



## Local Shop and Drop Action Guide

### Three weeks before your action.

Organise a public meeting for members of your community to participate.

Customise the [Sick of Plastic meeting poster template](#) (found in ChangeX resources) - add your meeting details: time, date, location and any other useful details, and display it in suitable places in your neighbourhood like shops, schools, GAA clubs, community hall etc.

Nominate someone to speak about the campaign and action at this event. Collect names and contact details for people interested in joining your group or participating in your action. The best way to connect is on ChangeX but some people might prefer using a better method of communicating (WhatsApp, Facebook group, email) so you can decide this with your team.

Agree on a date, time and location for your day of action.

We ask that you target supermarkets rather than smaller independent shops. The supermarkets we hope to reach include Supervalu, Tesco, Dunnes, Lidl, and Aldi.

Appoint roles so your team members know what they can do on the day; someone to liaise with the supermarket staff, someone to assist volunteers, someone to gather petition signatures, someone to hang up and remove posters, someone to set up and manage social media platforms (facebook, twitter, Instagram) and take photos / document.

Set a rota for shifts so that there is at least one person to stand outside the shop at your designated times. Discuss what you want to say to shoppers as they go into the shop.

### Two weeks before your action.

Notify your chosen supermarket about your action, sign the [supermarket letter](#) (found in resources) and hand it into your local supermarket manager.

Customise the [Sick of Plastic Day of Action poster](#) (found in ChangeX resources) - add your action details: time, date and location, and display it in suitable places in your neighbourhood like shops, schools, GAA clubs, community hall etc.

To ensure that your action is not perceived as trespassing or littering make sure the supermarket manager and staff are prepared. If they cannot allow you to take action inside, you have every right to stand on the public footpath outside to talk to customers, give information and collect petition signatures – we have received the all clear to do this from the Gardaí.

However, the best approach is to ask them where you can stand and where customers can leave behind their plastic packaging.

You may hear arguments from the supermarkets that they are not required to take back the packaging as they are members of REPAK and pay them to manage their packaging. REPAK helps subsidise the collection of household recycling bins. The counter argument is that this is a protest by customers who want to send a message to the supermarkets that they don't want unsustainable plastic packaging, much of which doesn't even belong in the recycling bin.

If your local supermarket is inside a larger shopping mall, you should notify the manager of the mall as well and ask them where they would like you to stand. They may also ask you to stand on the public footpath outside the mall, which is fine.

## **Day of Action!**

Display some of your posters in the supermarket (make sure to get permission from the supermarket manager first) in a visible place so customers can know about it and take part.

Hang the "Shop and Drop your unwanted plastic packaging here" sign (found in resources) on the bins provided, make sure your supermarket has allocated additional bins or a designated area for collecting plastic.

The action is simple, when doing your grocery shop leave your plastic packaging behind after checkout to show supermarkets that they need to take action and eliminate unnecessary plastic packaging. Simply remove the plastic packaging from your broccoli or the plastic netting from your lemons for example and leave it in the bin provided.

As organiser of this event, it is your responsibility that staff are not stressed and that their work is not disrupted. Inform customers how to participate in a friendly manner and ensure packaging is left in bins provided and not on the check-out or shop floor.

Please remember, our problem is not with the manager or the cashiers within the supermarket, rather it is with corporate management, manufacturers and processors who make product and packaging decisions and have control over purchasing decisions.

Petition signatures can be collected at the shop entrance or somewhere that is not disrupting staff.

Make sure to ask permission from customers and staff before taking any photos.

Highlight your action on social media such as Twitter, Instagram and Facebook. Use the hashtags: #SickOfPlastic and #ShopAndDrop

## **Days after your action.**

To amplifying your action, you are encouraged to share your action story and photos with the Sick of Plastic team so they can share it with the wider community. Showing a multitude of community led actions will strengthen our demands.

Before submitting any documentation, please make sure that people in photos and videos have agreed to their images being shared.

Share your action story with your own community too - on your ChangeX group or on your group's social media platforms. See the 'Sick of Plastic Comms Toolkit' (found in resources) for tips!

## **One week after your action.**

Arrange to meet with your local supermarket manager. Present them with the results from your supermarket audit, tell them how many signatures you collected on the day of action and roughly how many people participated (to remind them that their customers are sick of plastic!). Ask them to make the pledge by signing the [Supermarket Pledge document](#) (found in resources).

If you succeed in your supermarket making the pledge, you can mark them on the ChangeX map. Send a scanned copy of the signed pledge to [sickofplasticireland@gmail.com](mailto:sickofplasticireland@gmail.com)

You can present your supermarket with the [Supermarket Pledge poster](#) (found in resources) to display in their shop.

If you managed to get this far, well done! Take a well-deserved break and celebrate with your team. But don't forget, you need to keep an eye on your supermarket to make sure they keep their promise. If you need to, organise another day of action or follow up with another meeting. Be creative, be strategic, try a new approach – and keep us posted by documenting your story on your ChangeX group page.

Your actions will bolster those in other communities and together we can build a huge grassroots campaign to reduce the amount of unwanted plastic packaging we find when shopping!

If you have any questions or are facing any difficulties, please do not hesitate to contact us at [sickofplasticireland@gmail.com](mailto:sickofplasticireland@gmail.com).

Good luck and please let us know how you get on in your community! We hope that this campaign and subsequent actions will illustrate to government and to large corporations that we are indeed sick of plastic and want effective and immediate solutions to reduce the amount of toxic plastic entering our environment and poisoning wildlife and ourselves.