

PLASTIC FREE **COASTLINES**

COMMUNITY TOOLKIT

LEAD THE RESISTANCE



**SURFERS
AGAINST
SEWAGE**

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Please recycle appropriately.

THIS TOOLKIT BELONGS TO

IF FOUND PLEASE RETURN TO

ADDRESS :

CONTACT NO :

EMAIL :

AREAS OF OPERATION

START DATE

END DATE

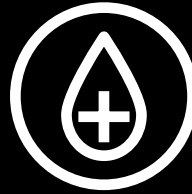
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THE THREAT: WASTELAND

In a remote area in the North Pacific lies one of the most catastrophic man-made disasters to have ever affected Earth. Five times the size of the UK, Wasteland is growing and threatens to destroy us, yet it is a 'country' not many know about.

Plastic pollution has sadly become synonymous with any coastal activity, from surfing to swimming, beach holidays to wildlife watching — it is simply an expected part of our experience. This is why marine plastic pollution, and specifically tackling society's throwaway, excessive or unnecessary plastic culture, is now Surfers Against Sewage's top priority. Plastic pollution is an issue that connects the environment with all parts of society, and is something that we can take action on at every level. Indeed, it will only be through concrete, collective, positive action that we will be able to catalyse the shift that is needed to stop the flood of plastic pollution from overwhelming our world.



**The oceans sustain us,
our wellbeing and our
planet. You are reading this
toolkit because you are the
Resistance, the solution.
You are joining us in
a coming together of
governments, the private
sector, communities and
citizens to create
Plastic Free Coastlines.**

RESISTANCE JOIN THE

Action is needed now, and through this toolkit you will learn how to create your own Plastic Free Coastlines Community. The team of experts at SAS HQ have developed five objectives that serve as qualifying criteria; by taking local policy action, committing to ditching single-use and making a concerted effort to make alternatives readily available, we want to award communities Plastic Free Coastlines status as soon as possible.



FIGHT WASTELAND.

CREATE PLASTIC FREE COASTLINES.

#RefuseForVictory

#RefillForVictory

#ReuseForVictory

#RecycleForVictory



CREATE COMMUNITY ACTION NOW!



Thank you for joining to help create a Plastic Free Coastline! Help us grow the Resistance against Wasteland. Share the message among your community and see your local area awarded Plastic Free Coastlines status.

#RefillForVictory - Encourage local cafes, pubs and public spaces to make sure drinking water is readily available and remember to carry a reusable water bottle.

#RefuseForVictory - Discuss the consumption of single-use plastic in your favourite cafe and challenge them to reduce their usage. Wooden stirrers and reusable coffee cups make an immediate, positive impact.

#ReuseForVictory - Remember to take your reusable bag each time you go shopping. Save yourself money and save the environment in one action.

#RecycleForVictory — Make sure you recycle any single-use plastic bottles and containers you come into contact with. These can become new products to help fight Wasteland!

#RefuseForVictory - Share the impacts straws can have on local wildlife with friends and family and ask them to refuse a straw when ordering a drink. If it is a must, there are plenty of reusable versions available that they can take with them.

#PlasticFreeKit - Look for plastic free items for everyday life, such as bamboo toothbrushes, or reusable travel cutlery — why not gift these to friends and family to tackle their plastic 'bootprint'.

#RefuseSachets - Get your favourite local restaurant or takeaway to replace single-use sachets with refillable and reusable containers.

#PlasticFreePackedLunch - Start up a food sharing collective with colleagues to avoid having to purchase on-the-go products that are often covered in single-use plastic. Bring food from home and share it with colleagues. Better for your wallet, office morale and the environment.

#FundTheResistance — Donate to SAS today and help fund the resistance. Just £5 helps support our movement towards Plastic Free Coastlines.



REMEMBER YOUR INDIVIDUAL ACTIONS:



Checkpoint 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 and help fund the resistance. Just £5 helps support the movement towards Plastic Free Coastlines

HOW TO USE YOUR TOOLKIT



On each page of this toolkit you will find an objective that needs to be met in order to achieve Plastic Free Coastlines status.

The toolkit shows you the requirements for each objective and tips on how to achieve them. By working through your toolkit and meeting the objectives, you will be gathering evidence. This 'intelligence' is vital if we are to defeat Wasteland and must be recorded and submitted to SAS — guidance on this is found at the end of the toolkit and on the SAS website.

Don't be daunted, although our movement is underground, it is growing in strength every day and soon Plastic Free Coastlines will emerge together to rise up and resist Wasteland.

Toolkit Tips:

Develop a plan to meet each objective individually.

Start with the easiest objective for you first. Get some movement, progress in a campaign is great to encourage others and keep Plastic Free morale high.

Let as many people know about your Plastic Free Coastlines intention as possible. The more people that know, the more support you'll gain.

Let your local authority know, approach a councillor or person responsible for the environment. Their support could prove invaluable!

Make sure you record evidence of meeting objectives, take pictures, media cuttings. Evidence is needed to accomplish your award.



OBJECTIVE 1: LOCAL GOVERNANCE

Requirements for Victory:

Local Council (County, Town, Parish or Community) passes a resolution to support Plastic Free Coastlines, committing to plastic free alternatives and supporting plastic free initiatives within the constituency.

Council must lead by example to remove single-use plastic items from their premises.

Council to encourage plastic free initiatives, promoting the campaign and supporting events.

A representative of the council must be named on the Plastic Free Coastlines steering group (see objective 4).

Why?

Local councils are in a unique position to lead change within local areas. They act as consumers, using single-use plastics in canteens, meetings, and during daily business. They are influencers, having direct access to the running of local schools, businesses and community organisations. Finally they work as

a political body, often with cross-party members; showing unity on an action can install confidence and determination to succeed.

A resolution is the decision taken when the outcome of a motion or proposal has been agreed.

How?

Demonstrating local public support for Plastic Free Coastlines will encourage council members to take action. You can do this in a number of ways. Here are just a few suggestions:

Invite local councillors to a beach clean. Show the issue of plastic pollution first hand.

Write a letter to the council asking for their support of Plastic Free Coastlines.

Gain and show support from local groups, businesses and the general public. This can be done via a joint letter or even a petition.

Attend council meetings and get Plastic Free Coastlines on the agenda.

Involve the local press to raise awareness in the community.

This objective will be met when a resolution is made. A proposal, or motion will be the discussion phase.



THE INFILTRATORS

1. Plastic bottles



2. Coffee cups and lids



3. Plastic cutlery



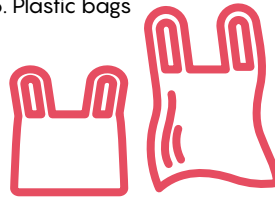
4. Straws & plastic stirrers



5. Plastic 'food-on-the-go' packaging



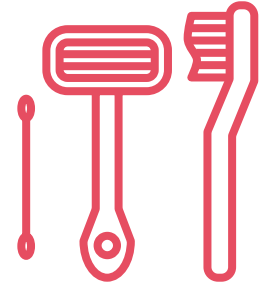
6. Plastic bags



8. Plastic drinking cups



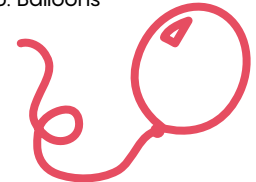
7. Bathroom plastics:
Toothbrushes, disposable razors, plastic sanitary items, cotton buds, shower gel, shampoo & conditioner



9. Condiment sachets



10. Balloons



BOYCOTT SINGLE-USE PLASTICS



KNOW YOUR ENEMY



**SINGLE-USE
PLASTIC
CUTLERY**

100 billion individual disposable plastic utensils are used **every year**.

Each utensil could last **centuries** in the natural environment.

Many sustainable alternatives are available including wooden versions, or why not take your own reusable kit.

OBJECTIVE 2: RESISTANCE HUBS: LOCAL BUSINESSES

Requirements for Victory:

At least three single-use plastic items removed from local businesses and retailers; replaced with sustainable alternatives.

Your target number of businesses are determined by population (the following page has a breakdown).

Why?

Removing the option to purchase and/or use single-use plastics is the easiest way to avoid them. Making suitable, sustainable alternatives readily available to customers will bring about a change in behaviour and reduce the amount of throw-away plastic in our society.

How?

Identify at least three single-use plastic items being used in local businesses and find suitable alternatives.

Lots of suggestions are available on the SAS website www.sas.org.uk

Engage and Inform

Approach local businesses and discuss the importance of Plastic Free Coastlines. Suggest to them alternatives, and the benefits of them against single-use items. Provide supporting businesses with the Plastic Free Coastlines 'Stamp of Approval' — creating a buzz around Plastic Free Coastlines will drive custom from supporting members of the public more likely to spend in Plastic Free businesses.

Encourage business to 'not give a fork' and allow customers to opt in to single-use plastics, rather than distributing them as a matter of course. Businesses will be surprised by how much they save in costs as well as dramatically reducing waste.



Checkpoint

Tally of businesses committed to Plastic Free Coastlines	Business name	Number	Sector/ Type	Contact details
Population	Business Target			
0 > 2,500 2,500 > 5,000 5,000 > 10,000 10,000 > 20,000 20,000 > 50,000 50,000 > 75,000 75,000 > 100,000 100,000 > 125,000 125,000 > 150,000 150,000 > 200,000 200,000 > 250,000 250,000 > 300,000 300,000 > 400,000 400,000 > 500,000 500,000 +	2 3 5 6 12 24 30 34 38 42 46 50 55 60 60 70			



KNOW YOUR ENEMY



**SINGLE-USE
PLASTIC
BOTTLES**

In 2016, **200 plastic bottles** were found per mile of UK coastline.

Single-use plastic bottles, cans and glass account for **40% of all litter** (by volume).

Refillable water bottles come in all shapes and sizes, they can keep water hot as well as cold and **can be reused time and time again.**

OBJECTIVE 3: PLASTIC FREE ALLIES

Requirements for Victory:

This objective provides the opportunity to gain widespread community support for Plastic Free Coastlines, spreading the Plastic Free message and establishing the call to arms against Wasteland.

Targets are suggested and will be judged on an individual application basis. The more evidence provided of Plastic Free Coastlines being adopted by the local community, the increased effectiveness of Plastic Free Coastlines.



Plastic Free Coastlines community engagement and participation levels:

50% of community spaces. These can include; beaches, community centres, village halls, places of worship, libraries etc.

30% of schools in the local area.

50% of universities and colleges.

At least one community organisation. These can include; Scouts, Girl Guides, Women's Institute, Surf Lifesaving Clubs etc.

For populations of over 100,000 a flagship employer for the area must be included (such as; a university, hospital or large business with over 100 staff).

Why?

Community action is the pathway to success for Plastic Free Coastlines. Ensuring as many people as possible are aware of the campaign and issue of single-use plastics, offers the best chance of victory, reducing the amount of plastic pollution in our environment.

How?

Increasing understanding of Plastic Free Coastlines, including the issue of plastic pollution and the solutions to it, will empower more people to make positive behavioural changes. When workplaces and organisations removing at least three single-use plastic items, they will ensure employees and members have the opportunity to participate in Plastic Free Coastlines.

Running education talks and presentations will inform a wide selection of the public as to what they can do to support Plastic Free Coastlines. Recruiting and recording those who support the campaign can be used to support your application.

Checkpoint

Tally of your Plastic Free Allies

Allies name	Number	Type eg. school	Contact details



KNOW YOUR ENEMY



SINGLE-USE BATHROOM PLASTICS

260 million plastic toothbrushes are thrown away **every year** in the UK.

Plastic cotton bud sticks are the **6th most common** item found on our beaches - finding their way there via our toilets and sewers!

Seek sustainable alternatives, cardboard cotton bud sticks and bamboo toothbrushes and many more are readily available.

OBJECTIVE 4: ON THE GROUND ACTION – PLASTIC FREE RALLIES

Requirements for Victory:

At least two local community events arranged and made open for all to attend, in one calendar year.

Suggested targets:

Two community Beach (or suitable alternate) Cleans, taking part in SAS's nationwide beach clean series each Spring and Autumn.

1 fundraising event for SAS to support Plastic Free Coastlines.

**A SINGLE
SAS BEACH
CLEAN CAN
REMOVE
OVER 5
TONNES
OF LITTER
IN JUST
ONE DAY!**

Why?

In order to ensure maximum impact, Plastic Free Coastlines must be recognised across local communities. The more people participating in Plastic Free Coastlines, the greater our level of success. Large participation events are a great way to spread the message and engage a wide audience, growing your Plastic Free Resistance.

By participating in an SAS Beach Clean series, you will be joining an army of 10's of thousands of volunteers from all over the country, working together to improve your local environment and make our coastlines, Plastic Free.

How?

Guidance on organising an SAS Beach Clean can be found on the SAS website (sas.org.uk). Spreading awareness of the event and recruiting volunteers is up to you. Contact local press, place posters in prominent locations and set up social media events. The more people you can tell about the event,

the more people will attend. See your local recruitment drives as a 'call to arms'. This objective allows you to be individual and imaginative, use your skills, connections and ideas to create fun events that you feel will raise awareness and make a positive impact on the local environment.

Checkpoint

Attendance	
Location	
Event type	
Tally of 'on the ground action events' planned / already taken place	



KNOW YOUR ENEMY



**SINGLE-USE
PLASTIC
CUPS**

2.5 billion throwaway coffee cups are used in the UK every year.

Coffee cups are often non-recyclable due to a thin plastic film lining the inside.

Many cafes and coffee chains offer a **discount to those bringing their own reusable cup!** Take advantage of a cheaper coffee!

OBJECTIVE 5: LOCAL RESISTANCE STRATEGIC GROUPS

Requirements for Victory:

Local group of stakeholders to meet at least once per year to discuss the progress of Plastic Free Coastlines locally; agreeing and setting direction, meeting objectives, and completing application for official Plastic Free Coastlines status. For populations over 100,000 a flagship business employee must be a member of the group.

Why?

Your 'steering' group will amplify the work of the application and ensure that Plastic Free Coastlines truly becomes a whole community action. An agreed strategy will keep the operation on track and ensure objectives are successfully met.



How?

You are reading this because you want to make your local area a Plastic Free Coastline location. You can start a group, recruit fellow volunteers, ask members of local businesses and organisations to join you in forming a group. There may already be a local group in place, in which case, you can join!

Ask SAS if you are not aware of one in your local area, or for more advice about how to start the group. A group needn't be formal, but at least one meeting a year should take place in order to meet this objective and for your area to be awarded Plastic Free Coastlines status.

Checkpoint

- Local Resistance Strategic Group established.
- Group includes 1 member of local council.
- For populations over 100,000 a flagship business employee is named on the group.
- 1st meeting taken place and next meeting scheduled.
- Plan to submit evidence to SAS.

HOW TO APPLY FOR PLASTIC FREE COASTLINES STATUS FOR YOUR AREA!

Now you have gathered evidence of how your local area has met its objectives, it's time to apply for official Plastic Free Coastlines status.

To do this you will need to visit sas.org.uk/plasticfreecoastlines or email plasticfreecoastlines@sas.org.uk and complete the simple Plastic Free Coastlines Mission Report. The more information you provide the quicker we can confirm your status.

Official Plastic Free Coastlines locations will receive:

Plastic Free Coastlines Certificate

A locator and feature on the SAS Plastic Free Coastlines website

The Plastic Free Coastlines 'stamp of approval'

The opportunity to use the official Plastic Free Coastlines logo on correspondence and location signs

HAVE YOU DONE YOUR BIT?

- Objective 1
Local Governance
- Objective 2
**Resistance Hubs:
Local Businesses**
- Objective 3
Plastic Free Allies
- Objective 4
**On The Ground Action:
Plastic Free Rallies**
- Objective 5
**Local Resistance
Strategic Group**

You are now equipped to make Plastic Free Coastlines successful in your area and beyond. We are faced with great challenges but also many opportunities and together, we will meet them to defeat Wasteland.

We are the RESISTANCE!

Field Notes



Field Notes





**SURFERS
AGAINST
SEWAGE**

THIS PROJECT IS MADE POSSIBLE THANKS TO DONATIONS FROM OUR MEMBERS.

www.sas.org.uk