

Digital Toolkit: Presidential Plastics Action Plan

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Background:

Plastic causes serious environmental problems at every step of its lifecycle. Plastic production fuels the climate crisis, harming local communities with toxic air and water pollution. If we are serious about stopping the plastic pollution crisis, we must reduce the amount of unnecessary plastic produced. We can transform our extractive, throwaway economy to a regenerative, inclusive one that's good for our country and creates U.S. jobs.

That's why we launched the [Presidential Plastics Action Plan](#), which outlines the eight crucial actions the president can take without any help from Congress. These actions will *immediately* set the nation on a pathway to a plastic-pollution-free future while longer-term measures that require action at all levels of government and society are developed.

How you can help:

1. Share the petition on social media!

- Sample posts below!
- Check out [this carousel series](#) with all the Presidential Plan asks and repost!
- This petition will be delivered to President Biden with over 250,000 signatures in a few months. *Please note:* no organization will be importing these names onto lists.

2. Send an email blast to your members and supporters asking them to [sign the petition](#) and call on Biden to act on plastics.

3. Share the Presidential Plastics Action Plan (plasticfreepresident.org) with contacts within the Biden administration.

Sample Posts:

Table 1 contains general template posts. Table 2 contains template posts about specifics of the Presidential Plastics Action Plan. These can be posted as a thread, or individually.

Suggested Hashtags: [#PlasticFreePresident](#) [#BreakFreeFromPlastic](#)

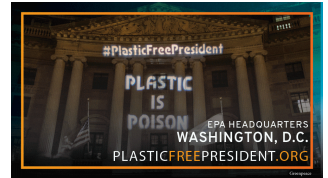
Table 1: General Posts	
TEXT (Twitter Handles)	IMAGE OR VIDEO TO ATTACH
President @JoeBiden can implement eight executive actions to put a STOP 🛑 to plastic pollution. 🖋️ Will you sign the petition to demand a #PlasticFreePresident and a #PlasticFreeFuture? -> tinyurl.com/petitionplasticfree	Video links: ❖ Youtube link for video (feat. activists only) ❖ Youtube link for video (feat. activists + business voices)
Our world is drowning in plastics, yet fossil fuel companies intend to increase plastic production by 35% this decade. @JoeBiden, will you implement the #PlasticFreePresident platform to set the stage for a #PlasticFreeFuture? Sign+RT the petition 🇺🇸--> tinyurl.com/petitionplasticfree	Video links: ❖ Youtube link for video (feat. activists only) ❖ Youtube link for video (feat. activists + business voices)
Solving the plastic pollution crisis requires prioritizing environmental justice ⚖️, rejoining international agreements 🌐, and implementing strong environmental regulations 🧑🏻‍🔧. Sign the petition to urge @JoeBiden to be a #PlasticFreePresident --> tinyurl.com/petitionplasticfree	 Download file
People across the country are demanding that @JoeBiden be a #PlasticFreePresident. President Biden, will you stop the global boom of plastic production, bring justice to petrochemical corridors, and make corporate polluters pay? 🌍 Sign the petition here → tinyurl.com/petitionplasticfree	 Download file

Table 2: Posts about specifics of the Presidential Plan featuring projection photos

FOCUS OF POST	TEXT	IMAGE TO ATTACH
Keep It in the Ground	More than 99% of plastic is made from fossil fuels. @JoeBiden will you keep fossil fuels in the ground and be a #PlasticFreePresident? Demand @JoeBiden use executive authority to be a #PlasticFreePresident 👉 tinyurl.com/petitionplasticfree #BreakFreeFromPlastic	 HOUSTON, TX PLASTICFREEPRESIDENT.ORG Downloadable Houston projection images here
Environmental justice	Communities demand an end to dirty industrial plastic facilities. @JoeBiden will you act on environmental justice and be a #PlasticFreePresident? 🗳️ Sign the petition here: tinyurl.com/petitionplasticfree #BreakFreeFromPlastic	 NEW ORLEANS, LA PLASTICFREEPRESIDENT.ORG Downloadable New Orleans projection images here
Fishing Gear	50,000 double decker buses 🚌🚌🚌 worth of fishing gear are discarded in our oceans every year. Lost and discarded fishing gear kills! @JoeBiden be a #PlasticFreePresident. 🐟 Sign the petition: tinyurl.com/petitionplasticfree #BreakFreeFromPlastic	 SAN FRANCISCO, CA PLASTICFREEPRESIDENT.ORG Downloadable San Francisco projection images here IG credit: @drew_bird_photo

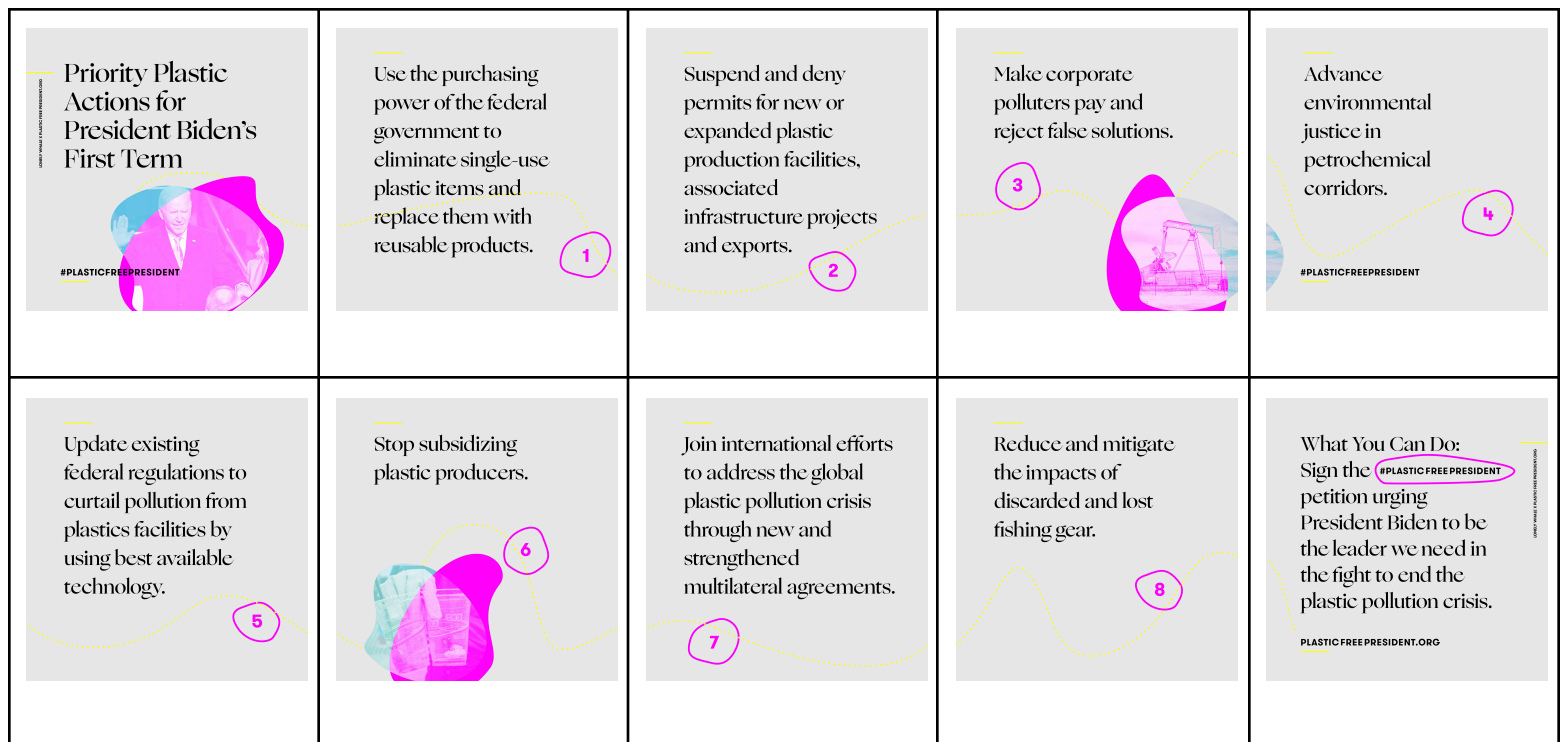
International	🌐 @JoeBiden, the US must rejoin international discussions on plastic. Exporting our plastic pollution problem does not solve it. Be a #PlasticFreePresident. 🇺🇸 TAKE ACTION: tinyurl.com/petitionplasticfree #BreakFreeFromPlastic	 Exporting our plastics problem doesn't solve it PHILADELPHIA, PA PLASTICFREEPRESIDENT.ORG Downloadable Philadelphia projection images here
Plastic is poison	💀 Plastic poisons our air and water. Stop turning fracked gas into plastic. 🇺🇸 Call on @JoeBiden to be a #PlasticFreePresident 👉 tinyurl.com/petitionplasticfree #BreakFreeFromPlastic	 STOP POISONING OUR WATER & AIR COLUMBUS, OH PLASTICFREEPRESIDENT.ORG Downloadable Columbus projection images here
Update regulations	Stop protecting polluters, and start protecting communities! We demand President elect @JoeBiden take urgent action against plastic polluters. Join us today and demand @JoeBiden be a #PlasticFreePresident 👉 tinyurl.com/petitionplasticfree #BreakFreeFromPlastic	 Protect US from polluters #PlasticFreePresident EPA Headquarters WASHINGTON DC PLASTICFREEPRESIDENT.ORG Downloadable DC projection images here

Downloadable Graphics and Images:

All graphics and images can be found in [this folder](#). They can be downloaded directly from the folder.

CAROUSEL SERIES - [click here for the folder with all downloadable images](#) (in blue, grey and teal).

Suggested use: post each of the 10 graphics in order using the “Instagram Story” feature. You can link the petition in your bio for easy access: tinyurl.com/petitionplasticfree.



PROJECTIONS - [click here for the folder with all downloadable projection image](#)

New Orleans, LA projection photos



[Twitter](#) | [Facebook or Instagram](#)



[Twitter](#) | [Facebook or Instagram](#)



[Twitter](#) | [Facebook or Instagram](#)

San Francisco, CA projection photos



[Twitter](#) | [Facebook or Instagram](#)



[Twitter](#) | [Facebook or Instagram](#)



[Twitter](#) | [Facebook or Instagram](#)

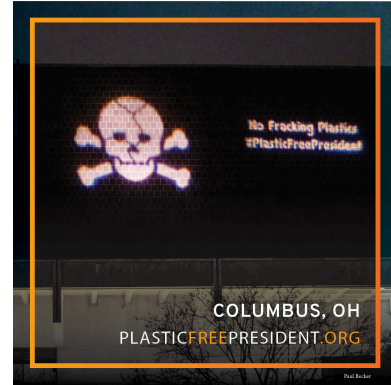
Columbus, OH projection photos



[Twitter](#) | [Facebook or Instagram](#)



[Twitter](#) | [Facebook or Instagram](#)

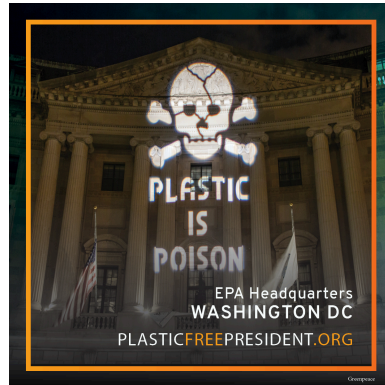


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Washington D.C. projection photos



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[Twitter](#) | [Facebook or Instagram](#)

Philadelphia, PA projection photos



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[Twitter](#) | [Facebook or Instagram](#)



[Twitter](#) | [Facebook or Instagram](#)

Houston, TX projection photo



[Twitter](#) | [Facebook or Instagram](#)

Sample Email Blast:

Subject: Plastic Kills.Tell Biden to Act.

Hi {{First Name}},

Plastic pollution kills. It poisons our air and water, and gets into our bodies. Wildlife ingests it and gets tangled in it.

We are facing a plastic pollution crisis. Plastic is an environmental nightmare from production to disposal.

The solution to plastic pollution is clear: we must stop producing more plastic and transform our throwaway economy to a regenerative one.

Can you sign [this petition](#) asking President Biden to take meaningful action on plastics?

More than 600 organizations support the [Presidential Plastics Action Plan](#), which outlines eight bold actions he can take — on his own, using executive authority.

[Sign the #PlasticFreePresident petition](#) demanding bold action on plastics.

And help us reach our goal of 250,000 signatures by sharing it with 3 friends!

Onwards!

{{Your Name}}