

# PLASTIC FREE COASTLINES

## INDIVIDUAL ACTION PLAN

A COMPILATION OF FACTS, TIPS & IDEAS TO MAKE  
BOYCOTTING THROWAWAY PLASTIC, SIMPLE.



## INDIVIDUAL ACTION PLAN:



- Remember** your refillable water bottle
- Take** a reusable coffee cup and **refuse** single-use take away cups
- Refuse** single-use packaging
- Resist** a straw; straws suck
- Refuse** a single-use plastic bag and take your own
- Take** your own cutlery or use sustainable alternatives
- Avoid** single-use plastics in the bathroom
- Refuse** single-use condiment sachets
- Do** your own #MiniBeachClean
- Grab** a handful of plastic pollution every time you visit your beach
- Fund the Resistance**  
Donate to SAS today. Just £5 helps create Plastic Free Coastlines

JOIN THE  
RESISTANCE.  
FIGHT  
WASTELAND.

CREATE  
PLASTIC  
FREE  
COASTLINES.



PLASTIC FREE COASTLINES IS A SAS RESPONSE TO THE THREAT OF WASTELAND, CONTAINING FULL, DETAILED INFORMATION ON HOW WE MUST, AND CAN, BE THE RESISTANCE OUR OCEANS NEED.

### Why plastic?

Convenient at the time, throwaway plastics are used for a matter of minutes, but last a lifetime in the marine environment, causing death and destruction to all that resides there. With parts of the ocean now holding more plastic than plankton, our entire ecosystem is under threat. Losing food, recreation and the oxygen giving qualities of the ocean will impact every single one of us.

### What can we do?

Start ticking off your Individual Action Plan and boycott throwaway plastics. Making simple changes to the way you live not only improves our environment but can also save you money!

#RefuseForVictory  
#RefillForVictory  
#ReuseForVictory  
#RecycleForVictory

**177KG**  
AMOUNT OF PACKAGING  
WASTE THAT EACH  
BRITON CREATES,  
EVERY YEAR!

**£0.001**  
AVERAGE COST OF A  
LITRE OF TAP WATER.  
500 TIMES LESS THAN  
BOTTLED WATER!

EVERY ACTION IS  
A VICTORY IN THE  
FIGHT AGAINST  
WASTELAND!

DON'T FORGET TO  
TELL US ABOUT  
YOUR SUCCESSES!

### The next steps

Are you interested in taking your town to the next level? We're looking for leaders to establish Plastic Free Communities.

Head over to our website and find out more:

[www.sas.org.uk/plasticfreecoastlines](http://www.sas.org.uk/plasticfreecoastlines)



SURFERS AGAINST SEWAGE IS A NATIONAL MARINE CONSERVATION AND CAMPAIGNING CHARITY THAT INSPIRES, UNITES AND EMPOWERS COMMUNITIES TO TAKE ACTION TO PROTECT OCEANS, BEACHES, WAVES AND WILDLIFE.

THANKS TO SAS MEMBERS FOR MAKING THIS PROJECT POSSIBLE.

[www.sas.org.uk](http://www.sas.org.uk)

# PLASTIC FREE COASTLINES



# JOIN THE RESISTANCE TO PLASTIC

PLASTICFREE.ORG.UK

## KNOW YOUR ENEMY



The UK uses a staggering **38.5 million single-use plastic bottles every day**, of which **fewer than 60% are currently recycled!**



**Only 1% of the 2.5 billion** paper coffee cups used in the UK each year **are recycled**



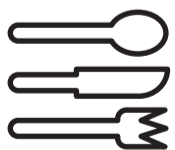
Used for just 20 minutes, once discarded **a straw can last in the environment for 100s of years.** Straws Suck!



**Plastic bags fragment in 100-300 years** depending on thickness and size, **but will remain at large in the environment indefinitely**



**Millions of toothbrushes are discarded every year in order to preserve our dental health.** Seek a non-plastic toothbrush to ensure they don't pollute our environment post use



**Single use plastic utensils are often not recycled** due to contamination with food and cost of recycling per unit. **Refuse them, take your own and reduce this unnecessary addition to landfill**



**Nearly 24 cotton bud sticks are found for every 100m of UK coastline!** These are incorrectly disposed of down the toilet and can last for over 150 years in the environment

This toolkit was made possible through the collaboration of companies that share the Plastic Free Coastline values of SAS:

**FAVINI**

Favini is a leading global producer of graphics specialties - natural fibre-based (cellulose, algae, fruits, etc.) - for graphical and packaging applications.



Shiro Alga Carta is a unique ecological paper which began life in the 1990's as a way to use the damaging algal blooms of the Venice lagoon. Today this concept has been extended to protect other fragile marine areas.

This process allows the reuse of this pollutant material which is otherwise difficult to dispose. Shiro is carbon impact free as any emissions generated are fully offset using Verified Carbon Credits.

[favini.com](http://favini.com)  
[fennerpaper.co.uk](http://fennerpaper.co.uk)



Continuously working to be the positive change we want to see in the world. This toolkit has been sponsored and designed by:

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#designforchange

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This poster has been printed using recycled algae and FSC paper supplied by Favini and Fenner paper. Printed in Cornwall using vegetable based inks. Please recycle appropriately.



[www.sas.org.uk](http://www.sas.org.uk)