



Introduction to Single-Use Plastic

The overview of the social media campaign alignment will show how single use plastic is damaged the planet and how the goals or being dealt with as if we are in the future. The social media campaign will foreshadow the decisions being raised by each country. The campaign is to encourage individuals and businesses to reduce waste and have sustainable consumption. The campaign is to educate business on waste management on single use plastics implementing forward-thinking policies and framework.



2 Contributors

UN Sustainable goals

The UN goal target we are trying to tackle is 12.4 is to achieve the environmental sound in reducing hazardous waste, and 12.5 2030 substantially reduce waste generation through prevention, reduction, recycling and reuse. This includes total hazardous waste generated by hazardous waste the types is e-waste mostly from recycling, incineration and landfills.

12.5 indicators minimize the recycling of waste 12.5 is national recycling rate, tons of material recycling. These goals help countries understand how waste and chemicals are generated and how companies can avoid these problems.

UK supermarket campaign on single use plastic

This campaign is aimed at reducing Single use plastic in supermarkets the reason to target them is because supermarket sell a lot of single use plastic such as plastic bottles, packaging, and other plastics. In 2022 the most common type of plastics waste thrown out in households in the UK are vegetable plastic packaging snack bags, and wrappers amounted to 1.01 million items.

Examples of single use items

- Plastic bottles
- Plastic bread bag tags
- Styrofoam takeaway containers
- Straws
- Plastic packaging materials
- Plastic cutlery
- Plastic shopping bags

The Impact of Single-Use Plastic on the Environment

McClure (2021) The guardian says that disposable plastics fast-moving consumer goods forms the largest and fastest-growing segment of the plastic economy. (McClure, 2021) South Africa according to DFFE, the rank South Africa 11 out of 20 countries responsible for mismanagement of waste management effecting vulnerable people. (McClure, 2021)

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Single use plastic packaging in supermarkets and how it effects the environment and the impact leading to environmental pollution as they break down into microplastics that pollute the ecosystems.

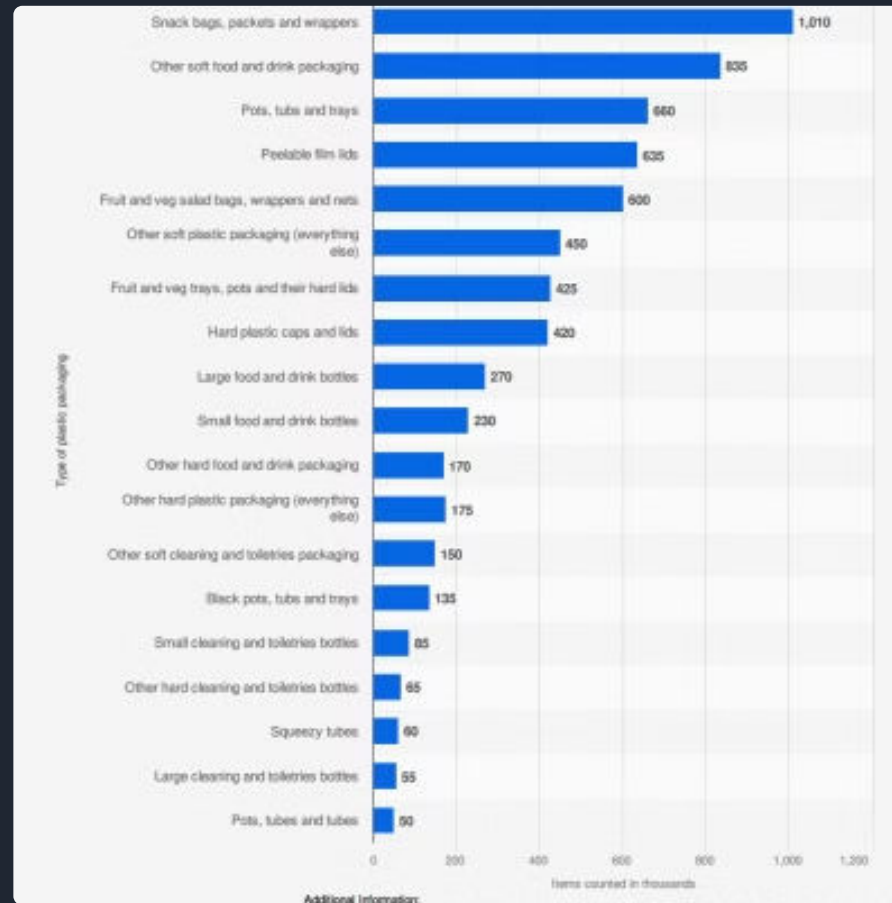
Health concerns breakdowns of singles plastics enter the food chain and water sources leading to potential health risks to humans and animals.

Results in England

With the introduction of the charge for single-use plastic bags in supermarkets, we saw a significant reduction in plastic bag usage. Tesco alone reduced their issuance of single-use plastic carrier bags from 637 million to just 1.4 million between 2016 to 2021. In 2022, Tesco did not sell a single-use carrier bag in England.

Since the charge for single use plastic bags in supermarkets that was brought into England. This charge was introduced in a bid to reduce the environmental impacts of plastic waste. For instance, the number of single-use plastic carrier bags issued by Tesco dropped from 637 million to just 1.4 million from financial years 2016 to 2021, while in 2022 Tesco did not sell any single-use carrier bag in England. (stasista)
There was big reduction in plastic bag from 2016-2023. (stasista)

Statistics



Most commonly recycled items of plastic packaging in the UK [2022].

How are we going to reach the public?

A series of social media posts have been created in order to reach our youth to better inform them about the importance on recycling and ethical consumption.

These social media posts will be distributed on Instagram via their carousel format, Twitter via their thread format and TikTok in the form of a short video.

