

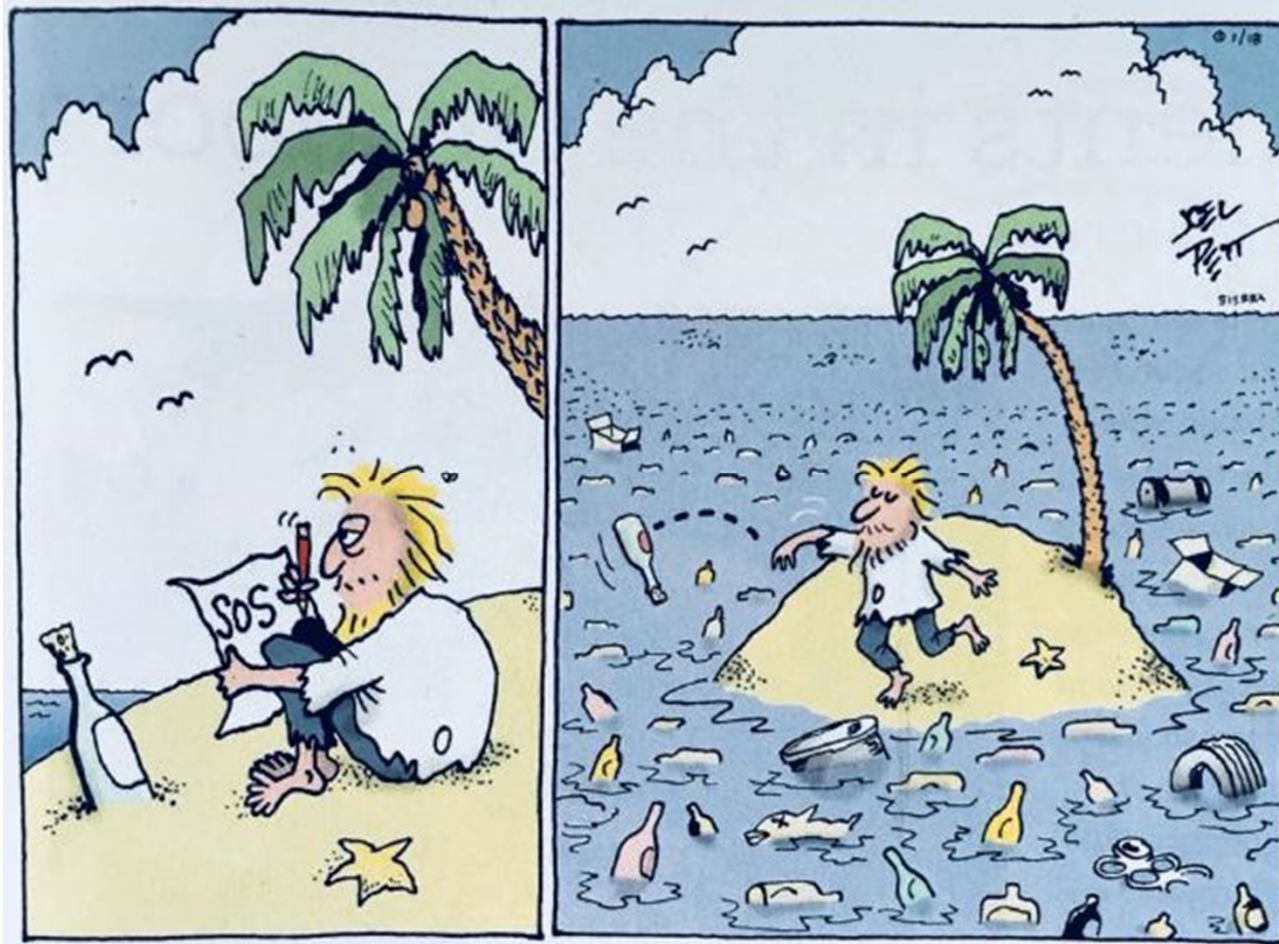
TRASH

SOURCE REDUCTION AND PREVENTION

HOIYIN IP

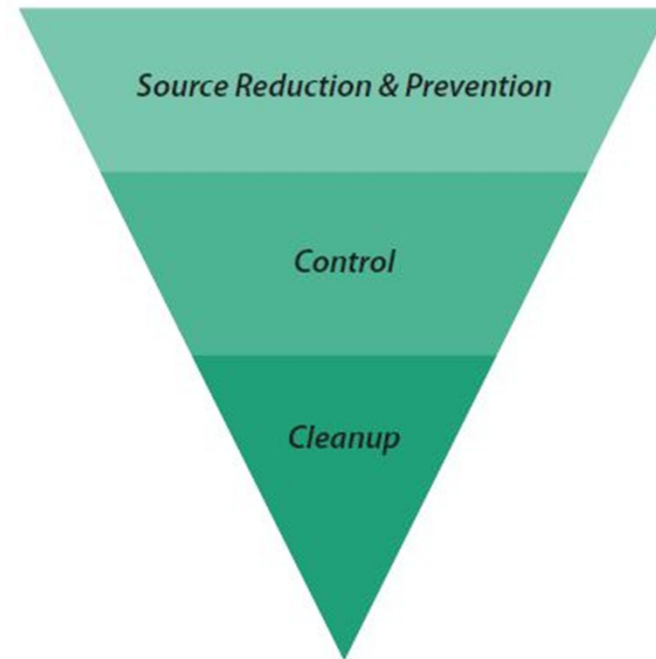
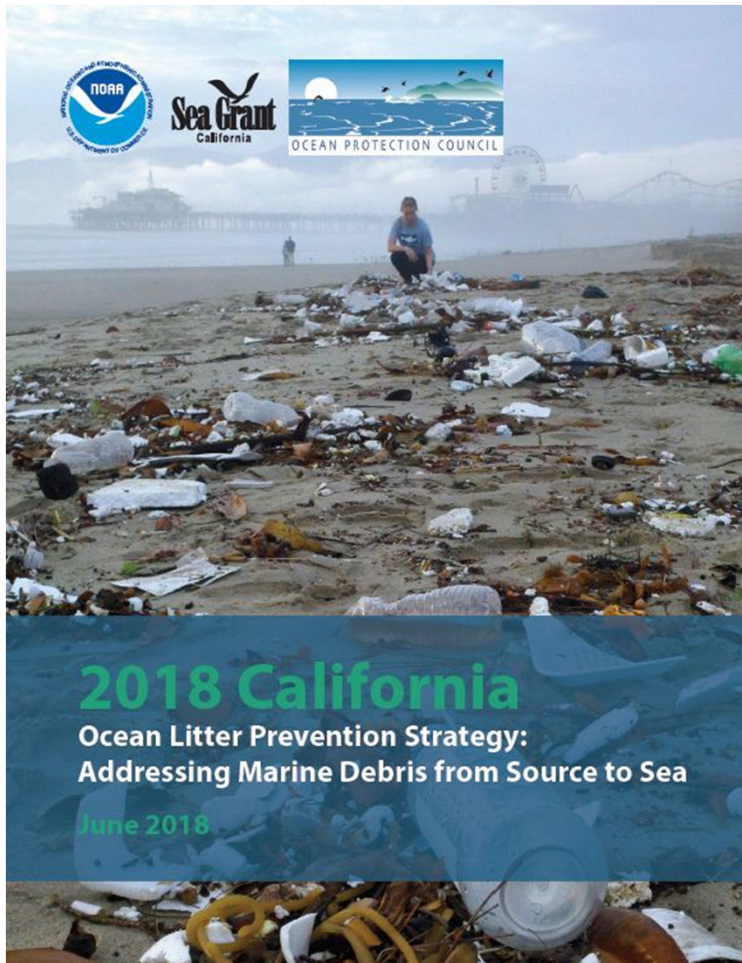
NOVEMBER 15, 2018





The Problem • The Targets • The Sources • The Campaign

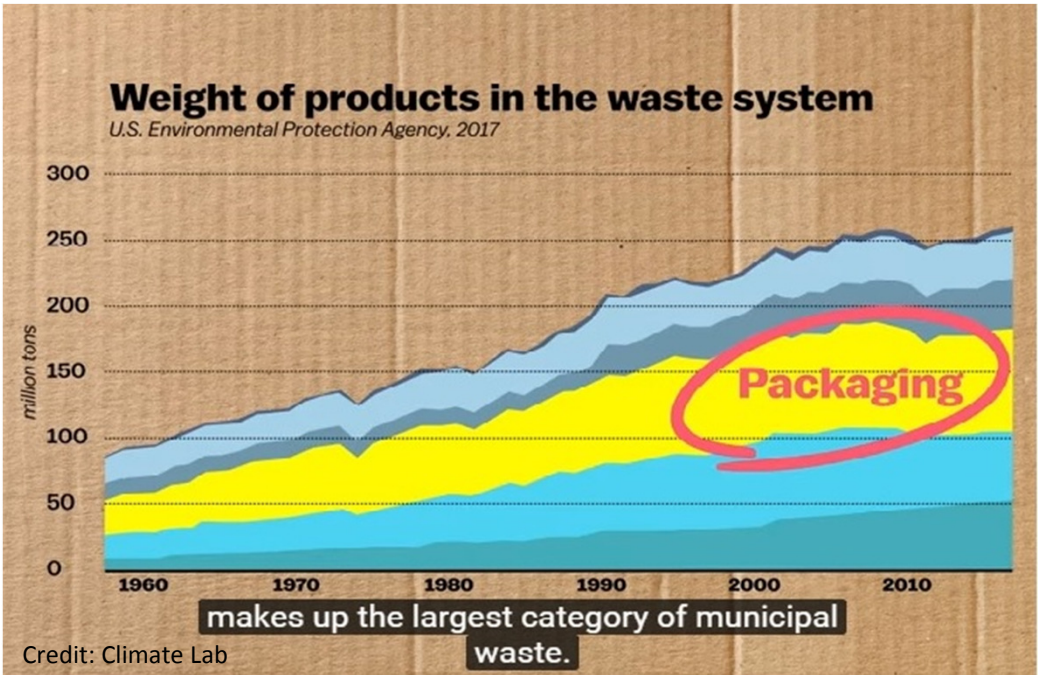
“A suite of source reduction approaches that may be cost-effective and useful to local governments as they develop their compliance approaches for the Trash Amendments.”



“A study done in Orange County found that residents go out of their way to avoid trash-littered beaches, spending extra time and money in order to visit a cleaner beach or engage in other recreational activities.”

“Create a mechanism for local governments to fund stormwater trash programs through public or private sources.”

TRENDS



BRING YOUR OWN Grocery Bags
SERVE ON REQUEST Plastic Straws

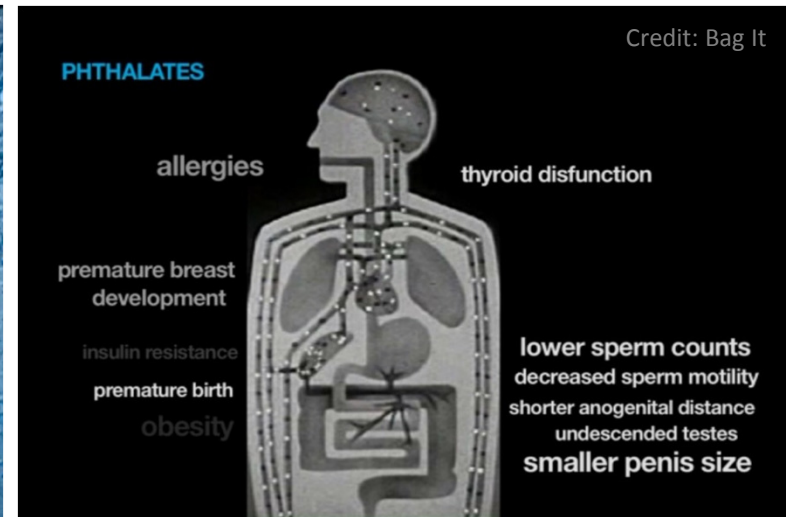
CUPS • LIDS • STIRRERS • STRAWS • PLATES • BOWLS • BOTTLES



ELEMENTS OF SINGLE-USE PLASTICS

Fossil Fuel. Chemicals. Greenhouse Gas. Trash. Microplastics. Food Chain. Health. Nature.

ALL ABOUT MONEY

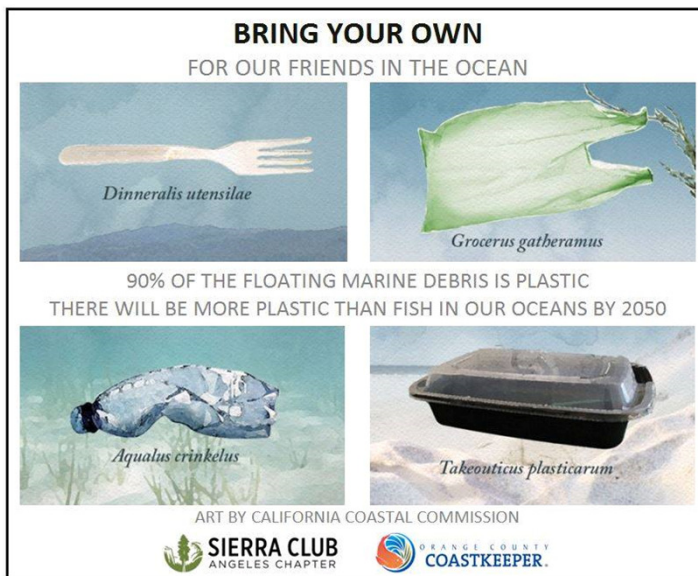


UTENSILS • BAGS • CONTAINERS • CONDIMENT PACKETS

SOURCE REDUCTION: Food Service Businesses



- **Educate** businesses on practices that are cost-savings and eco-friendly. The Letter to Restaurants by Sierra Club and OC Coastkeeper provides an example.
- **Incentivize** businesses and corporations to transition to reusables (e.g., film industry craft services, corporate dining, water refill stations) through sharing case studies and demonstrating cost-savings.*
- Engage with companies that are already using alternative products and materials to help **advocate** for transition away from common ocean litter items.*



*An action item in *California Ocean Litter Prevention Strategy: Addressing Marine Debris from Source to Sea*.

SOURCE REDUCTION: Events

Promote **certification** for events (e.g., music festivals, concerts, sports competitions, film production) that achieve zero waste principles.*

SOURCE REDUCTION: Governmental Agencies

Lead by example, and adopt the State's Environmental Preferred Purchasing (EPP) and SB-1335.

Change **procurement** to minimize the use ocean litter items in local and state buildings and events, and share lessons learned with other public institutions (e.g., federal facilities, jails, hospitals).*

*An action item in *California Ocean Litter Prevention Strategy: Addressing Marine Debris from Source to Sea*.

CAMPAIGN

It Starts With an Image

Erase the
Waste

#OurBeachPristinePrecious

The Ocean Begins at Your Front Door

Contest for campaign name and logo

- children's creativity
- public education
- momentum



Float On by Emmanuel Ramirez

CAMPAIGN

It Takes a Joint Effort

MODELS:

- Statewide coordinated effort by the government, NGOs and media on:
 - *water use reduction*
 - *grocery bags*
 - *plastic straws*
- Expansive joint effort on *homelessness*.

PARTNER WITH:

- **Businesses** including chambers of commerce and restaurant associations.
- **Educators** including libraries and museums.
- **Faith groups**

CAMPAIGN

It Needs High Visibility

MATERIALS

Develop a **toolkit** on single-use plastics reduction:

- banners, tip cards and posters for agencies
- magnetic signs for agency vehicles
- signs (i.e. serve-on-request, bring-your-own) for food service businesses/events
- public awareness surveys
- inserts for utility bills

Produce **PSAs** for:

- movie theatres
- gas station monitors
- radio stations , television using celebrities

Run **public contests** for designs of high-visibility items/giveaways, such as funny bumper stickers.

CAMPAIGN

It Needs High Visibility

ACTIVITIES

Host **discussions** with partners to develop a plan that will work out for each party's benefit.

Create one **social media campaign** for agencies to promote low waste, link single-use plastics with trash, nature, health and children. Cross promote with partners.

Coordinate **public events** (Earth Day, Ocean Day, Coastal Cleanup Day, Restaurant Week, festivals and other events by the partners), demonstrate low-waste, and associate it with style and smart investment.

Collaborate with partners on **tours** to landfills and recycling centers, host **workshops** at city halls and other public places. Develop a countywide calendar that residents and schools in all cities can conveniently participate within 12 months.