

## 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.

### PLASTICS' communications plan

In order to tell your story and highlight the fantastic work you are doing in cleaning up litter from the environment and engaging your companies in volunteerism, you'll have the opportunity to take part in the following:

- [Press Release](#) announcing the Cleanup Champions Initiative and all participants.
- [Blog Series](#) to dive deeper into each Champion's story a bit deeper. This does not solely have to focus on your cleanup and does not have to be tied to the time of year in which your cleanup will take place. These blogs will be [posted here](#).
- [Social Media Posts](#) to share photos and information about your cleanup around the time the event takes place.
- [End-of-Year Summary Report](#) – this will be a compilation of all Champion's accomplishments through their cleanup events throughout the year.
- [Second Edition of the Guide to Planning a Litter Cleanup](#) – as you use the information within the Guide to Planning a Litter Cleanup, we welcome your input on edits/additions to continuously improve this resource.

### Items we need from you

- Company logo – please send as soon as possible
- Date of your cleanup – please send as soon as you have selected a date.
  - This will be used internally to ensure we are providing support within your planning process as well as plan when to send the post event submission form plan space for social posts and a potential blog around the date of your event.

The below information will be recorded after your cleanup takes place via a Microsoft Form. If you host multiple cleanup events throughout the year, please complete a separate submission for each event.

- Location of cleanup
  - City, state, and type of environment (beach, park, trail, etc.)
- Number of volunteers & affiliation.
  - Co-workers, community groups, friends, family, etc.
- Name of any organization(s) you worked with.

- Total amount of mismanaged waste collected
  - By bag count and/or weight.
- Fun fact and/or lessons learned
  - Fun awards you gave out, competitions you held, weird items you found, etc.
  - Lessons learned - something that worked well or poorly.
- Quote with prompt of one of the following. This will be used in your blog.
  - 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?

## Resources available to you

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](mailto:hnortz@plasticsindustry.org).

To further help you plan and execute a successful litter cleanup, PLASTICS will provide the following:

- Guide to Planning a Litter Cleanup
  - Includes resources such as checklists and templates to help with the planning, promoting, and executing of a cleanup.
- Cleanup Champions logo
  - To be used in event invitations, newsletters, websites, emails, social media, etc.
- T-shirt design template
  - Includes two graphic designs that can be customized and printed onto t-shirts or other apparel.

**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!**

