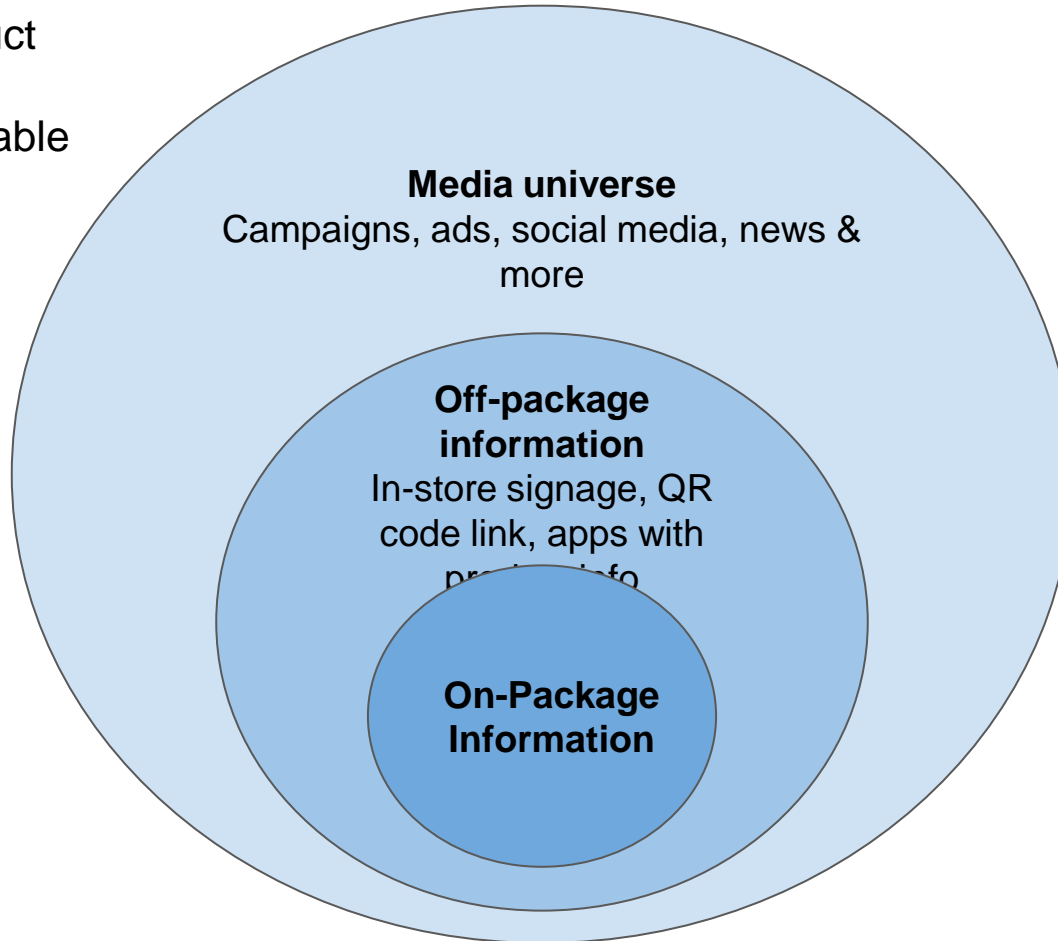




September 15, 2022

Ellie Moss
Founder and Principal
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Sources of product
and packaging
information available
to consumers



Which of these logos indicates that something is recyclable?



None of these logos indicates that something is recyclable



Resin Identification Code for PET



This symbol means that a package is considered biodegradable by Indonesian packaging regulation



Green Dot means the manufacturer has paid a financial contribution to a qualified national packaging recovery organisation



Australasian Bioplastics Association Home Compostable Logo

Public Domain Symbol for Recyclable



Recommendations from *Can I Recycle This* report

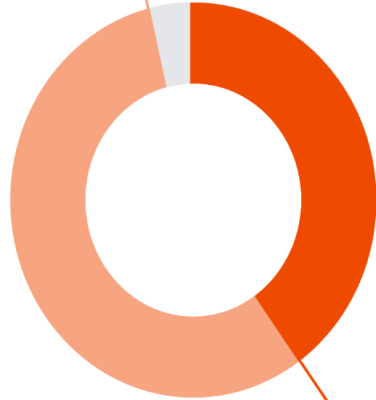
- 1) Businesses should follow the *Guidelines for Providing Product Sustainability Information* in their plastic packaging communications.
- 2) Definitions about the content and reusability of plastic packaging need to be harmonised at a global level.
- 3) Standards, labels, and claims need to better reflect actual conditions.
- 4) The use of the 'chasing arrows' symbol should be restricted to indicating recyclability.
- 5) Informative and verified recycling guidance labels should be adopted and proper use enforced.



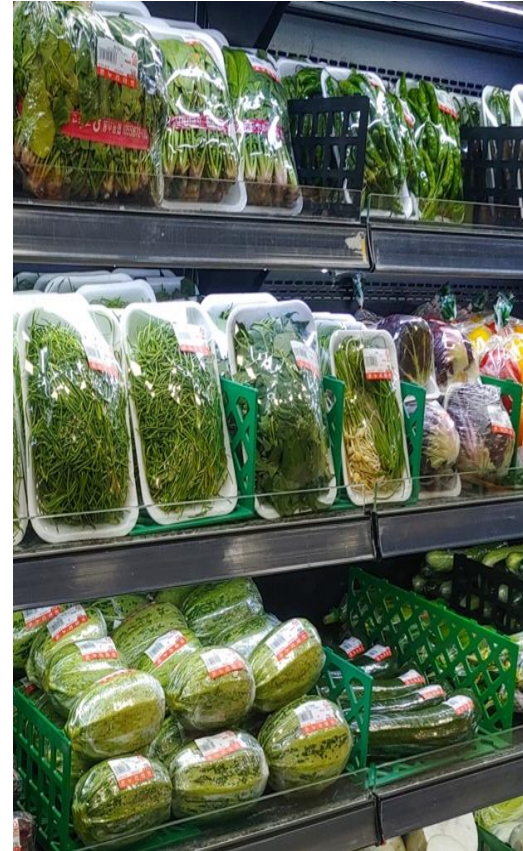
5 Best Practices for Messaging to Avoid Plastic Waste

The challenge – Turning awareness and concern into behaviour change

91 per cent of consumers in Southeast Asia were concerned about plastic waste issues.



Less than half of consumers said they would be more likely to buy a product from recycled material.



#1 Make it Relevant

- Minimize ‘distance’
 - Geographic: Connect impacts at community level
 - Temporal: This is an issue now, not in the future
 - Mental: This is impacting ‘people like me’
 - Handwritten signs
 - NOT “for future generations” or “for the earth”

- Customize messages to specific audiences
 - Phase of life / transitions
 - Understanding challenges of particular segments, e.g., men find carrying empty reusable shopping bags into grocery stores emasculating
 - Align with other concerns, e.g., health, cost,



How having children inspired Shirley to become zero-waste



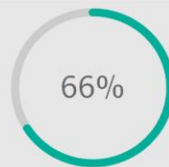
#2 Make the behavior ‘just how we do things’

- Make the best choice the default option
- Reinforce good social norms – normalize good behavior
- Be careful not to inadvertently reinforce bad norms
- Use role models / celebrities / influencers


[Get Involved](#)
[What others do](#)
[Resources](#)
[Donate](#)
[Take the challenge](#)

What others do

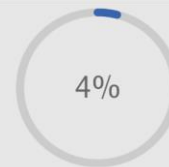
Curious to know what people have done for Plastic Free July? Read inspirational stories from our participants reducing single-use plastic waste at home, work, or in their community. Learn about the steps they



If the respondents use reusable bags when shopping, so they do not have to use plastic bags.



Of those consulted, agreed to prohibit plastic bags to avoid contamination.



Disagree with banning plastic bags to avoid contamination.

#3 Tell People What to Do, Not Only What Not to Do

- Don't stop at awareness
- Be specific
- Be inclusive
- Show that it matters

TAKE ACTION TODAY



Learn About Plastic Pollution



Organise a Zero Waste Event



Support Restaurants That Choose to Reuse



Support Supermarkets That Choose to Reuse



Lobby for Single-Use Ban in Your Community



Become a Citizen Scientist



Empower the Next Generation of Activists



THE POWER OF A SINGLE DROP WITH FAIRY'S CONCENTRATED FORMULA

THE SMALL DROP WITH A BIG IMPACT

Fairy is one of the most if not **THE MOST** concentrated handwashing liquid in the market



1 bottle of Fairy cleans **12,000 DISHES** lasting 2X longer than other brands

By purchasing Fairy, customers save **515 million bottles** of handwashing liquid a year and eliminate **23,000 delivery trucks OFF THE ROADS**

This means the same trucks are **COVERING 15million** kms less a year - **THAT'S NEARLY 40X** the distance from the earth to the moon

Even the **SMALLEST** decisions can have a **BIG** **IMPACT**
BY CHOOSING FAIRY, YOUR PURCHASE WILL SAVE **74,000** metric tonnes of CO₂, equal to the CO₂ exhaust from **49,000 EUROPEAN CARS**

WHEN **CONSUMERS CHOOSE FAIRY** They save 25,000 tonnes of plastic every year globally - that's enough to neutralize the amount of plastic waste in Morocco

25 THOUSAND 0 TONNES



#4 Catalyze Commitment

- Turning intentions into action
- We like to think about ourselves as people who do what we say
- Use public commitments, relevant locally

☆ +1 POINT AVAILABLE

Take the Pledge to #UnplasticthePlanet

Commit to Reduce Your Plastic Waste and #UnplasticthePlanet

97,006 / 100,000 actions taken



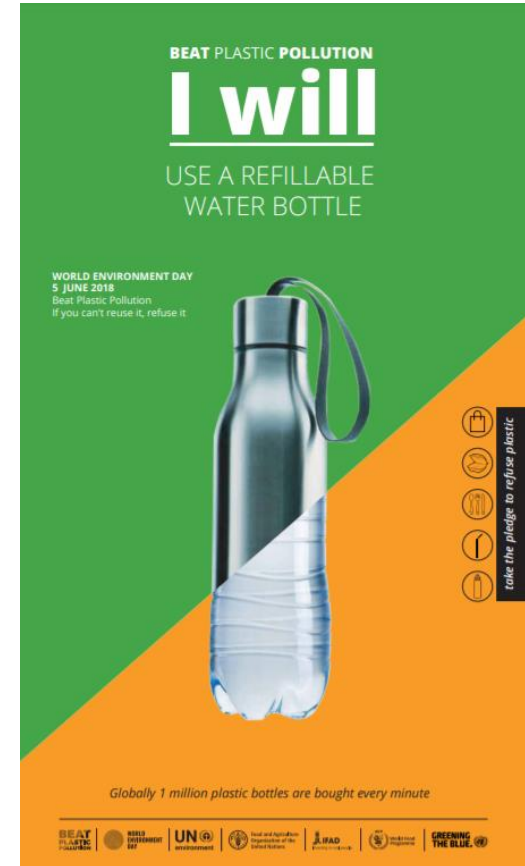
I believe it is time to #UnplasticthePlanet.

I commit to being a positive force in the world and take ownership of the choices I make that negatively impact our global environment.

I pledge to choose sustainable and reusable packaging whenever possible and reduce my usage of single-use plastic like bottles and grocery bags, etc.

I will choose to reuse and recycle and ensure that Earth's oceans and natural resources are not irreparably harmed by adding litter to the oceans every day.

TAKE THE PLEDGE



#5 Tap Positive Emotions (Avoid Fear and Guilt)

- Focus on eliciting pride, love, optimism, and hope
- Use humor!





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