

## HOW TO BE PLASTIC-FREE

### 1. KEEP TRACK



- Write down everything plastic that you use in a week. Include food packaging from the grocery store, your plastic shampoo bottle, and your granola bar wrapper. This should include what you use in your daily life, when you go out, or have guests.
- Keep the list in a notebook or on your phone!
- It may be a little bit overwhelming, as our lives have evolved to completely revolve around plastic. But, stay calm and keep the audit going for a week!

### 2. LOOK AT YOUR RESULTS

#### EVALUATE.

Which of these plastic uses are unnecessary? Or easy to change? Something unnecessary and easy to change can be quickly swapped for a reusable non-plastic alternative

#### ANALYZE.

Looking at your current plastic habits, it can be very helpful to evaluate the changes necessary to reduce your personal plastic uses.  
Plastic/Paper coffee cup → Bring a reusable coffee mug: \$0  
Plastic toothbrush → Switch to bamboo toothbrush: \$5  
Then, categorize these into simplicity and cost.

#### BE REALISTIC.

Going completely plastic-free has upfront costs and may totally change your current lifestyle. Look at your plastic uses and costs to see what changes may be the most possible to begin with

### 3. START SMALL

Build habits a little bit at a time. Put some tote bags in your car trunk for your next trip to the grocery store! Keep a reusable cutlery set in your bag!  
It can be very difficult to change every piece of your life in a day, but taking on sustainable habits a little bit at a time is a way to make a real difference in your personal routine.

## 4. EXPAND

As you get comfortable with new habits to swap out plastic for a reusable option, **build on them!**



Here are some examples:

- -Swap out disposable plastic bags in your pantry for reusable tupperware
- -Bring your own reusable cutlery for takeout food
- -Shop in bulk for dried goods to avoid the plastic packaging
- -Shop for personal hygiene product alternatives in reusable or refillable packaging.

## LOOK TO INNOVATION

There are some really cool solutions to make a plastic-free life much more convenient and possible! These innovations offer very unique and fashionable solutions to your plastic problems.

These are things like the CoraBall, reusable foodwrap, a bamboo toothbrush, refillable deodorant, or recyclable mailers.



## 5. GO FURTHER.

Plastic, although a massive problem, isn't the only issue the world is facing. To expand your own impact, you can increase your sustainable habits beyond personal plastic use. This can look different for different people. Maybe it means influencing your friends or family to adopt some plastic-free habits, contacting your governor about adopting anti-plastic legislation, or starting to compost your food waste! We all have a lot to learn and it is evident that individual action can make real change!



## HOW TO BE PLASTIC-FREE: BUSINESS EDITION



These days, it feels like going plastic-free is all the rage. From a business perspective, it appears that shoppers are much more interested in supporting a sustainable company versus an unsustainable one. As well, going plastic free often works to save a company money in the long run and act as a good investment in the planet! Follow this easy guide to begin your plastic-free journey!

### 1. KEEP TRACK

The first step is taking note of what you're doing right now. Keep a weekly log of all plastic used in the business. Keep your list in central and busy locations for employees to add on their own plastic uses.



### 2. LOOK AT YOUR RESULTS

#### EVALUATE.

After a week, take a look at your plastic uses. Which are plastics that employees bring in? Which are plastics that the business purchases or uses? Which of these uses are easy swaps for plastic-free alternatives?

#### ANALYZE.

Looking at your current plastic habits, it can be very helpful to evaluate the changes necessary to reduce your plastic uses.  
Ex. Takeout cutlery → replace with reusable forks + knives: \$0  
Then, categorize these changes by simplicity and cost.

#### BE REALISTIC.

Going completely plastic-free has upfront costs and may totally change your current business' routine. Look at your plastic uses and costs to see what changes may be the most possible to begin with.



### 3. START SMALL

Start with changes that will change your plastic habits, but not be incredibly radical for your staff to switch to.

This can be a change like swapping disposable cups at the water cooler for reusable ones that can be washed in the kitchen sink. Or a shift from plastic water bottles in the fridge to a refillable water station.

### 4. EXPAND

Once new sustainable habits are established, they are much easier to build on than trying to change everything all at once. After a week or two of initial changes to a more plastic-free business model, begin brainstorming and implementing more and more changes.

### 5. LOOK TO INNOVATION

There are some really cool solutions to make a plastic-free life much more convenient and possible! These innovations offer very unique and fashionable solutions to your plastic problems. These are things like personalized reusable coffee mugs, plastic-free packaging for mail, and more.

## WORK WITH YOUR PARTNERS

Often, a lot of our plastic use comes from higher up the chain. This can feel a little bit more overwhelming to tackle. But, sometimes it just takes a simple conversation with a partner: A consumer's voice is powerful. An ask to reduce plastic in packaging or switch to a non-plastic product means a lot to a producer. Especially if you might be considering switching partners to one that is more eco-friendly.

### 6. CREATE SOME FRIENDLY COMPETITION



If your employees bring in lunches or takeout containers of coffee, for a week create a competition to see who brings in the least amount of plastic. For every piece of plastic someone brings in, like a throwaway coffee cup or a plastic ziploc bag in their lunch box, they get a point. The employee with the least amount of points at the end of the week wins a reward of your choice! We recommend a gift card, a nice coffee mug, or an hour off on Friday afternoon!