**THE BIG PLASTIC COUNT: PROMO INFO - SCHOOLS**

**PROMOTIONAL EMAILS - EXAMPLE COPY**

**SUBJECT:**

The Big Plastic Count is Back 11-17 March - Register Now!

**BODY COPY:**

For one week, from 11-17 March, thousands of people from across the UK will be coming together to count their plastic waste. And we want your class to join them!

The investigation will reveal how much plastic we are throwing away, and find out what really happens to it afterwards. We'll use the results to convince UK ministers to lead the way at the global talks that could finally phase out plastic pollution for good.

Taking part in The Big Plastic Count with your class is easy. Here’s how to get involved:

1. Register your class: Get access to the teacher’s guide and school resources

2. Engage your pupils: Conduct an impactful lesson or assembly and get everyone involved

3. Get counting: Count your plastic waste with your class from 11-17 March

4. Your footprint: Discover your class’s plastic footprint and use the results to make a difference!

Young people have the power to make a real difference, and help shape the future of the planet. That’s why we want to get as many schools to take part as possible!

**ADDITIONAL INFO FOR SCHOOLS:**

Teachers will have access to free, easy-to-use resources, with a clear guide and everything they need to engage and empower their pupils. We’ve designed optional activities to teach pupils about the history of plastic, what’s led us to the plastic crisis we see today, and its impact around the world. Pupils can learn about the Global Plastics Treaty as the solution, and they can develop their own Class Plastics Treaty to drive change in school.

By taking part in The Big Plastic Count, pupils can drive global change too. Each participating class will be able to see their class's plastic footprint, and even their school’s plastic footprint (if more than one class takes part). Pupils can use what they’ve learnt to push for change and not only that, but there will also be the opportunity to join us in Westminster to present your findings to those in power!

**SOCIAL HANDLES / WEB LINKS / HASHTAGS**

**EVERYDAY PLASTIC:**

● Instagram: @everydayplastic

● X: @plasticeveryday

● Facebook: everydayplastic

● Website: https://www.everydayplastic.org/

**GREENPEACE UK:**

● Instagram: @greenpeaceuk

● X: @greenpeaceuk

● Facebook: @greenpeaceuk

● Website: https://www.greenpeace.org.uk/

**THE BIG PLASTIC COUNT:**

● Website: https://thebigplasticcount.com/

● Hashtag: #thebigplasticcount

**EXAMPLE SOCIAL POST**

The Big Plastic Count is back! We’re supporting @everydayplastic and @greenpeaceuk to run the UK’s biggest investigation into household plastic waste. Get counting to show that the plastics waste crisis is still with us - and that’s why world leaders need to take urgent action to make the UN Global Plastics Treaty as bold as it can be – thebigplasticcount.com/sign-up

**VIDEOS**

● How-To Video: https://www.youtube.com/watch?v=x0nQHO7Mw-k&t=2s

● Teacher Testimonial Video: https://www.youtube.com/watch?v=KaDibCaOwpk&t=1s

● Campaign Launch Video: https://www.youtube.com/watch?v=hvYCUIah3j8