

GOVERNMENT AND INDUSTRY IMPACTS: THE FACTS



Want your letter to get results? Including powerful facts can help. Choose some of these or, better still, research your own.

Did you know, only
20%
of the world's plastic
is recycled?¹



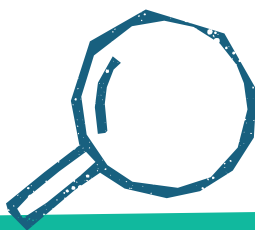
England and Wales introduced a ban on selling single-use plastic plates, cutlery, bowls and balloon sticks in October 2023.⁴

Over **900** communities
have agreed to ditch single-use plastic and
become Plastic Free Communities.⁷

Plastic production is increasing all the time and many governments are struggling to cope, shipping their waste to other countries who can't deal with the amount they receive.

Plastic bag sales in England's 'big seven' supermarkets are down
87% since the 5p charge
was introduced
in 2015.²

Over **90%** of
plastic is made from
fossil fuels.⁵



The UK's plastic straw ban could
reduce the rate of plastic waste by
3.5 TONNES
a year – that's the weight of 31
blue whales!⁶

Nearly
5000
volunteers took part in Surfers Against
Sewage's 2023 Brand Audit, exposing the
Dirty Dozen who were responsible for 70% of
all branded pollution found.⁷



Research shows that
59 billion pieces of
plastic packaging
are distributed by UK
supermarkets every
year, that's 112,000
pieces each minute!⁸

The UK has been rubbish at
creating a Deposit Return
Scheme (DRS) for plastic
bottles. It was first talked
about in 2018 – and since then
there have been all sorts of
delays. It's not good enough,
especially when schemes have
worked across Europe. Norway
collects 97% of its single-use
plastic bottles.³

Over
3,700
schools have signed up to
become Plastic Free Schools.⁷

¹Our World in Data, ²Eriksen, 2014, ³Scottish Government & BBC, ⁴UK Government, ⁵Center for International Environmental Law, ⁶Greenmatch, ⁷Surfers Against Sewage, ⁸Environmental Investigation Agency/ Greenpeace 'Checking Out on Plastics' report 2018

OTHER WAYS TO CONTACT GOVERNMENT



Anyone and everyone can get involved to be the resistance our oceans need. It doesn't matter who you are, how old you are or whether you live by the coast or not. There are contributions you can make that'll make a difference. Everyone has a role to play! Here are some of the ways you can challenge your government:



Host a school conference; invite panelists and your school community. It helps to include a variety of panelists: members of the mayor's office, city council representatives, and your local MP. Perhaps start the event by screening Surfer Against Sewage's 'The Creature' film before introducing the panel, finish by inviting questions from the floor.

Request a Q&A with your local MP/councillor to help you understand how they intend to tackle single-use plastic and hold them accountable to their actions.

FIND OUT IF YOUR LOCAL COUNCIL HAS YOUTH COUNCILLORS; INVITE THEM TO VISIT THE SCHOOL FOR A MEETING AND TO ASK FOR THEIR SUPPORT.

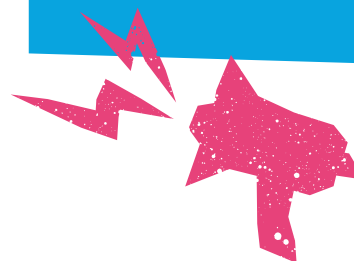
Schools were encouraged by the Government to go plastic free by 2022. Why not take and annotate photos depicting your journey to create a storyboard and send them to your local MP? That should grab their attention!



INVITE YOUR LOCAL MP OR COUNCILLOR TO A SCHOOL DEBATE ON SINGLE-USE PLASTIC.

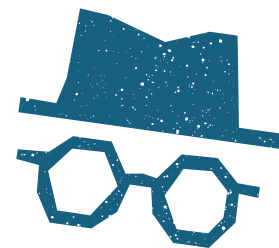
Put extra pressure on elected representatives by getting in touch with local newspapers. They might contact you to cover your story, or ask you to be a source for a story they're already running.

Record a short impactful film with your key messaging about the problem with single-use plastic and send to your local MP.



PLASTIC FREE SCHOOLS
SURFERS AGAINST SEWAGE

PERSUASIVE WRITING CHECKLIST



MUST

Strengthen argument by using statistics	
Use superlatives and comparatives	
Give evidence and examples	
Use well structured paragraphs	
Include imperatives	
Include evocative language	
Vary sentence length for effect, revisiting key points	
Include rhetorical questions	

COULD

Undermine opposing arguments	
Be convincing	
Acknowledge the counter argument	
Use discourse markers	
Establish trust and develop credibility	
Understand the reader's purpose and align your own	
Criticise the opposition	
Question the opposition's credibility	

SHOULD

Explore the use of modal verbs and adverbs	
Use anecdotes	
Use rebuttal	
Include a tripartite list	
Include quotations and expert opinions	
Use shock tactics	
Include hyperbole	
Use humour (to get the intended recipient on your side)	



PERSUASIVE WRITING CHECKLIST



PHRASES

IT HAS LONG BEEN FELT BY
MYSELF AND MY PEERS...

AS YOU CAN SEE, THERE ARE
COMPELLING ARGUMENTS...

THIS POINT IS NON-
NEGOTIABLE

I WOULD SUGGEST THIS IS
AN OUTDATED AND
IMPRACTICAL NOTION

WE ARE LIVING IN
UNPRECEDENTED TIMES

...IS ONE OF THE BIGGEST
CHALLENGES OF OUR TIME...

IT IS, QUITE FRANKLY,
UNETHICAL TO...

I WOULD ASK YOU TO HAVE
THE COURAGE TO...

IMAGINE HOW IMPRESSED
YOUR CONSTITUENTS
WOULD BE IF...

BY...YOU WOULD
BE TRAILBLAZING...

THIS IS NOT ABOUT
POLITICS, THIS IS
ABOUT HUMANITY

ON BEHALF OF YOUR MANY
CONSTITUENTS, I WOULD
ASK THAT...

WITH GOOD REASON...

WITHOUT A DOUBT...

NOW IS THE TIME TO...

WE UTTERLY CONDEMN...

HOW COULD
ANYONE POSSIBLY...?

IT'S CLEAR FOR ALL TO SEE...

EVIDENCE
OVERWHELMINGLY SHOWS...

IT IS IMPERATIVE THAT...

I IMPLORE YOU TO...

LET US BE CLEAR...

I FEEL IT IS MY DUTY TO...

