



HOW TO MAKE A PLASTIC MONSTER

What is a Plastic Monster?

Corporations have created a plastic monster that is destroying the planet. Last September, [global brand audits](#) organized by the Break Free From Plastic movement identified the top companies whose plastic was found polluting beaches and natural places all over the world.

Over 90% of the plastics ever produced have not been recycled, yet these same corporations have plans to continue to increase their production of plastic packaging. By 2050, it is predicted that there will be 12 billion tonnes of plastic waste in natural environments!

Now you can join the global movement to expose single-use plastic and packaging for the monster it is, and send a strong message to these companies that we don't want this plastic monster in our world anymore. Together we'll pressure these companies to take concrete, urgent action to phase out single-use plastic!



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Build It

Making a plastic monster is easy! Plastic pollution is all around us, so grab some and get creative. From very simple plastic monsters to bigger, more complex ones—to send a powerful message to the companies creating so much plastic pollution, it's going to take all of us. Whether you're an artist or a teacher, an individual or a family, here are some ideas to get you started:

Small plastic monster: Take some branded plastic packaging from your recycling bin. Focus on items from big companies, such as processed food packaging, plastic drink bottles, candy wrappers, and personal care product packaging. Put it all together to expose it for the monster that it is! Draw eyes and a grumpy face on it, or print the monster parts on the last two pages and attach them to your plastic monster.

Big plastic monster: Gather a group of friends or colleagues and build a giant scary monster from the plastic collected at a clean-up of a park, beach, or other area.

Check the hashtag [#PlasticMonster](#) for more inspiration.



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Share It

Are you done creating your own Plastic Monster? Then it is time to share it with the world!

There are a few ways that you can do this:

1. Share it through Instagram Stories.
2. Share it through Facebook, Twitter, or Instagram.

Be creative! You can take your #PlasticMonster to iconic places of your city or supermarkets! Let's tell corporations that we don't want any more single-use plastic in our lives!

Please tag @Greenpeace and use the hashtags #PlasticMonster and #BreakFreeFromPlastic in your posts. We'll be looking for plastic monsters to share, and yours could be featured in Greenpeace Instagram Stories.

Ship It

Check to see if your local Greenpeace office (or partner organization) is collecting plastic monsters to deliver directly to the companies that produced them! Or have some fun with it and send your plastic monster directly to the target of your choice with a note telling the company to #BreakFreeFromPlastic.

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Create a Digital Plastic Monster!

Don't have time to create your own plastic monster but want to take part? No problem! A series of stickers will be available on Instagram for you to create your Plastic Monster online!

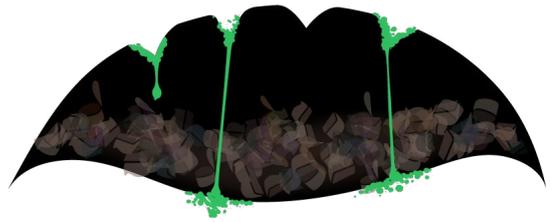
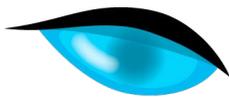
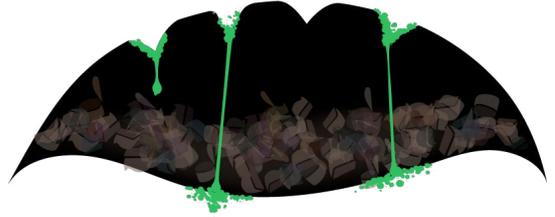
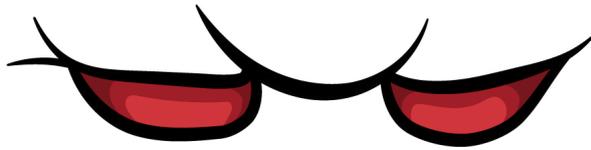
1. Open up your Instagram App.
2. Swipe left to create an IG Story.
3. Take a photo of the single-use plastic that will be transformed into a #PlasticMonster.
4. Tap on the stickers at the top and select GIF.
5. Search for our PlasticMonster stickers by typing any of the following: Plastics, Greenpeace, Plastic Monster (available beginning on March 1, 2019).
6. Then tag a friend and ask them to create their own Plastic Monster!

Examples:

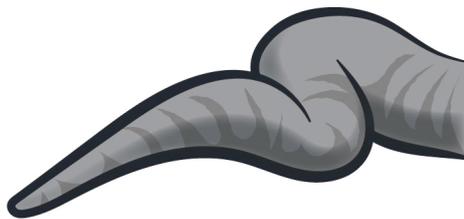
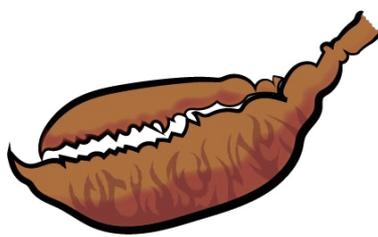
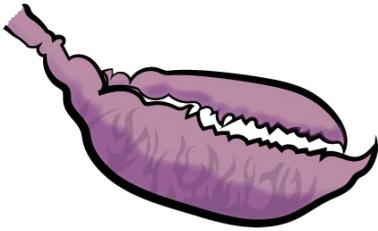
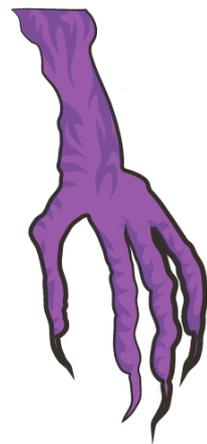
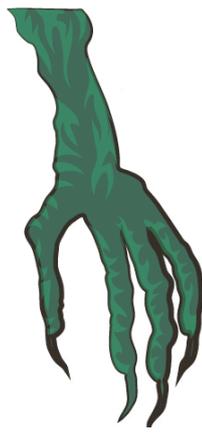
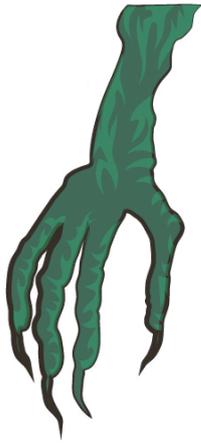


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