

CIRCULAR

FILE: AP 6/19 **TO:** SPREP National Focal Points, CROP Members and Partners

DATE: 30 June 2024

CIRCULAR: 24/39

SUBJECT: Support for Plastic-Free July Campaign

Dear SPREP Focal Points,

We are pleased to share with you the Plastic-Free July campaign, a global initiative dedicated to reducing plastic pollution by encouraging individuals, communities, and organisations to refuse and replace single-use plastics throughout the month of July.

This initiative, originating from Australia was created by the Plastic Free Foundation in 2011. Last year an estimated 89 million individuals participated globally from over 190 countries. Further details about the campaign can be found here: [Plastic-Free July Campaign](#).

At SPREP, we are committed to “walking the talk” by ensuring that environmentally friendly measures continue to be implemented as much as possible in all our work. In alignment with this commitment, we will promote our 'Blue Wave Principles' in July, focusing on minimising our waste footprint in publications, promotional materials, and at workshops, conferences, and events. These are actions we apply through our Moana Blue Pacific Pavilion at the UNFCCC COP's, our plastics work and in other communications spaces and have built them upon lessons learnt.

Throughout July, we will provide you with tips and resources on reducing plastic usage, as well as building awareness about plastic pollution and its impacts via our social media channels and website. We encourage you to share this information on your platforms to amplify the campaign's impact.

We invite you to participate in Plastic-Free July by undertaking the following actions:

1. **Take the Plastic-Free July Challenge:** Sign up at [Plastic-Free July Challenge](#). You will receive weekly emails with practical tips and resources to help you reduce plastic usage. Please share with us any activities your office may be doing so we can promote these.
2. **Promote Awareness:** Utilise your platforms to disseminate information shared from SPREP social media pages about Plastic-Free July. Share campaign details on social media, websites, and newsletters to educate the public on the importance of reducing plastic usage.
3. **Organize Events:** Arrange local events, workshops, and discussions to engage communities in plastic-free activities. These could include beach clean-ups, plastic-free challenges, and educational seminars. Share these with us so we can promote them.



SPREP

Secretariat of the Pacific Regional
Environment Programme

4. **Collaborate with Partners:** Partner with local governments, businesses, and NGOs to enhance the campaign's reach. Encourage these stakeholders to adopt and promote plastic-free policies and practices.
5. **Provide Resources:** Distribute educational materials, tips, and guides on living plastic-free. A variety of resources are available at [Plastic-Free July website](#)
6. **Lead by Example:** Implement plastic-free policies within your offices and motivate your teams to participate in the campaign. Share your initiatives and successes to inspire others. Should you wish to adapt the practical guidelines SPREP uses for its communications areas, please let us know and we will send you a word version for you to adapt.

For any questions or additional support, please contact SPREP's Waste Management and Pollution Control and Communications and Outreach teams.

Thank you for your commitment towards a cleaner, greener Pacific.

Yours sincerely

Anthony Talouli
Officer-In-Charge