

Calling Out Companies

Participating in systemic change related to plastic pollution

We know that large corporations are responsible for the plastic pollution crisis. What will make them change? First, policy and legislation play a large role. Passing policies related to extended producer responsibility for both packaging and product is critical to solving this problem. However, consumer pressure towards companies can also make a big change. That's why one of the best things you can do this #PlasticFreeJuly is to reach out to a company to encourage them to make a change for the planet. This is how you do just that.

The template:

- Introduce yourself and how long you've been a customer of their goods
- Introduce what you'd like them to change - be specific!
- Explain the importance of this change in relation to the environment
- If possible, include how it could also benefit the company
- Offer them a chance to learn more by sharing a resource or offering to speak with them about the issue at hand
- Thank them

Example:

Dear Coca Cola,

Hi, my name is Jane Doe, and I've been drinking Coca Cola products all my life. I am writing to you today to demand that you stop using petroleum-based plastics in all your products, pay to clean up the mess your products have made on our lands and oceans, and only use easily recyclable and compostable materials in your products. We are in the middle of both a climate crisis and a plastic crisis, and your products are partially to blame for it. Extracting and using fossil fuels is a major contributor to the climate crisis, and the billions of tons of plastic already created are polluting our oceans and taking up space in landfills. Changing the way you make and dispose of your products will not only help the environment, but it can help your company get new customers. I know so many people are boycotting your company because of how much plastic you use. Imagine what would happen if you change. If you would like to learn more about why I am demanding your company makes these changes, do not hesitate to reach out to me.

Thank you for your time and consideration.

Sincerely,

Jane Doe
(CONTACT INFO)