



Putting plastic in its place

A Rotary Club of Aylsham Environment
Community Project

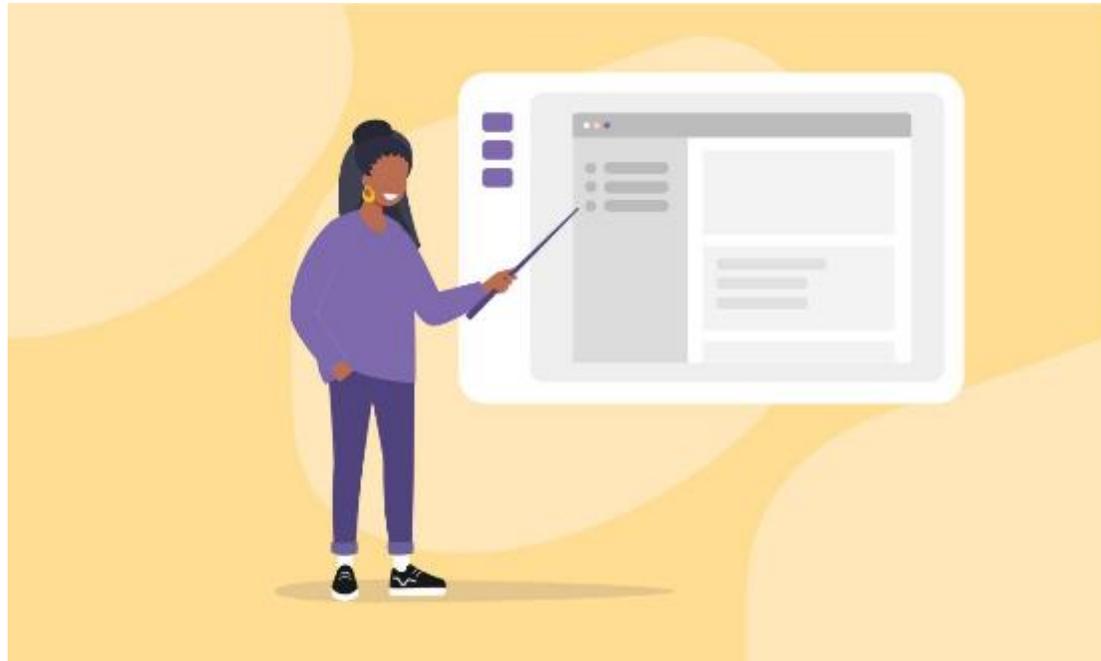
Project Plan

AIM

To enable a community to reduce its plastic waste

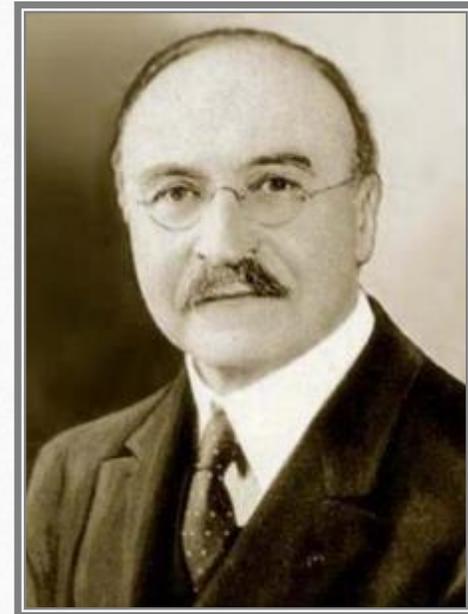
OBJECTIVE

The Rotary Club of Aylsham to engage and enlist individual and corporate members of the community to help achieve project's aim.



The Age of Plastic

- Natural plastics have been worked with since antiquity- horn, tortoiseshell, amber, rubber...
- Synthetic Plastics first derived in 19th century – cork, blood, milk...
- Earliest cellulose nitrate – cotton fibres dissolved in HNO₃ and H₂SO₄ with vegetable oil
- Pioneering fathers- Alexander Parkes and Leo Baekland (= Bakelite)
- The petroleum and chemical industries (Dow, ExxonMobil, DuPont and BASF)



What are Polymers?



Monomers

Polymerization



Polymer

So what exactly is plastic...?

- Materials formed and moulded under heat and pressure
- Polymers – chemical class of materials found in all modern plastics

So, what's the problem...?

- As useful and as durable as the material is plastic is difficult to dispose of, with some types taking thousands of years – even tens of thousands – of years to degrade in landfill





But more than that...

- The breaking down of plastics into microscopic particles pollutes our ocean, air and ecosystems. The health implications of microscopic deposits in our bodies are not yet fully known



Modern plastics industry relies on fossil fuels for its raw material. Consequently, the production of plastic has an impact on climate change, contributing to global CO₂ production.

Plastic warms the planet twice as much as aviation

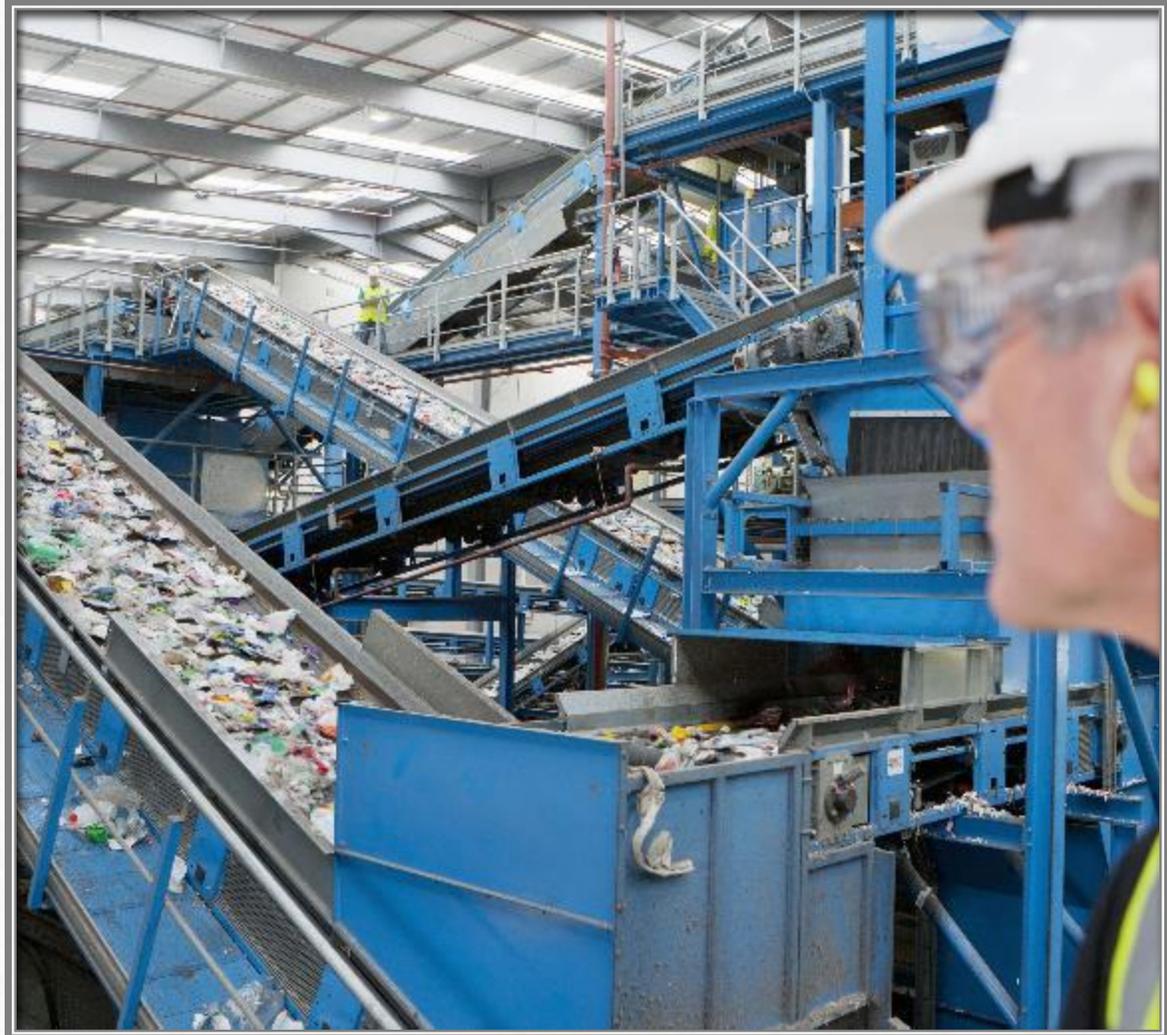
When did the plague of plastic start?

- Post war years saw plastic began to replace the more expensive paper, glass and metal materials used in throwaway items, such as consumer packaging.
- Worst offender , along with polyethylene shopping bags and polystyrene food containers is the PET (polyethylene terephthalate) drinks bottle.



What's the problem with recycling ?

- Separation appears to be the biggest difficulty. Simply, when different polymers are mixed the resulting material lacks useful properties. Also, there is still a dependence on manual sorting since chemical means of sorting seems uneconomically sound.





Is there any help out there?

- Since mid 20 century chemists have researched and developed 'green' plastics which are derived from natural biological material such as corn starch.
- ICI , the British innovators of polyethylene , developed the first biodegradable plastic, Biopol, in 1990 which was first used in a Wella shampoo bottle.

Chemistry can help to make plastics sustainable but it is not the whole solution

- Single-use polythene bags are major offenders, however, a new technique could help them to be easier recycled.





How can we help Aylsham to reduce its plastic waste?

- To adopt and to facilitate a lead community role.
- Apply a whole community approach –enlisting the support and interest of the parish
- Identify a variety of partners and adopt a range attainable strategies
- Promote and publicise regularly
- Empower local neighbourhoods.
- Engage regional assistance
- Acknowledge, recognize and celebrate success.

Realistically, what can be done to make a difference?

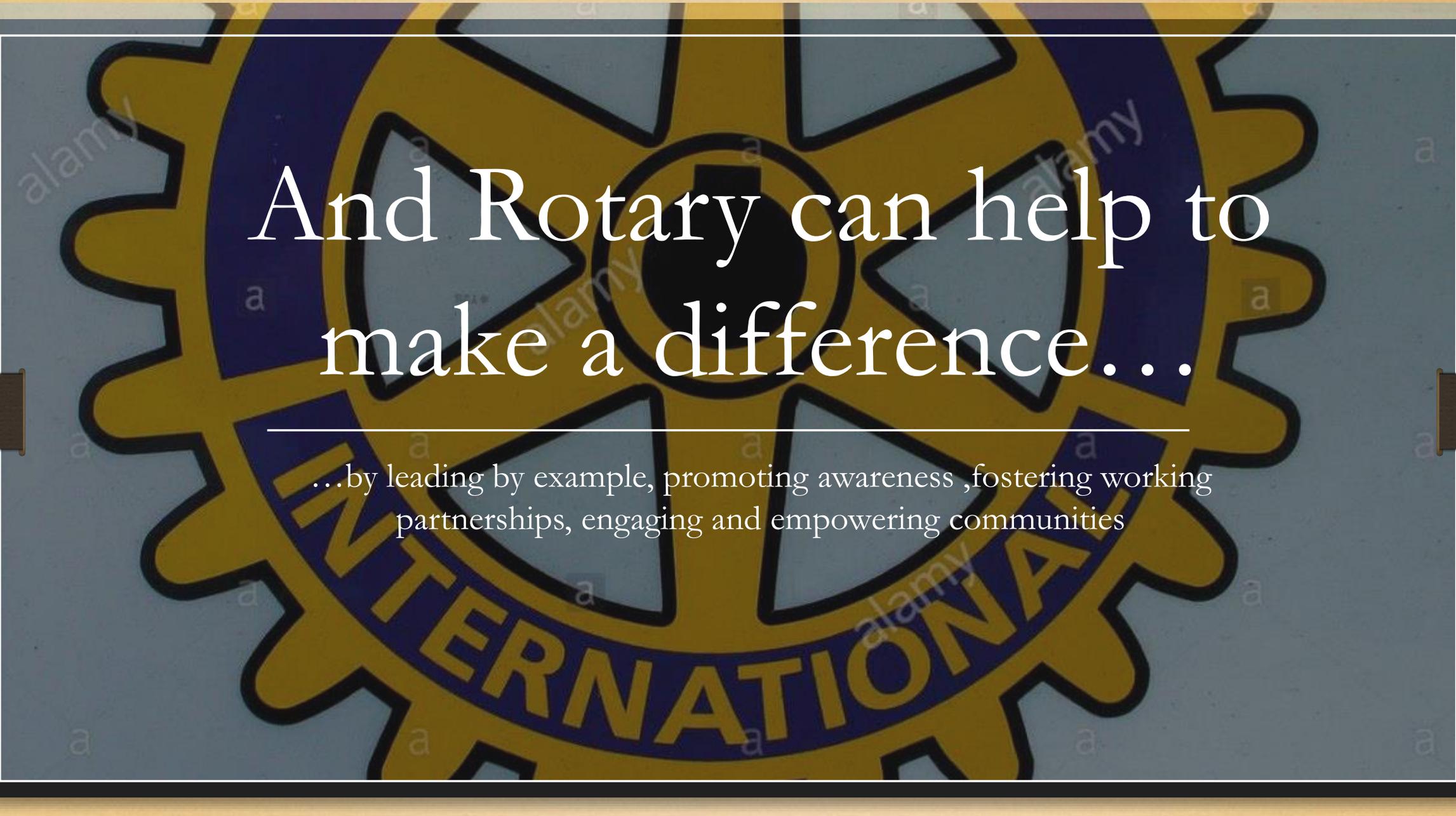
- More effective waste recycling
- Enlisting support of local school communities
- Engaging with industrial and retail outlets.
- Planning and staging community events
 - Promote local awareness

9 TIPS FOR LIVING WITH LESS PLASTIC

-  1 Bring your own shopping bag
-  2 Carry a reusable water bottle
-  3 Bring your own cup
-  4 Pack your lunch in reusable containers
-  5 Say no to disposable straws & cutlery
-  6 Skip the plastic produce bags
-  7 Slow down and dine in
-  8 Store leftovers in glass jars
-  9 Share these tips with your friends

LESS PLASTIC.

WWW.LESSPLASTIC.ORG.UK

The background of the slide features a large, semi-transparent watermark of the Rotary International logo. The logo is a gear-like wheel with a central emblem and the word "INTERNATIONAL" written across it. The watermark is in shades of blue and gold.

And Rotary can help to
make a difference....

...by leading by example, promoting awareness ,fostering working
partnerships, engaging and empowering communities

Our Club's responses could include...



- Investigate Norfolk County Council policies and practice to managing plastic waste
- Write to Jerome Mayhew MP for Broadland
- Invite a speaker from Broadland District Council
- Request the project to be a regular item on Town Council Meetings' agenda

Likely Partners...

- National Trust
- Norfolk County Council Countryside
- Norfolk County Council Highways
- Broadland District Council Environment
- Campaign for Protection of Rural England
- Norfolk Wildlife Trust



Community Events

- Annual community neighbourhood day, to include litter clean and minor tidying. Perhaps entitled ‘Spruce-Up Saturday’ – 3rd Saturday in November ?
- Identify and enlist, via publicity, ‘Street Captains’ to help oversee neighbourhood tidiness
- Plan and delegate neighbourhood events e.g. flea market, garage clobber, charitable causes
- Charity Stall at Farmers’ Market Saturday
- ‘Plastic at Christmas’ Tree appropriately decorated



Aylsham young peoples' uniformed groups

- Litter cleans
- Poster design 'How to reduce plastic waste'
- Collage design 'Not Wanted...' discarded plastic waste
- Environment Award badge tasks
- Rotary award event to present certified achievement



Aylsham School Communities

- Design challenges
- Create competitions
- Public Speaking subject
- Art & Design poster
- Photographic and Video images
- Writing and composing
- Performance arts sketch
- Letter writing





Aylsham Industrial Estate and Outlets

- * Conduct a survey
- Invite suggestions 'What we could do better'
- *Photographic images of waste management /unnecessary packaging

Aylsham Retailers

- Conduct a survey
- Invite photographic and video images of excessive plastic packaging
- Launch a suggestions for improvement competition





Also, a matter of
mind, body and
spirit...

Churches Together in Aylsham

Community act of worship

- Invite to stage exhibition of 'Stewardship of the Earth'

The Project Needs to be

...

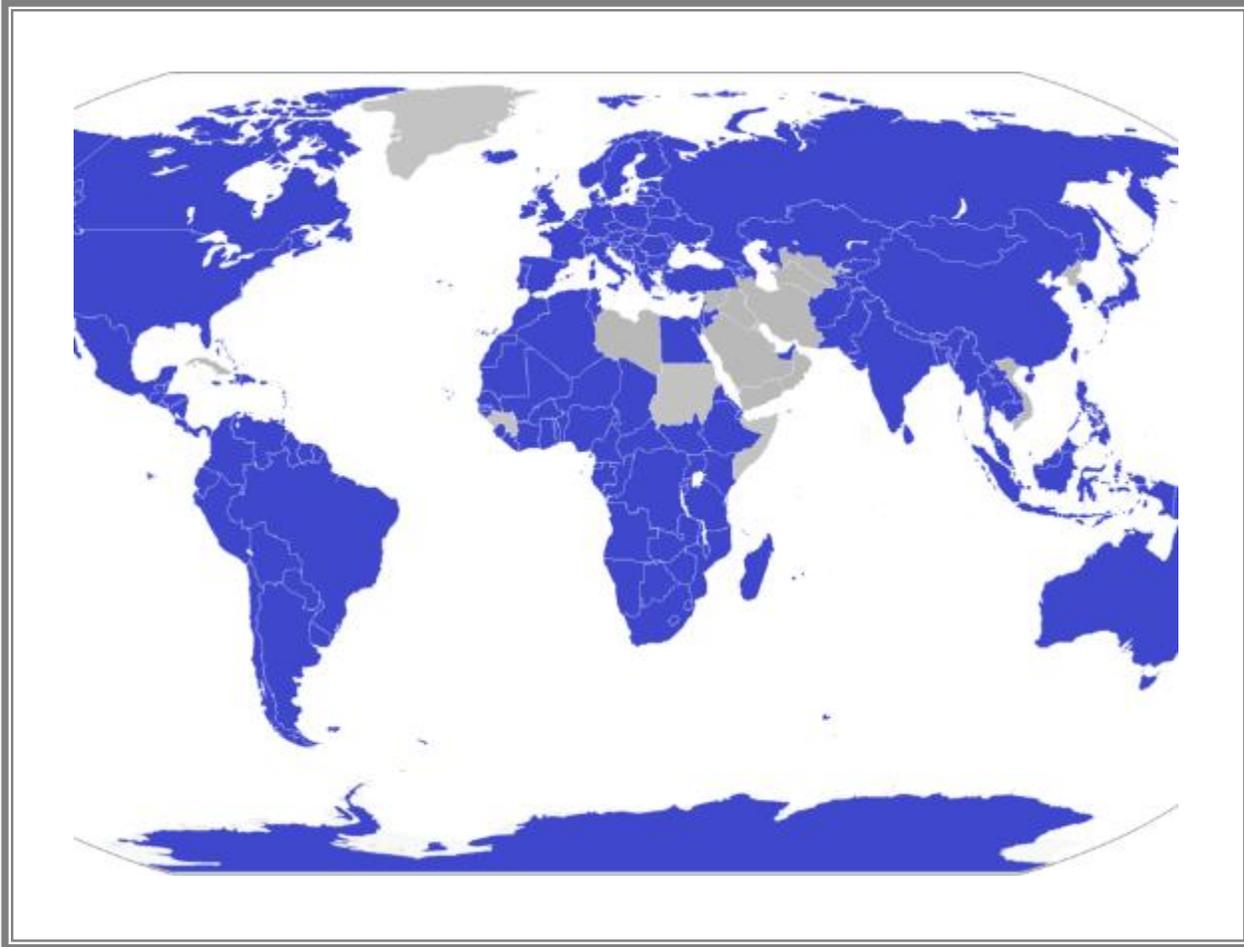
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- Agreed and owned by Club
 - Projected over 4 years , to allow 'germination and growth'
 - Certain aspects, ideally, related to existing community work eg schools, litter cleans
 - To be delegated within Club eg communications, school communities, representations etc
 - To be recorded by copy and images
 - Regularly reported locally



It is hoped that...

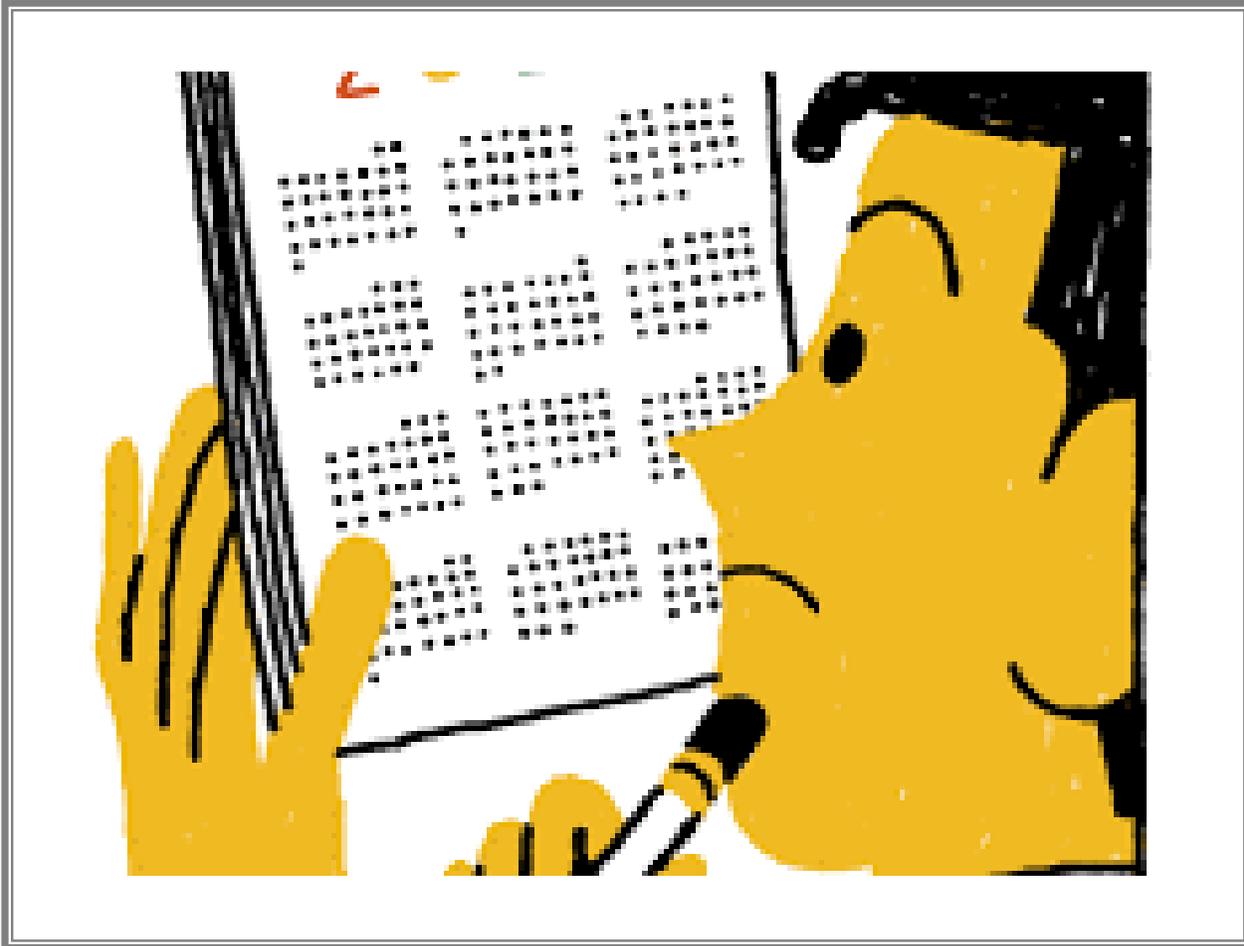


- Rotary will assume a lead community role , facilitating and empowering
- Rotary will have the opportunity to form partnerships, resulting in positive working relationships
- Rotary will be engaging with potential ‘friends’ and , hopefully, members
- Rotary will be able to consolidate its role as a key community player, enabling and stimulating further interest and support



The bigger picture of Rotary...

- Invite RIBI Environment Officer to Club
- Enter RIBI Environment Award
- Publicise project through RIBI and District 1080 publications
- Identify any similar RIBI Club projects



What next ?

- September 2021 Launch
- Phase 1 Promote project via media
- Phase 2 Plan calendar and identify tasks
- Phase 3 Communicate to key partners
- Phase 4 Contact local communities
- Phase 5 Implement outstanding programmes

A person wearing a blue cap and a bright yellow-green high-visibility vest is working on a lawn. The person is holding a tool, possibly a trimmer or edger, and is focused on their task. The background is a blurred green lawn. The image is framed by a white border and a dark grey background.

And finally...

Rotary environment is all about passion and commitment..