



PLASTIC REDUCTION PROGRAM

Communications Toolkit for Partners



Congratulations!

You've decided to join the Plastic Reduction Program. We're so excited you're here.

Now that you've joined the movement, you'll be making a tangible, data-driven impact.

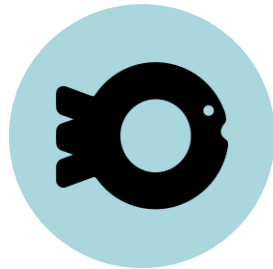


You've taken the first step of your plastic journey by becoming a Plastic Reduction Program partner. What comes next?

We've got you covered. Here's all the information you'll need to tell your colleagues and customers about the amazing journey to reducing your plastic waste you're now a part of.



INTRODUCTION



**ABOUT OCEAN
WISE**



**ABOUT PLASTIC
POLLUTION**



THE TOOLKIT



LEARN MORE

OCEAN WISE IS YOUR GUIDE

As a Plastic Reduction Program Partner, Ocean Wise will support you to measure your plastic footprint and cut unnecessary plastic waste.

This toolkit is your guide to getting the most out of the experience at every stage, including:

- 1. Getting started:** Build team excitement by sharing the partnership internally, using our Ocean Wise branded assets.
- 2. Keeping the ball rolling:** Highlight the awesome work you're doing while you complete plastic measurements and make improvements.
- 3. Spreading the word:** Make sure your customers know that you are an Ocean Wise Plastic Reduction Partner.



ABOUT OCEAN WISE

Ocean Wise is a globally focused conservation organization on a mission to restore and protect our ocean.

Through research, education, public engagement, and international collaborations, we empower communities to fight three major ocean challenges: ocean pollution, overfishing and climate change. By equipping and empowering individuals, communities, industries, and governments, we can create a future where people and our ocean can thrive.

Visit ocean.org to learn more.

ABOUT PLASTIC POLLUTION

Plastic is in every part of our world, including our ocean.

Plastics have become so pervasive that they have entered our food chain, our water supply, even the air we breathe – causing growing concerns for our health. Our plastic waste is also threatening ocean life. It is damaging the marine environment, harming more than 800 marine species, and reducing the ocean's ability to combat climate change.

The time to take action is now. By adopting solutions that are already available, we can reduce the flow of plastic into the ocean by 80%.



THE TOOLKIT

On the following pages, you'll find a variety of guidelines, assets, and copy to utilize as a Plastic Reduction Partner



**SHARING ON
SOCIAL**



**SOCIAL MEDIA
ASSETS**



SAMPLE COPY



MARKETING



**OCEAN WISE
LOGO USE**



**BUILDING YOUR
IMPACT**

SHARING ON SOCIAL

Share your journey in the Ocean Wise Plastic Reduction Program by tagging Ocean Wise and using our hashtags.

@oceanwise

on [Instagram](#) / [Facebook](#) / [LinkedIn](#) / [X \(Twitter\)](#)

#PlasticReduction #BeOceanWise

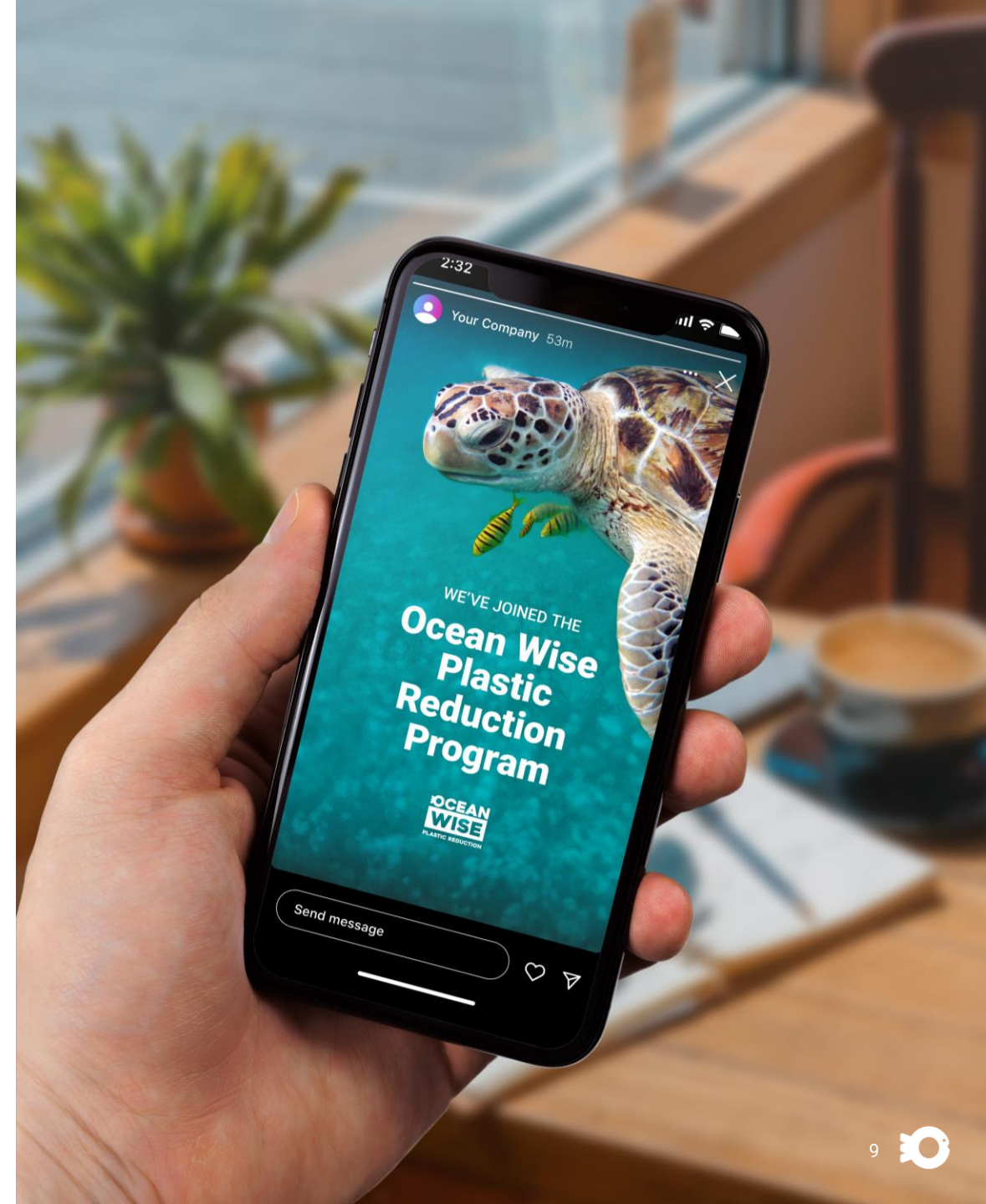
Note: Once you begin the program, email us a photo and your social tags – we'd love to feature you on our channels.



SOCIAL MEDIA ASSETS

The following assets are available to help you announce becoming a Plastic Reduction Partner on social media.

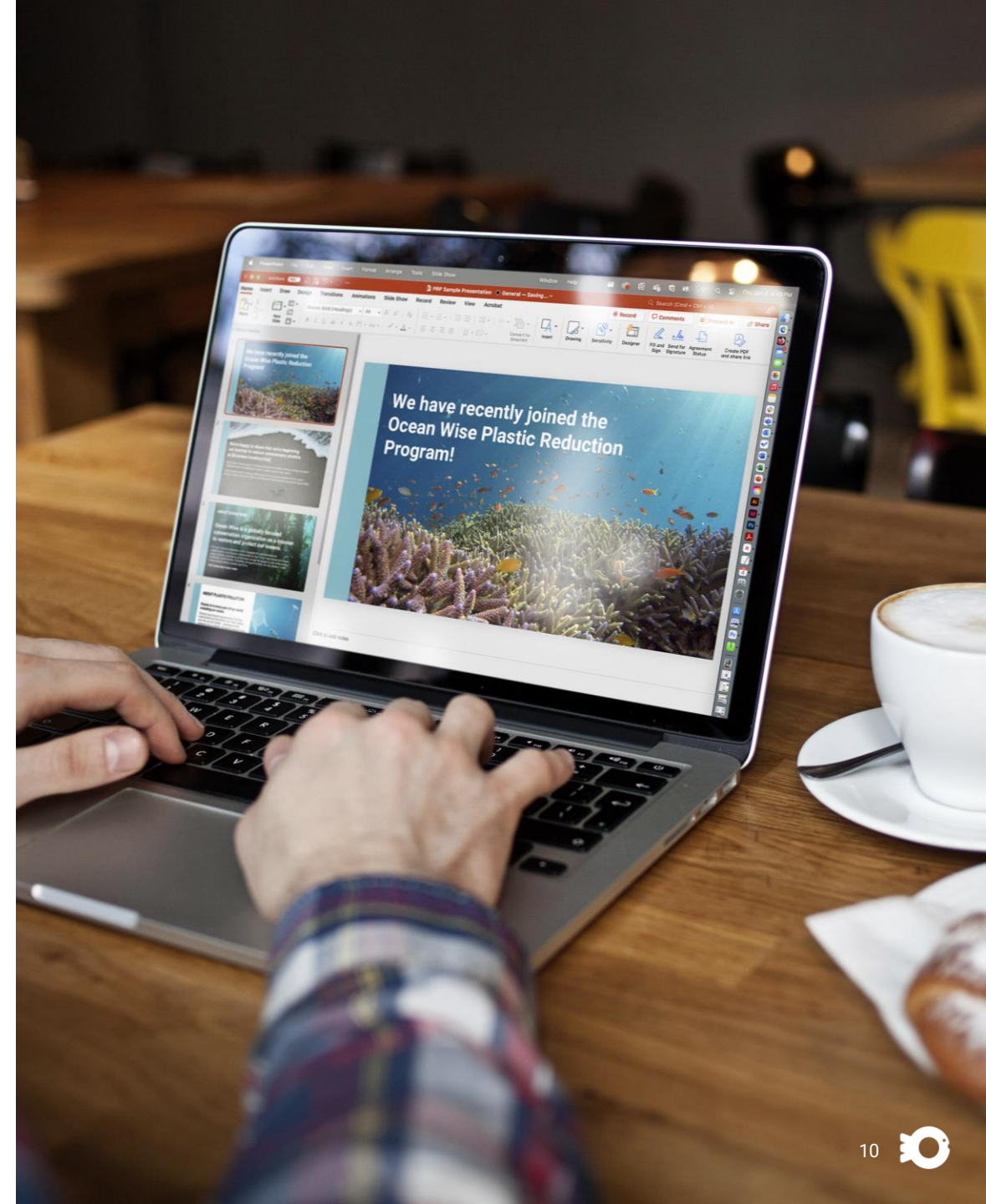
- Post on Instagram, Facebook, or LinkedIn using this [square format graphic](#).
- Post an Instagram story using this [vertical format graphic](#).
- Post on Facebook, LinkedIn, or X/Twitter using this [landscape format graphic](#).
- We've included [sample captions](#) for posting on all platforms.



SAMPLE COPY

Check out the following copy for different ways to share the exciting news of your new partnership.

- Spread the word to your staff via [company newsletter, blog, etc.](#)
- [PowerPoint slides](#) are also available to use in your next company presentation.
- Send out a [press release](#) to announce the news more widely.



MARKETING

Discover other ways we may help you on your new journey.

- Communicate your partnership directly to your customers with this [point-of-sale handout](#).
- Reach out to us about creating and purchasing **custom rack cards** that feature your business.
- Have an event and looking for direction on plastic alternatives? Get in touch with our team for **event-specific support**.
- Planning to make an announcement about becoming a Plastic Reduction Partner? Let us know what you need, we're happy to **provide a quote or be a media contact**.



OCEAN WISE LOGO USE

As part of your partnership, we are sharing with you the Ocean Wise Plastic Reduction Program logo.

This logo can be used on your website to identify the partnership and show that you are committed to reducing your plastic footprint.

As referenced in the Partner Agreement on page 6, please share how you plan to use the logo in full context so that it can be approved by our team prior to publishing.



BUILDING YOUR IMPACT

Curious about how you can continue your journey of reducing plastic waste with Ocean Wise?

- Ask your employees to commit to the [Plastic Pledge](#).
- Have your departments compete head-to-head with the [Lunch Box Challenge](#).
- Schedule a Shoreline Champions event! Reach out to our team at shorelinechampion@ocean.org.
- Join our [newsletter list](#) and receive a quarterly update on Ocean Wise initiatives.



Looking to learn more about plastic pollution in the ocean?

- Discover [how plastic ends up in the ocean](#)
- Dive deeper into [recycling](#)
- Learn about [Ocean Wise Initiatives](#) that are focused on tackling the problem
- Visit us at [ocean.org](#)





THANK YOU

For any questions, please contact
the Plastic Reduction team at
plasticreduction@ocean.org