

Introduction of the idea and activities of Plastic Diet month

Plastics and the hidden threat to your health

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15.04.2021



EUROPEAN
REGIONAL
DEVELOPMENT
FUND



NONHAZCITY

Background of the Campaign

- NonHazCity has selected plastics as focus of the project's phase 2, 2019-2021
- **You all know: Plastic is a vector for hazardous substances:**
The synthetically produced material consists often of phenolic substances and is usually mixed with cocktails of additives. The additives may guarantee the desired functions of many items, such as a high flexibility (softeners), UV protection or flame retardance.
- The problem: additives and also residues from plastic production processes can leach out and can cause very negative effects on humans health and the environment.



Background of the Campaign

- Consumers have learned a lot about plastic wastes on land, in oceans and dolphin bellies, about macro- and microplastic particles – the issue of hazardous substances in plastic materials and articles has not yet reached most of end-users.
- There have been many campaigns about reduction of the plastic use and with our campaign we would like to add this particular aspect to these campaigns.
- **Hence, the current campaign is not focused just in reduction of plastic (quantities) and does not refer to climate change a priori, but it focusses on the principle of “informed choice and safe handling in the right context”.**



Thematic focus and main aim of the campaign

- Plastic as vector for hazardous substances.
 - Plastic goods and materials that contain hazardous substances as additives to reach a certain function or purpose of the material.
 - Which plastics emit and why. Which are harmful or harmless. Alternative materials. Safer handling.
- Aim: fostering a change in consumption and use behavior: less plastics, better use – informed choice and safe handling



Slogan, hashtags

- The general slogan for the campaign is:
Plastics and the hidden threat to your health
- The campaign obligatory hashtag is:
#NonHazPlasticDiet
- The one visual element to be used is: Logo
“hand” with slogan



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PLASTICS AND THE HIDDEN
THREAT TO YOUR HEALTH



Following aspects will be covered

- Materials
- Potential alternatives
- Usage
- Substances potentially used (input from LIFE AskREACH project)
- Health aspects
- Recycling aspect



6 weeks, 6 focus topics

- Textile/ Cloth - The risk on our skin!
 - Types of fibres – natural vs artificial
 - Hazardous substances in plastic fabrics
 - Labels for cloth
 - Health aspects – intake paths, possible diseases
- Sports equipment & bathing tools – Play safe!
 - Additives used to achieve the desired properties – soft vs hard plastic
 - Alternatives for sport equipment
 - Test results that show presence of hazardous substances in sports and leisure articles



6 weeks, 6 focus topics

- Home accessories and decorations - Surrounded by plastics
 - Natural materials in decoration vs artificial ones (e.g., plants)
 - Various seasonal decorations and their alternatives
 - Storage of little things/ trinkets
- Toys, children's furniture and accessories – Invisible danger for our smallest
 - Play items that are not meant to be toys
 - Hazardous substances in children articles
 - Health aspect – children are the most vulnerable
 - Substances in dust



6 weeks, 6 focus topics

- Food contact materials – Detox your kitchen!
 - Plastic for storage and recycling codes
 - Temperature and plastic
 - Canned food
- Bioplastic – Solution or greenwashing
 - Why “bioplastic” is misleading
 - Materials used (e.g., melamine resin in bamboo products)
 - Climate and chemical relevance
 - Myth of degradation and composting



General timeplan

- Day 1 – explain problem/ issue
- Day 2 – recognition (e.g., labels)
- Day 3 – feature with VIP / live action
- Day 4 – animate people to look at their homes/ surrounding & bring back as comments
- Day 5 – alternatives to use/ safer uses/ scanning with Scan4Chem (one fixed date per week),
- Day 6 – test the new knowledge (e.g., quizzes, Check(ED), etc.)



Contributions and involvement of campaign partners

- The NonHazCity campaign team will prepare a calendar for 6 weeks of SM posts and materials in English that can be used by partners in any country and language, including games, quizzes and attractions
- Each participating organisation has a certain freedom what to do, but we keep the joint structure: topical focus of the weeks and key messages. Some posts will be used by all to foster recognition.
- Visual identity: connection of logos or partners, projects with NonHazCity, use of same hashtags
- We will broadcast regularly in English about all campaign highlights – e.g. on the NonHazCity website



Organisations taking on the challenge

- Organisation/ institution who would like to pay more attention to hazardous substances in their premises
- to raise awareness and reduce the use of hazardous substances
- You can define your focus with our help and evaluate your progress.
- We hope that you are willing to share your experiences with others!



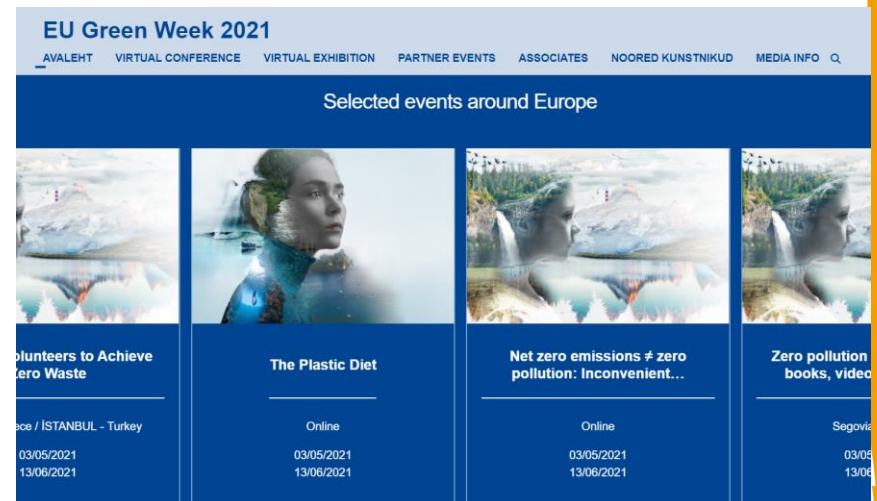
Participating VIPs and influencers

- We have various influencers involved in different countries – to have a wider reach
- With each separate agreements will be made on the level of involvement including Social Media posts and tasks to implement



The Campaign and its partners

- Time/duration: 3 May – 13 June (6 weeks)
- Campaign creator: NonHazCity consortium: cities, institutes and NGOs around the Baltic Sea
- Partners: from France, Portugal, Greece etc
- The campaign is a European Green Week Partner event



Tricky issue

- Theory: most effective is to have face-to-face meetings for triggering behaviour change.
 - Now we plan social media campaign – how to overcome this barrier?
 - How to make face-to-face meetings in social media?
- But we are sure that with innovative new ideas and commitment we can make a difference!



THANK YOU!