

Future Leaders in Plastics (FLiP) Community Impact Task Group Cleanup Champions Initiative

Lead by the Future Leaders in Plastics (FLiP) Community Impact Task Group, the Cleanup Champions Initiative encourages PLASTICS Member companies to use the [Guide to Planning a Litter Cleanup](#) to plan and execute an impactful cleanup in their community within the year. Each of the companies that have signed on are dedicated to making a difference in their communities by working to eliminate plastic (and all material) waste from the environment.

Through these cleanups, Champions will have the opportunity to

- Give back to their community by reducing the amount of mismanaged waste in the environment.
- Bring people out of the office or facility to get to know each other in a more casual environment and promote team building.
- Connect with a charitable and/or environmental organization and/or other community groups to build a relationship between these groups & plastics industry.
- Inspire others to get involved and/or plan their own clean up.

Items we need from you

Promotional

To be used on PLASTICS' media channels to promote your good work

- Logo
- Quote with prompt of:
 - Why is this initiative important to you/your company?
 - Why have you committed to investing time and resources into planning a cleanup event?
 - What do you hope to accomplish with this initiative?
- (After cleanup) Lessons learned / something that worked really well or really poorly to include in second edition of Guide.
 - Could also include your volunteer's feedback.

Informational

To be used in our end-of-year summary report

- Date and location of event.
 - City, State, and type of environment
- Any partner organizations you worked with.
- # of volunteers & affiliation.
 - Co-workers, community groups, friends, family, etc.
- Total amount of mismanaged waste collected (by bag count).
 - # of trash bags filled.
 - # of recycling bags filled.
- Fun fact
 - Fun awards you gave out, competitions you held, weird items you found, etc.

How PLASTICS' will support

General

The Community Impact Task Group will support each of our Champions with any logistical challenges throughout the planning process as well as highlight the volunteer work of each Champion. The group's staff liaison, Heather Nortz is available to take all questions at hnortz@plasticsindustry.org.

Promotional

PLASTICS also wants to celebrate your volunteered time and effort by following your experience with planning a cleanup. We will be highlighting each Champion through:

- A press release with an initial announcement of the initiative & Champions.
- Our media channels (social media, newsletters, blogs) to highlight why this initiative is important to you and your company as well as the impact you are able to make with your cleanup.
 - Any photos and/or video footage you can capture at your event would be appreciated.
- An end of year report in which we will compile all stats about this initiative together into a booklet that Champions and PLASTICS can use to share the year's accomplishments.
- In the second edition of the Guide to Planning a Litter Cleanup, Champions will be recognized as inaugural participants.
 - We would like to include your suggestions of useful edits or additions to the guide based on your experience and any lessons learned.

Other resources

Along with the Guide to Planning a Litter Cleanup, which includes resources such as checklists and templates to help with the planning, promoting, and executing of a cleanup, PLASTICS would like to also provide the following:

- Cleanup Champions logo.
- 2023 Cleanup Events Calendar.
- T-shirt design template.

On behalf of the FLiP Community Impact Task Group and all of PLASTICS, I want to thank you for your commitment to bettering your community through this Cleanup Champions Initiative. We can't wait to see all the good work you are able to achieve!

