



PLEDGE

TEMPLATE – Third P (Chapter 14 of the book)

An effective Plastic Game Changer pledge is a challenging yet realistic target to reduce plastic as an individual, team or organization. Make your target SMART – Specific, Measurable, Attainable, Relevant and Timely.

- ➔ For example, for organizations: a pledge to eliminate all single-use plastic from your organization by 2022.
Or for individuals: a pledge to always remember their reusable bottle, bag, cup and lunch box every time they come to work.
- ➔ One key aim of the pledge is to create a new norm, emphasizing your identity as a sustainable organization / team / individual.
- ➔ Remember to make pledge your public to keep you accountable and make the most of the promotional opportunities!
- ➔ You can share your pledge on social media, tag [@LessPlasticUK](#) and use the hashtag [#PlasticGameChanger](#) if you would like.

I / WE PLEDGE TO		BY	
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SIGNED	
DATE	