

FEB 3RD, 2018

# INTERNATIONAL STRAWFREE DAY HOW TO TALK TO YOUR LOCAL BUSINESSES

## 1/ WHAT IS ISFD?

Today is the first international strawfree day. Everywhere in the world, people are coming together to raise awareness on plastic straw pollution. Worldwide, more than 15 countries have already committed to participate in this event.

## 2/ THE IMPACT OF PLASTIC STRAWS ON OUR ENVIRONMENT

Each day, over 1 billion plastic straws are discarded globally, which is enough to wrap around the earth FIVE times.

*Why is this a problem?*

- Plastic straws are used only a few minutes, and have a life span of two hundred years. Even then, afterwards plastic breaks down into very small pieces and never really disappears.
- Because of their small size, plastic straws are unlikely to be recycled. They are easily carried away by the wind and land on sidewalks, ending up polluting our rivers and oceans.
- Plastic straws harm marine life and birds, who mistake them for food (plastic has been found in 90% of marine birds' stomachs).
- By 2050, there will be more plastic than fish in the oceans.

## 3/ EXISTING SOLUTIONS

As a business owner, you can:

- Only serve plastic straws upon customer request. Businesses who have already done this have diminished their straw use by 80%.
- This allows you to invest into sustainable alternatives such as reusable straws or compostable ones:

-  Stainless steel straws: around 4 USD per unit
-  Bamboo straws: about 2 USD per unit
-  Paper straws: from 2 to 6 cents per unit
-  Plant based - PLA - straws : from 2 cents per units

- Or stop serving straws altogether!

## 4/ FOR MORE INFORMATION

For more information, you can contact our two organizations, which raise awareness on this issue in France: @Baslepailles & @Byepaille on social media, or info@baslepailles.org & paris@lowcarbon.city

#strawfreeday #journéesanspaille

