



<b>Organisation</b>	Mid & East Antrim Borough Council,
<b>Project Name/Title</b>	The June Plastic Challenge 2018.
<b>Project Contact</b>	Catherine Hunter: catherine.hunter@midandeastantrim.gov.uk
<b>Project Summary</b>	A project that challenges people to go without/reduce single-use plastic for the entire month of June 2018.
<b>Aims/Objectives of Project</b>	<ol style="list-style-type: none"> <li>1. To encourage people to eliminate or to reduce their 'single-use plastic footprint'.</li> <li>2. To encourage people to think before they buy a single-use plastic product.</li> <li>3. To encourage people to buy alternatives to single-use plastics.</li> </ol>
<b>Funding</b>	Mid & East Antrim Borough Council.
<b>Successes</b>	<ul style="list-style-type: none"> <li>• 70 people signed up</li> <li>• The participants are spread out throughout the borough; and</li> <li>• The majority of people have agreed to change their ways in terms of plastic use, e.g. Cutting down on the number of straws that are used, using a 'bag for life' when shopping (See Appendix 1 for Survey Results).</li> </ul>
<b>Communications</b>	<p><b>June Messages 2018 Messages</b></p> <p>Message 1: "Let's get going! It's the launch of the June Plastic Challenge! Did you bring your re-fillable coffee cup to work today? #juneplasticchallenge"</p> <p>Message 2: "Have a nice plastic-free weekend? How about making dinner this week instead of that takeaway? #juneplasticchallenge"</p> <p>Message 3: "How's your plastic challenge going? Remember to take your bag for life when doing your weekly shop! #juneplasticchallenge"</p> <p>Message 4: "Have a great weekend and remember to think about what you're buying this weekend.... skip the plastic packaging in the fruit and veg isle! #juneplasticchallenge"</p> <p>Message 5: "I hope you're enjoying in the plastic challenge! Please comment on any new ideas and tips you've discovered over these first 11 days! #juneplasticchallenge"</p>