people are too slow to change. Turtle by the way is a victim of disposable plastic bags - so many are die eating them thinking it is jelly fish.. Work as a team and support one another. Before getting started, think hard about how to make your projects successful.

The following may provide some food for thought:

- **Be specific.** E.g., instead of saying "use less plastic," you could advise others to "start carrying a reusable water bottle around."
- **Action planning.** Help the people you're working with create a realistic plan that can work.
- **Paying attention to current behaviour.** It helps when people start thinking about how they do things and how they could/should change.
- **What's getting in the way?** Everyone has a ton of excuses. No time, no money, not enough info. Be prepared for this and arm yourself with helpful alternatives and information.
- **Putting words into action.** Talking about stuff isn't enough. Getting others to try things out for themselves helps them take the plunge and has more impact.
- **Spending time in nature.** Get your friends off their phones and in the fresh air. Feeling more connected with nature makes people want to look after the planet and keep it beautiful.
- **Saying it out loud.** Try to get others to make public commitments about tackling plastic pollution. Making promises makes it more likely they will keep their word.
- **Share, share, share.** Encourage everyone to spread the word through their networks and communities. People are more likely to listen to what a friend has to say than a politician or some random official.
- **Keeping an eye on things.** Making a start is one thing, but how to make sure people keep up their good behaviour? Follow up with them, send them reminders, prompts, and maybe even start a system of rewards.

Adapted from Making It Count—Increasing the Impact of Climate Change Security Education Programmes.

- C.1 **Plastic Waste Management Warrior :** Create a plastic segregation and collection scheme at school, college or in your community.

Organize a session on waste segregation for youth/ community member and initiate waste segregation. With support of your college head/ local municipality, establish a system for waste collection by the recycler.

As a next step, make efforts to set up an environmental committee in your college/ school/ community that can make sure the waste management scheme continues.

- Share a photograph of waste segregation session organized by you.
- Share the letter of confirmation received from the recycler for collection of plastic waste.
- Established an environment committee ? Tell us how many members joined the committee and share a copy of signed declaration of the committee members for sustenance of this scheme.

- Organize a talk on waste segregation : 10 Points
- Letter of confirmation from recycler for collection of waste : 10 points
- Establishment of environment committee for continuation of waste management scheme: 10 points

- C.2 **Plastic Persuasion:** Select 2 -3 vendors/ shops/ restaurants that you like and regularly visit. Ask them to reconsider the plastic that they use for selling products on their premises. Think about how you can best influence them. Carry out awareness activity to influence the customers to carry their own bags. Also, create your own bags using old newspaper or old clothes and provide it to the shop/ vendor till the customers start getting their own bags for shopping.

Invite more people to help you make more bags and join the cause. Ask the shopkeeper to use these bags in case of emergency on a payment basis.

Ensure by the end of your 15 days action, atleast one shop should stop providing bags in any form to the customers or replace plastic bags with ecofriendly alternative.

- Photograph of paper bag making : 5 Points
- Photograph of the stock of bags created : 5 points
- Video testimonial from a consumer carrying his own bag = 10 points
- Video testimonial from shop keeper who stopped providing bag to customers: 10 points

**C.3 Create movement of change :** Identify one location that is near you that has a major plastic / waste problem. It can be a 100 meter stretch of road near your institution/community. Commit to carry out clean up drive at the exact same location for atleast a month (one clean up drive per week at the same location). Get the local stakeholders like shopkeepers in the area involved in the drive and persuade them to keep the area / stretch clean. Bring your friends along, as well as encourage any influential person or the media to join your cleanup and showcase its success.

- Download Abu Dhabi Clean App to add all types of waste collected.
- Testimonial from one local stakeholder/visitor: 5 points
- Engagement of an influential person: 5 points
- Media coverage: 10 points

**C.4 Take it to the Head of your School/College with an innovative idea/solution to plastic problem in the campus :** With friends, identify a key issue that you think the head of your school/college would consider taking action to resolve. Then, (politely) raise this directly with them,

pointing out the consequences and support for action on this issue. To pass this section, you will need to have written a persuasive letter, explored a meeting or call with the individual, and tried your best to influence them about the alternative. Make sure you take a selfie with him/her !

- Attach the letter sent to the principal: 10 points
- Attach a copy of the response received from the principal : 10 points
- Share a copy of circular issued by your institution on implementation: 10 points

**C.5 Check your plastic footprint :** You are just one step away to complete your journey as the tide turner leader. Re-assess what difference did you bring in your life and what contribution you made by taking the audit again.

**Great work! You've completed the Champion level activities.**



## Wrap up

Now tell us how you did...

### 1) After badge quiz: A few compulsory questions

Well done for completing the Leaders Plastic Challenge – you are now a fully signed up Plastic Tide Turner – yay!  
Before forging ahead, please take the following final questions. Doing so will give us an idea of how this experience has helped you.

Circle the most appropriate option in the table below.

1.	In the past month, have you avoided eating at places that serve food with single-use plastic spoons & forks ?	Yes	No	Not Sure
2.	In the past month, have you avoided using single use plastic bag?	Yes	No	Not Sure
3.	Sheila drinks water from a disposable plastic cup. Is this a good idea?	No	Yes	I don't know
4.	Do you like to drink juice and soft drinks with a plastic straw?	No	Yes	No preference
5.	The take away food that Ahmed orders comes in a disposable plastic container. Do you think he should continue ordering from that restaurant?	Yes	No	Not sure
6.	Do you believe you can change the way your friends and family use single use plastics in their everyday lives by talking to them about the issues around plastic?	Disagree	Agree	Not Sure
7.	If you have to use single-use plastics, are you aware of the correct ways of disposing them?	Yes	No	Not Sure
8.	Hamda organized a community clean up with a small group of people. Have you ever organized a clean-up drive or participated in one?	Yes	No	Not successfully
9.	Khalid convinced her local grocery store to give up polybags. Have you ever discouraged a vendor in the local market to do so?	Yes	No	Not successfully
10.	Does your family practice segregation of wet and dry waste at home?	Yes	No	Not sure

## 2) Now tell us your story:

The next step is to consolidate what you've learned from this whole experience and write a short story that helps us understand what change you made in your life, and others. Consider questions such as, what were the main challenges? What part was most fun? What did you realize that you didn't know before? What were you able to teach others about? Where do you think you had the biggest impact?

Here are some suggestions for how to get your ideas across:

1. Write an essay
2. Make a video
3. Do a photojournalism piece

## 3) Pledge

Let's all make a commitment to making the planet happier and healthier, helping our animal friends, and improving our own health and quality of life. Let's kick single-use plastic to the curb (not literally)!

### I WILL

- Always carry a reusable bag and say 'no' to single-use shopping bags.
- Carry my own refillable bottle
- Educate my friends and family about the issues related to single-use plastics
- Convince my local shopkeepers/vendors and communities to say no to single-use plastic

## 4) Now get your badge

Hey Tide Turners! You've done amazing work and we'd love to send you your certificate and badge to celebrate what you've accomplished.





## Appendices

### Appendix 1

#### Learning Outcome 2

What are world leaders doing about plastics?

Smile, y'all. We promised you good news and here it is. All over the world, people are joining forces to reduce plastic waste.

Let's check out some of what's been happening.

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

- Abu Dhabi Emirate Single Use Plastic Policy charts the course to a sustainable solution to the issue of single use plastics entering the environment and causing harm. the policy aims to declare Abu Dhabi Government free of single-use plastics bags and non-plastics by End of 2021, and the emirate free of single-use plastic bags by 2022.
- 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 carry 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're 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 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. <https://www.ceeindia.org>

#### 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. [www.fao.org](http://www.fao.org)

#### 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. <http://www.fao.org/yunga/resources/en/>

**Junior Achievement** – Learn leadership and other practical skills with help from Junior Achievement's range of programs. <https://www.juniorachievement.org>

**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. <https://www.nationalgeographic.com/environment/planetorplastic/>

**UN Environment** – Get the latest on UN Environment's work on protecting the planet and get involved through a range of different campaigns. [www.unenvironment.org](http://www.unenvironment.org)



#### World Association of Girl Guides and Girl Scouts (WAGGGS)

– Find exciting opportunities to participate in global and regional events. <https://www.wagggs.org>

#### 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. <https://www.scout.org>

#### Bharat Scouts and Guides (BSG)

– 5.6 million Bharat Scouts and Guides (BSG) have pledged to #GiveUp their plastic woggles, a signature element of the BSG uniform, as a part of the Earth Hour campaign, replacing it with more sustainable and eco-friendly options. [www.bsgindia.org](http://www.bsgindia.org)

#### World Wide Fund for Nature (WWF)

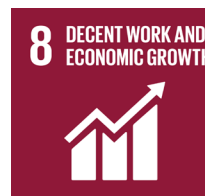
– WWF has a commitment to 'No Plastics in Nature' by 2030 and is driving consumer awareness on the impact of plastics on people and nature. WWF is also working with companies on making commitments to recycling, reducing and finding alternatives to plastics. <https://www.worldwildlife.org>

## 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 people who designed the SDGs included a whole bunch of goals that are directly linked to plastics.

With everyone buckling up 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.

The above SDGs are the ones most closely linked to plastic pollution. Learn more about specific targets within the SDGs that are relevant to plastic pollution on page 21 of the publication: [Towards Responsible Use of Plastics—Reduce, Reuse, Recycle: https://bit.ly/2WCuTgx](https://bit.ly/2WCuTgx)





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