



SICK OF PLASTIC CAMPAIGN

An illustration showing a white whale swimming in blue water. A large, dark blue plastic bottle is floating on the surface of the water, partially obscuring the whale's back.

JOIN THE SICK OF PLASTIC
CAMPAIGN AND HELP
IRELAND BREAK FREE
FROM PLASTIC

*A lorry-load of plastic waste is dumped into
our oceans every minute. At that rate, there
will be more plastic, by weight, than fish in
the sea by 2050*



THE SICK OF PLASTIC CAMPAIGN

Sick of Plastic is a national campaign being led by **Friends of the Earth** and **VOICE Ireland** to empower communities to take action on single use plastics.



WHAT DO WE WANT?

Supermarkets to reduce plastic packaging

Nationwide deposit and return scheme for plastic bottles and aluminium cans

Tax single use coffee cups and promote reuse

Ban on single use plastics like straws and cutlery

The bottom of the page features decorative wavy lines in two shades of blue, creating a modern, flowing aesthetic.

Irish companies, shops and households generates 61kg of plastic waste per person in 2015, twice the EU average.



Irish businesses only pay **€89** to put a tonne of plastic on the market. In Belgium they pay **€199**, in France **€238** and in the Netherlands **€355 per tonne**.

So there's no incentive for companies to reduce plastic use, leaving shoppers to deal with the waste.



1 out of every 12 barrels of oil is used to make plastic.



The top 10 plastic companies in the world include Exxon Mobil, Chevron Philips, Dow Chemical and INEOs, a major fracking company.

Large-scale plastic production only began in about 1950. Half of all plastic was made in the last 15 years.



Of all the plastic ever produced 30 % is still in use, 10 % has been burned and 60 % has ended up in landfill or as litter on land or water.

! It can take up to 400 years for the plastic to break down.

IT'S NOT FAIR!


When the plastic bag tax was introduced in Ireland in 2002, there was a **90% drop** in plastic bag use. As shoppers and citizens we are doing our bit.

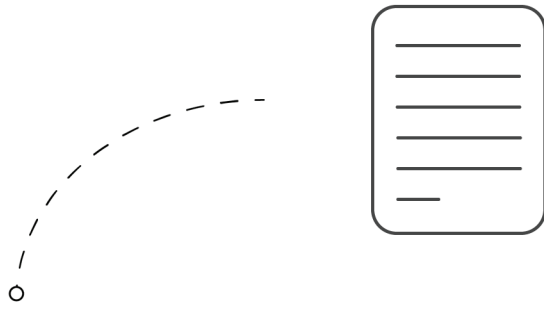
Yet the amount of plastic packing used in Ireland has **nearly doubled** in the last 5 years. And householders are left to sort it and recycle what we can. It's not fair.



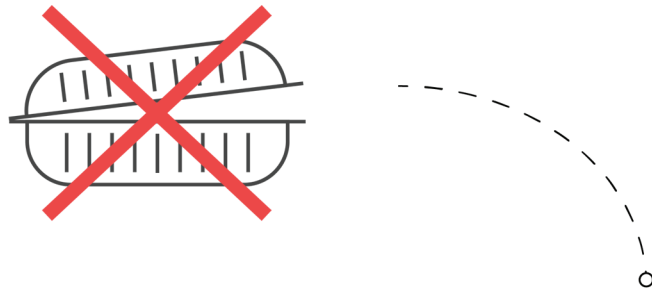
WHAT ARE WE DOING?

Empowering citizen led action to tackle excess plastic packaging in Supermarkets. Putting pressure on government to act on plastic by supporting the Waste Reduction Bill which calls for the introduction of a nationwide deposit return scheme, a tax on coffee cups and to ban single use plastics. As members of the Break Free From Plastic global movement, the campaign has also been active on an EU level to ensure strong regulations are placed to tackle plastic production, consumption and waste.

The bottom of the page features several thick, curved, overlapping bands in shades of blue and teal, creating a dynamic, wave-like graphic element.



On April 21st 2018, Sick of Plastic mobilised thousands of people to leave their plastic packaging behind in supermarkets in protest against unnecessary single use, non recyclable plastic packaging.



Later in 2018, together with Uplift, Friends of the Earth presented a joint 30,000 signature petition to TDs at Dáil Éireann demanding an end to plastic waste.

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2018 was the year for awareness on plastic, and we believe 2019 is the year for real action! With your help, we can no doubt make that happen.

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*Together,
we can break free from plastic!*

The bottom of the image features several thick, curved, overlapping bands in shades of blue and teal, creating a sense of movement and depth against the solid blue background.

TAKE ACTION!

- Sign the Sick of Plastic petition on the Friends of the Earth website:
www.foe.ie/takeaction/break-free-from-plastic
 - Refuse plastic where you can and ask your local supermarkets to reduce plastic packaging.
 - Talk to your local TD and ask them to support the Waste Reduction Bill.
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