



AUSTRALIA'S SEVEN-DAY PLASTIC PLEDGE



This year, Keep Australia Beautiful Week (16-22 August) helps bring awareness to our plastic problem and eliminate waste to protect Australia's precious biodiversity.

We are calling all Australians to:

- 1 Make a pledge**
Choose what plastic you're giving up for the week and commit!
- 2 Lead by example**
Swap out your single-use plastic item with our alternatives.
- 3 Spread the word!**
Inspire others by sharing how you're ditching plastic.

7 Plastic Items to Refuse

-  Coffee cups and lids
-  Takeaway packaging
-  Single-use cutlery
-  Plastic bottles
-  Packaged fruit and vegetables
-  Face masks
-  Cotton buds

Share your pledge to win!

To inspire our community to get involved, we are giving away prizes to a lucky winner who shares their plastic pledge.



Step 1

Record a short video or upload a photo of which plastic item(s) you are giving up for our 7-Day Plastic Challenge.



Step 2

Upload on our website.



















Step 3

Share on social media and tag #KABWEEK2021.

Litter Facts

For #KABWeek2021, we're putting the spotlight on 7 single-use plastic items that often end up as litter. By making some small changes and swapping for our alternatives, we can all make a big difference to this beautiful country we call home.

 SINGLE-USE ITEM	WHY THEY ARE BAD	 ALTERNATIVE
 Coffee cups and lids	Aussies discard 1 billion coffees every year. They are hard to recycle so mostly end up in landfill where they stay.	 Reusable cup or ask for no lid
 Takeaway packaging	Common source of recycling contamination.	 BYO container
 Single-use cutlery and condiments	Small but harmful, takeaway cutlery and condiments can't be recycled and are at higher risk of ending up as litter.	 BYO cutlery and say no to sauce
 Plastic bottles	One of the most commonly found plastic in the environment that also harms our wildlife.	 BYO refillable bottle
 Cotton buds	There are 1.5 million buds produced every day worldwide and are responsible for up to 6% pollution in ocean and beaches cannot be recycled.	 Buy plastic-free or reusable buds
 Packaged fruit & vegetables	Soft plastic bags can't be recycled in kerbside bins and if they end up as litter, they can be ingested by marine life.	 Buy loose or BYO mesh bags
 Face masks	Single-use masks can't be recycled and with the increase in demand, we're sending billions to landfill every week.	 Washable mask

ABOUT KEEP AUSTRALIA BEAUTIFUL

Keep Australia Beautiful is a national organisation recognised as Australia's independent leader in litter prevention for a litter-free and sustainable Australia. We also have an independent federation network in each State and Territory.

#KABWEEK2021

In partnership with



With special thanks to

