Welcome to FoCo **TRASH MOB!**
It's like a **Flash Mob**
with an Environmental Impact!
BE CREATIVE AND **HAVE FUN**

Why is our motto "Reduce, Reuse, Return to Offender?"
We are tired of being told as citizens that we should be responsible for trying to recycle all the TRASH that manufacturers use to package most everything we buy. Yes, we as individuals accept some responsibility for the plastic mess wreaking havoc on our planet! But here's the truth: we can go to the store and find fat-free, gluten-free, salt-free etc, but **we cannot find plastic-free** when we go to buy the food that sustains us!!

In the spirit of a "Flash Mob," we do the following (video coming!) and it will be linked to a campaign.

When we decide who to mob (sometimes from trash audit results) -

1. We **reuse** mailers or other packaging to mail the items in a "Return to Offender" style.
2. We **reuse** the blank side of some office paper to write the address on and tape that to the packaging we are mailing. We use this email as the return address: focotrashmob@gmail.com
3. We include a well-researched letter (Mobilizers can provide the letter) to the company in the mailer providing them with alternatives and data about how damaging SUPs are.

Let us know who you mobbed via on Instagram, Facebook or email: focotrashmob@gmail.com

- **If you are an organization that picks up trash, let's collaborate to leverage your work: "Don't just pick up trash: make it count!"**

All of our campaigns have one thing in common: taking the responsibility of disposing of unwanted plastic packaging away from municipalities, communities and individuals, and putting it back on the manufacturer or purchaser of that packaging. And they are all focused on ACTION! From the micro level, Active Discards, to the macro level, advocating for Extended Producer Responsibility.

- What are Active Discards? Basically it's, "You made it, I can't recycle it, so you take it back!" "Active Discards" is a term author Bea Johnson coined in her book Zero Waste Home. She said, "I believe that when we act on a piece of trash and send it back to its originator, we offset its negative environmental impact. While inaction condones waste and perpetuates it, action on the other hand, can initiate change. Shipping it back along with a suggestion letter shows dedication and provides a more powerful way to get your message across than words alone. That piece of trash then becomes what I call an 'active discard. "

- We took Bea's idea and created An Hour of Active Discards, or AHAD

- What are Send-backs, Take-backs, and Trash mobs? **These are Active Discards done in a concerted effort, sending back the same item to the same manufacturer, during the same time frame.**

- What is a plastic attack? Great idea, in theory. However, we don't want to just leave a big mess for the supermarket employees. We want to target the upper level management of SUPs.