

THE BIG PLASTIC COUNT

UNWRAPPED

You did it! You took part in an important investigation into household plastic waste. Thank you for being a part of The Big Plastic Count. Evidence from the investigation will be used to encourage the government to push for a strong Global Plastics Treaty.

But it doesn't stop there...



Let's celebrate and educate!

The aim of the *Unwrapped* event is to celebrate everyone's involvement in The Big Plastic Count (TBPC) and to share the results of the investigation. It's an opportunity to learn from one another and to raise awareness of the plastic crisis. This is crucial in the lead-up to and during the Global Plastics Treaty negotiations.

Hosting an *Unwrapped* event between 19-21 April is a chance for your local community to come together to consider future actions. Central to the Unwrapped event is connecting with a local MP and inviting them to talk about the Global Plastics Treaty. Getting them on board is an important step towards a strong and ambitious Global Plastics Treaty that will impact plastic production, use and waste.

SHARE AND DISCUSS RESULTS FROM THE BIG PLASTIC COUNT

EDUCATE OTHERS ABOUT THE PLASTIC CRISIS

INVITE YOUR MP TO HAVE YOUR VOICE HEARD AND PUSH FOR CHANGE

This toolkit contains loads of ideas to help you plan and deliver your very own Unwrapped event. So, let's share facts and findings, focus on the future and have fun!

In this guide, you'll find further details to help with planning your event, advice on promoting it, posters and an invitation template. You don't need to read the whole guide - simply skip to the sections of most interest to you to get started.

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Pages 11 – 18: Appendix containing all your resources and templates:

- Posters and flyers
- Invitation for guests and your MP
- Example press release

Remember... we want to hear all about the Unwrapped event you're planning!

[Tell us about it here.](#)



PLAN YOUR EVENT:

At a Glance



WHEN

The *Unwrapped* event will take place between 19-21 April. Select the date and time to host your event that will encourage as many people to attend as possible.

WHERE

You can host the event anywhere, inside or outside, in your local area. You'll need to ensure you have permission to use the venue or location and that it is accessible to all.

WHO

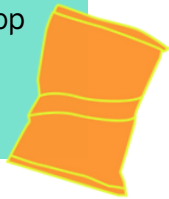
Anyone and everyone from the local community should be invited to attend. Extend the invitation to:

- All members of the local community
- Local MPs and council representatives
- Local business owners
- Pupils and staff from local schools or nursery groups

WHAT

Share and discuss the results of The Big Plastic Count and raise awareness of the plastic waste problem and the Global Plastics Treaty.

You can include anything you like in your event, but you might consider:

- A Q&A with your MP
 - A less plastic picnic or party
 - A community clean-up
 - A planet-friendly swap shop
 - Climate-kind crafts
 - Wonderful workshops
- 

SHARE

After your event, let us know all about what you did. Get in touch at help@thebigplasticcount.com.

Now skip to the sections in this guide that you need to help run your chosen activities!

PLAN YOUR EVENT:

Getting Started

Your *Unwrapped* event can take whatever form you wish. Whether it's a low-key occasion or a full-scale fair, you'll need to start planning some time in advance. Here are our top tips to get you started:

- STEP 1:** Appoint an event committee – the committee can plan, organise and execute your event, following the next steps.
- STEP 2:** Decide on the date, time and venue for your event.
- STEP 3:** Decide which activities you'll run at your event and create an action plan detailing who needs to do what and by when. Consider how you will ensure that all your activities are fully inclusive.
- STEP 4:** Carry out a risk assessment prior to the event, considering health and safety requirements.
- STEP 5:** Recruit volunteers – you might do this by word of mouth and through social media platforms, reaching out to members of local community groups.
- STEP 6:** Invite guests and promote your event!



Plan your event's activities

The aim of the *Unwrapped* event is to share and discuss the results of The Big Plastic Count and to raise awareness of the plastic waste crisis. The event is also a chance to learn about what's being done about the plastic waste problem in the local area and ways in which all members of the community can continue to drive change at a global level. It's also a great opportunity to participate in some fun activities to bring members of the local community together to work towards a common goal.

You can organise the following presentations and talks at your event for maximum engagement and impact:

Sharing results

You could present the results from TBPC and explain what a plastic footprint is. (The results from the investigation will be available after the count has taken place)

The Global Plastics Treaty

You could deliver a presentation to attendees of your Unwrapped event all about the Global Plastics Treaty to raise awareness of this important milestone, using the PowerPoint presentation, [What Is the Global Plastics Treaty?](#)

Q&A with your local MP

Send a letter or email [to your local MP](#) to invite them to take part in a Q&A session, giving participants of TBPC the opportunity to ask questions about the plastic waste problem in the local community and about how they plan to support the Global Plastics Treaty.

If your local MP can't attend your event, you can write to them after your Unwrapped event and include your results from the Count, photos of the event, testimonials from participants, information on any other speakers, and statements from members of the community who attended the event.

Expand Your Event

By way of involving the whole community, why not extend your event to include some other fun activities to accompany your presentations, talks and MP Q&A session?

Which activities you choose to include is up to you, but here are some suggestions:

Less-plastic picnic or party

Encourage all attendees to bring picnic and party food to share, using as little plastic as possible. Volunteers could design the invitations and think of food suggestions to include, such as unpackaged fruit and sandwiches wrapped in foil or in paper bags.

[Skip to page 5](#) for more guidance on hosting a less-plastic picnic or party.

Planet-friendly swap shop

Repurposing and reusing items is great for the environment! Attendees can bring in clothes, toys, books and homeware to swap at the event.

[Skip to page 7](#) for more guidance on running a planet-friendly swap shop.

Climate-kind craft fair

Invite local vendors to promote and sell their sustainable products. This could be anything from handmade clothing and jewellery to homemade cakes and candles.

[Skip to page 8](#) for more guidance on putting on a climate-kind craft fair.

Community clean-up

Why not organise a litter-picking activity or a general tidy-up of a local area? This could be in a nearby park, town space, woodlands, stream or beach.

[Skip to page 6](#) for more guidance on organising a community clean-up.

Wonderful workshops

Volunteers could run a range of workshops linked to the environment, sustainability and the plastic waste problem. This might include art workshops using materials collected during the Count, decorating fabric tote bags, or learning how to make an environmentally friendly bird feeder.

[Skip to page 9](#) for more guidance on setting up wonderful workshops.

Promote your event

It's really important to promote your Unwrapped event effectively to make sure that plenty of people come along on the day. Identify who your audience is and consider how to most effectively reach out to them.

You could promote your event in various ways:

- A page in a local publication
- Emails and newsletters
- Posts on social media
- [Posters](#) on community noticeboards and [flyers](#) to hand out in the local community (we've made these for you!) These could be handed out to local shops, schools and places of worship.
- [Invitations](#) to hand out to or email to members of the local community in public spaces and various venues.
- Eventbrite or another event-hosting platform
- Press opportunities: write a press release and send it to your local paper, along with photos from The Big Plastic Count that could be included with the article. Include details of all the activities and any speakers at the event, such as your local MP. You could also write a press release after your *Unwrapped* event to engage the local community in the issue and report on the success and impact of your event. You can find great guidance for writing a press release [here](#). You might also like to use our [press release template](#).

Remember to tell us all about your planned event, too. You can do that [here](#).



Guidance on Hosting a Less-Plastic Picnic or Party

A reduced-plastic picnic is a fun way to get everyone involved in your Unwrapped event and share your results from The Big Plastic Count. [Invite your local MP](#) along via a letter or email, and take the opportunity to involve them in discussions about the local and global plastic problem.

PLANNING AND PREPARATION

- Can you source and provide reusable or planet-friendly resources? Or you might consider getting in touch with a company like [Party Kit Network](#). Reusable cutlery, plates, bowls, and cups could be made from materials like bamboo, stainless steel, or glass.
- Consider using cloth napkins instead of disposable paper napkins.
- Consider where you are buying your produce from:
 - Is it possible to go to a zero-waste shop that has refill options to buy your ingredients?
 - Can you reduce packaging by buying in bulk?
- See if some local businesses would like to get involved, such as zero-waste shops, greengrocers, food box companies, and farmers' markets.
- Remember that it won't be possible to totally avoid plastic, but that the aim of the event is to create awareness around ways to reduce the amount of plastic used.

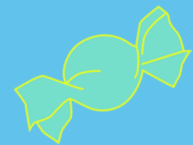
AN ACCESSIBLE AND INCLUSIVE EVENT

Remember to ensure that your less-plastic picnic is fully inclusive. It's important to consider [disability justice](#) when planning your event. Many disabled people rely on plastic items to live independently. Alternatives to plastic aren't always suitable for disabled people. You may want to make this clear in your communication with everyone involved in your less-plastic picnic or party.

RECIPES TO SEND TO GUESTS

You might like to source and send home some recipe suggestions for homemade food and drinks, for example:

- [Lemonade](#)
- [Hummus](#)
- [Brownies](#)
- [Vegan sausage rolls](#)
- [Vegetable samosas](#)



SHARING INFORMATION WITH GUESTS

- Remind guests to see what items they can buy from stores that don't come in plastic packaging, such as trying to buy loose fruit and vegetables.
- With items where it's not possible to totally avoid plastic, consider and advise on how to reduce the plastic waste. For example, you could buy large sharing bags of crisps, rather than smaller individual bags.
- Ask attendees to think about their food and beverage containers.
 - Pack food in reusable containers made of stainless steel or glass.
 - Bring a large water dispenser or multiple reusable water bottles to avoid buying bottled water.
- Invite guests to bring along homemade food and drink packed in reusable containers, such as:
 - Sandwiches and salads
 - Baked goods like bread, sausage rolls, quiches, samosas, cakes and brownies
 - Dips like hummus, salsa or guacamole
 - Drinks like lemonade, iced tea or fruit cordials, which can be served in large jugs

POST-EVENT

- Reduce the amount of food wasted by asking guests to take home food and drink that hasn't been consumed at the event.
- Remind guests to reuse items, such as dip tubs and other containers.
- Enlist volunteers to help with a careful clean-up. When the event is over, make sure everything is disposed of correctly:
 - Separate materials like recyclables and compostables.
 - Provide clearly labelled bins for guests.

Guidance on Organising a Community Clean-Up

Sadly, our local communities are subject to litter pollution, and much of this is plastic. Until governments and larger corporations take responsibility and address the production of plastic, we will continue to be surrounded by plastic waste.

As part of *Unwrapped*, organisers could stage a community litter pick in the surrounding local area. This could be in a local park, town space, playground, forest or beach. As well as promoting environmental awareness, this activity also improves the aesthetic of shared community spaces and brings guests together for a purpose that will benefit everyone involved.



PREPARATION FOR YOUR CLEAN-UP

- Choose a location for your clean-up and make sure you have permission from the landowner, if applicable.
- Carry out a risk assessment of the area(s) where the clean-up is set to take place. You can [get in touch](#) if you'd like help with this.
- Consider how accessible the location is for disabled people (for example, does the location have disabled parking, and are there any steps?).
- Set a time and meeting place. You could organise for your clean-up to take place before the other activities organised for the day (such as the MP talk or workshops).
- You could also [invite a local MP](#) to take part in the clean-up.
- Send information to those taking part regarding suitable clothing for the weather or specific guidelines you need everyone to be aware of.
- Appoint an Activity Leader who will oversee the event.

WHAT YOU'LL NEED

- You'll need to provide gloves and rubbish bags for participants to use.
- Will you provide litter-pickers? These can be hired or there may be a local business or organisation who can supply these for free.
- You might also wish to provide participants with tabards or hi-vis jackets.

SPREAD THE WORD

- Encourage guests to pre-register for the activity to give you a clear idea of expected numbers.
- The local press might be interested in this community clean-up activity, particularly if your MP is taking part. Contact them to see if they can help you to spread the word about the plastic problem in the area.

RUNNING YOUR COMMUNITY CLEAN-UP

- Include a safety briefing on how to safely handle the litter with the tools provided. Note anything that should not be picked up and tell participants to ask if they are not sure. Run through any potential hazards mentioned on the risk assessment.
- Consider how you'll disperse all the participants into different areas of the community to start picking up litter. Volunteer leaders can chaperone the different groups.
- Participants can work in teams, encouraging community members to get to know each other better.
- Make sure that any children participating in the activity are accompanied by a parent or guardian.

AFTER YOUR EVENT

- It's essential to separate recyclable items from general waste.
 - Collected litter should be placed in designated waste disposal areas or collected by local waste management services.
 - Set up recycling stations for recyclable materials or organise for volunteers to take the recyclable items to a local recycling station, ensuring that waste is disposed of responsibly.
- Organise a 'Post-Clean-up Thank You' to celebrate all participants' hard work.
- Share the results from your clean-up activity (this is another opportunity to [invite a local MP](#) to join the discussions. Consider and report on:
 - The amount of litter that was collected.
 - How much of the litter was plastic.
 - How the litter collected was disposed of.
 - How a reduction in plastic production would significantly reduce the amount of plastic waste in the community.

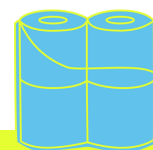
Guidance on Running a Planet-Friendly Swap Shop

By encouraging the exchange of items, swap shops help reduce the demand for new products, minimise waste, and promote a more environmentally conscious way of living.

It's easy to host a planet-friendly swap shop, and it's something everyone can get involved in. You can even send a letter or email to [your local MP](#) to invite them to come along and bring some items to swap!

Encourage guests to bring along and exchange items that they no longer need for items that they do need - with the aim of promoting environmentally conscious outlooks: reducing waste, encouraging people to reuse items rather than throw them away, and reducing the need to buy more.

Here's how to make your planet-friendly swap shop a success:



STEP 1

- Reach out to guests well in advance of your *Unwrapped* event to let them know the sorts of items they can bring along. Suggestions include:
 - Clothing
 - Books
 - Toys
 - Homeware
 - Electronics
- Ask attendees to make sure items are in good condition. Encourage them to only bring items of good quality that other people will want or find useful!

STEP 2

- Organise the best location for the swap shop to take place. Consider how much space will be needed and how the items will be displayed. You might look to borrow some hanging rails or think about how to create 'washing lines' as a way of displaying clothing.
- Sort the items as they are donated into different categories.
- Create signs, labels or posters to display at the event.

STEP 3

- Display the items in an organised way making it easy for guests to browse through the available items. Enlist volunteers to help set up the stalls.
- Allow guests to browse through the selection and choose what they want to take home, free of charge.

STEP 4

- Anything leftover can be donated to a local charity shop. Volunteers could be asked to take the items to local charity shops, or some organisations may come and collect the items.

Guidance on Putting on a Climate-Kind Craft Fair

Why not include an environmentally friendly craft market as part of your Unwrapped event? Invite members from the wider community, as well as your [local MP](#).

INVITE VENDORS TO YOUR CRAFT FAIR

- Consider the types of stalls that could be at the fair. These could include:
 - Makers or vendors who place a strong emphasis on sustainability and eco-friendly practices.
 - Vendors selling items that are handmade, recycled, upcycled and locally sourced.
 - Vendors selling products that have been made using sustainable materials, such as organic cotton, bamboo, reclaimed wood, recycled metals, and other environmentally friendly resources. Products could range from handmade clothing and accessories to home decor items and art pieces.
 - Invite volunteers to bring in homemade baked goods and refreshments to sell at your craft fair.
- Place an emphasis on supporting local makers, and ethical practices such as fair trade and products made from ethically sourced materials.

INVOLVE LOCAL SCHOOLS

- There might be an opportunity for pupils from local schools to get involved, making and selling their own climate-kind crafts. This might include:
 - Greetings cards and gift tags
 - Hand-decorated plant pots or mugs
 - Handmade bunting
 - Canvas tote bags featuring bespoke designs
 - Dream catchers and wind chimes
 - Friendship bracelets



PROMOTE YOUR CRAFT FAIR

- Create invitations to the craft fair, indicating which stalls will be present.
- Publicise the event on social media platforms.
- Display posters around the local community.

PROVIDE INFORMATION FOR VENDORS AND VOLUNTEERS

- Make sure all vendors consider using minimal or eco-friendly packaging, such as reusable bags or packaging made from recycled materials.

RUN YOUR CRAFT FAIR

- Make sure all the edible items to take away are packaged and sold in plastic-free packaging.
- Be sure to serve items being consumed at the fair using reusable or recyclable containers, cups, plates and cutlery.
- Encourage shoppers to bring their own bags.



Guidance on Providing Wonderful Workshops

Putting on family-friendly workshops and activities for participants is a great way to get everyone involved in your Unwrapped event. You may well have members of the local community who are keen to run workshops on a variety of environmentally conscious themes. Remember to [invite your local MP](#) to join this event and maybe take part in a workshop.

SUGGESTIONS FOR WORKSHOPS

If you run a climate-kind craft fair, why not host demonstrations from some of the makers, showing how they create the products they sell?

RECYCLING CRAFTS

Set up guided arts and crafts workshops where participants use upcycled materials (you could even use materials collected during The Big Plastic Count). Craft ideas include:

- Origami using scrap paper
- Infinity scarves, peg bags or teddy bears made from old items of clothing
- Plastic bottle terrariums and tin can planters
- Printing with recycling items, such as corks, egg boxes and bubble wrap
- Paper beads for making jewellery
- Paper mâché bowls or decoupage candle holders
- Fabric bunting or fabric-covered storage boxes
- Mosaic artwork, including sea glass art



NATURE CRAFTS

Use natural items and encourage workshop participants to immerse themselves in the natural world and create items such as:

- Nature wreaths
- Minibeast hotels
- Pressed flower greetings cards
- Pine cone bird feeders
- Pebble art
- Leaf printing
- Sun printing
- Seed bombs
- Jam jar gardens
- Leaf crowns

STORYTELLING SESSIONS

- Share environmentally-themed stories to educate about nature and conservation. This is a great way of making the plastic issue easy for younger kids to understand.
- Share nature-themed poetry. There are plenty online, such as the fantastic [Poems for the Planet](#) Greenpeace competition winning entries.
- Participants might be inspired to create artwork or their own stories or poems following the stories that are shared.

GARDENING AND NATURE WORKSHOPS

- This is an opportunity to get participants learning a bit about planting and growing, whilst creating or maintaining community gardens.
- Activities could be anything from planting up boxes to be placed around the local area, to creating a community vegetable patch.
- If you have a pond or stream in the local area, workshops could involve learning about the wildlife.
- Young workshop participants might enjoy bug-hunting workshops. Make sure any bugs caught are treated gently and quickly released back into the environment they were taken from.



ALL WRAPPED UP



Participants meeting with MP Sara Britcliffe to talk about The Big Plastic Count in 2022

We can't thank you enough for participating in The Big Plastic Count and for going the extra mile and running your very own Unwrapped event.

By taking part in The Big Plastic Count, you have contributed to an important investigation into how much plastic households are throwing away in the UK and what happens to it afterwards. The results will be used to convince UK ministers to lead the way at the global talks that could finally phase out plastic pollution for good.

By sharing your results with your local MP at your *Unwrapped* event and inviting them to discuss the Global Plastics Treaty, you will be helping drive change.

It's important to continue learning about and educating others on the plastic problem, building awareness of the Global Plastics Treaty and encouraging people to hold governments and large corporations accountable for plastic production and pollution.

TELL US ALL ABOUT IT!

We really want to hear all about your *Unwrapped* event.

- What did you do?
- Who attended?
- How did you share the findings from The Big Plastic Count?
- What was the impact of your event?

Share your stories, updates and photos with us [here](#).

PHOTOGRAPHY TOP TIPS

Take photos in both portrait and landscape as different formats work better on different social media platforms. For example, portrait works better for Instagram stories, whereas landscape works better on X (formerly Twitter).

Make sure that the camera setting on the phone is set to the largest file size.

Avoid clutter, such as bags in the frame.

Do not use the zoom, as this reduces the resolution and quality of the image.

If taking a photo with members of the public, please ensure that the people in photos or videos are happy for Greenpeace and Everyday Plastic to use their image as part of campaigns and fundraising activities either online or in print.

Even after your *Unwrapped* event, you can keep up the momentum and consider how to reduce plastic use and waste in your local community.

Together, we can make a difference and take action against the plastic waste crisis.

