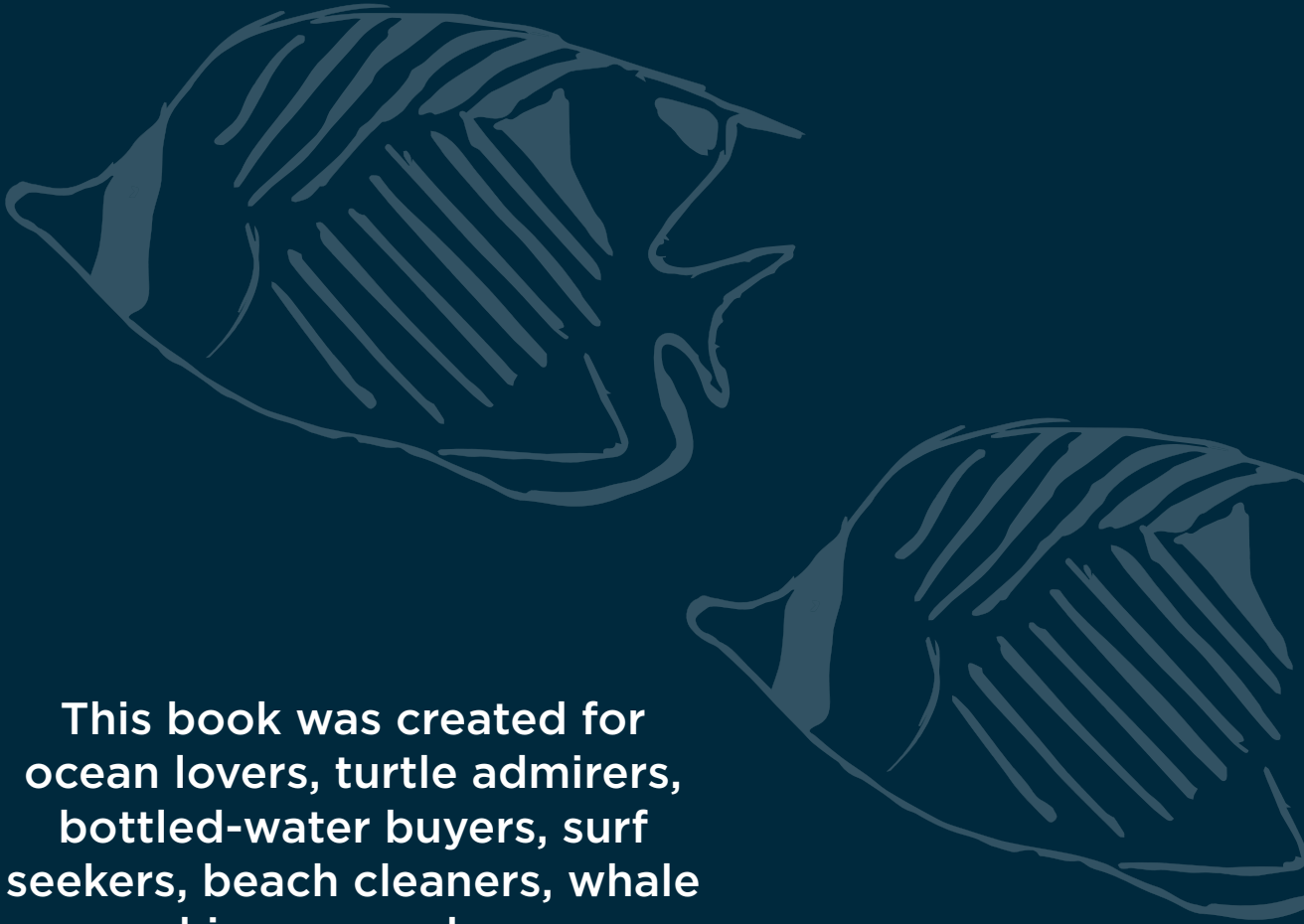




Part of the  
**solution**



**This book was created for  
ocean lovers, turtle admirers,  
bottled-water buyers, surf  
seekers, beach cleaners, whale  
worshippers, and anyone  
who's ever used a straw.**

**To inspire change,  
share solutions and most  
importantly remember  
why we're bothering  
in the first place.**

**Through the following images,  
facts and ideas, we hope to  
help you to create a happier,  
healthier ocean, human, and  
the whole planet, by changing  
your relationship with plastic.**

A book by a grumpy turtle,  
an ocean wanderer and  
a rainbowologist.

**Michaela Skovranova**

[@mishkusk](https://twitter.com/mishkusk)  
[mishku.com](http://mishku.com)

**Harriet Spark**

[@grumpyturtledesign](https://twitter.com/grumpyturtledesign)  
[grumpyturtledesign.com](http://grumpyturtledesign.com)

**Alice Forrest**

[@forrestinwonderland](https://twitter.com/forrestinwonderland)  
[aliceforrest.com](http://aliceforrest.com)

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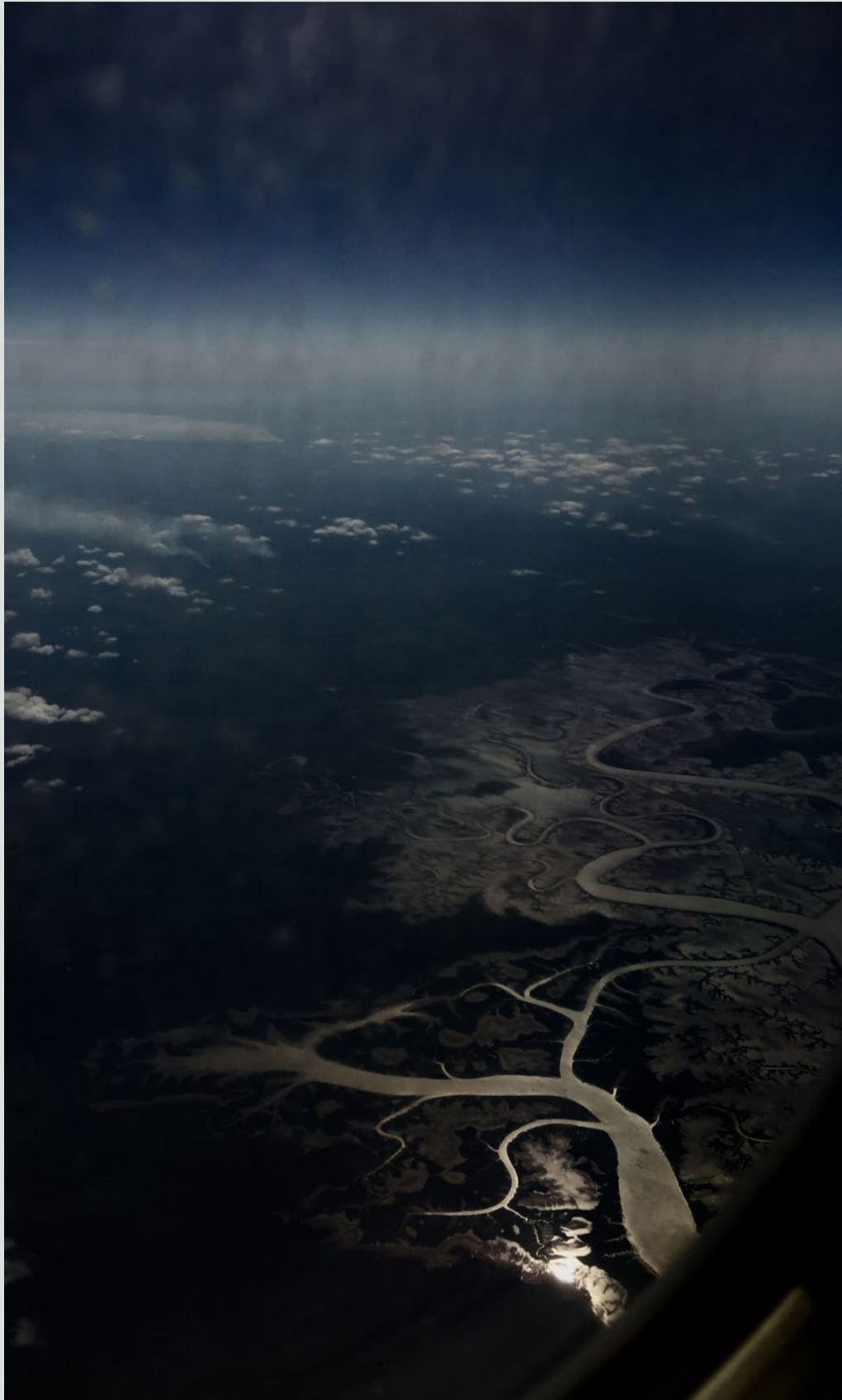
**Every piece of plastic ever  
created still exists somewhere**



# Why is plastic a problem?

- Plastic never goes away - every piece ever made (apart from some incinerated) still exists.
- It breaks down into smaller & smaller pieces.
- It's made with many potentially harmful toxins. It also accumulates pollutants from ocean water. When it's eaten by oysters, fish, sharks and other animals it then introduces these plastics into the food chain. We are at the top of the food chain.
- Most ocean plastic (80%) is land-based - all rivers lead to the seas.
- About 80% of plastic sinks. What we're finding on beaches is just a small fraction. The rest is sinking and being eaten by marine life, and is now found at the bottom of the deepest oceans, in the world's wildest places (like Antarctica) and on the most remote beaches.

**The problem is not litter!  
It's creating 'disposable'  
objects from a material  
which lasts forever.**



## All rivers lead to the sea

No matter where in the world you are, there is no 'away'.

Even if you can't see the sea, your actions impact on it. Recent research has started to find plastics in rivers, lakes and even plastic pollutants leaching into soil from landfills.

It's been found entangling reindeers and inside camels.

Whether you're on a farm or in a city those items you use stick around. And with over 7 billion people sharing this planet, we need to start using our resources more wisely. Fortunately, it's easy to make a start.

**“Even if you never  
have the chance to  
see or touch the  
ocean, the ocean  
touches you with  
every breath you  
take, every drop  
of water you drink,  
every bite you  
consume. Everyone,  
everywhere is  
inextricably  
connected to and  
utterly dependent  
upon the existence  
of the sea.”**

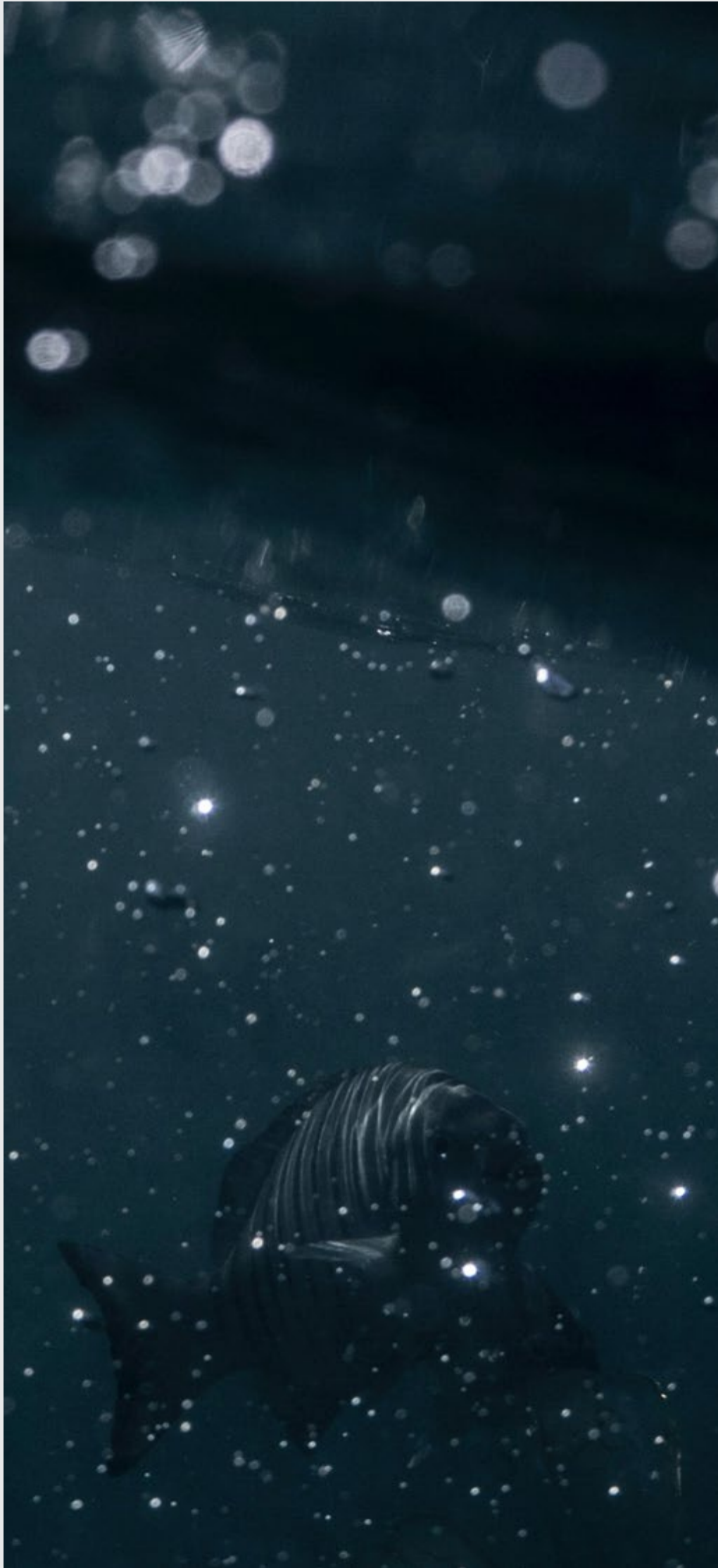
- Sylvia Earle





Humpback whales feed by filtering tiny plankton out of the water, and have recently been documented to also be ingesting tiny plastic pieces (along with harmful pollutants).





A 2014 study of the world's oceans found over 5 trillion microplastic pieces just in the top 10cm of water.

The amount of plastic being manufactured globally is increasing every year.



Over 600 species have been documented encountering marine plastic debris, including all known species of sea turtles and about half of all marine mammal species.



Corals, colonies which consist of thousands of tiny animals, are also filter-feeding plastic pieces.

Once its been eaten, the plastic stays lodged inside the coral polyps.

There are more than 11 billion pieces of plastic in Asia-Pacific oceans corals.



With plastic found inside commonly eaten fish, oysters, mussels and more, seafood eaters could be eating an estimated 11,000 microplastics per year.

# What can we do?

**Stop it at the source. Go reusable.  
Say no to single use.**

This is not about beating yourself up every time you shop, or having to repent every time you buy a coffee. And it's not about an evil material plotting to take over the world.

It's flawed design: making products that we only use for a few minutes, or a couple of times, but making them out of a material that lasts forever.

Plastic, as you know, often ends up in our oceans and our animals. It entangles, chokes and starves. It's introducing harmful chemicals into our food chain, and into us.

But it's an easy habit to break.

Excessive use of single use plastic has only been around in our generation, and we can be the ones to make a change.

## **It starts with you.**

Every time you accept a plastic bag, buy a bottled beverage or a coffee in disposable cup, you're supporting an industry of plastic waste.

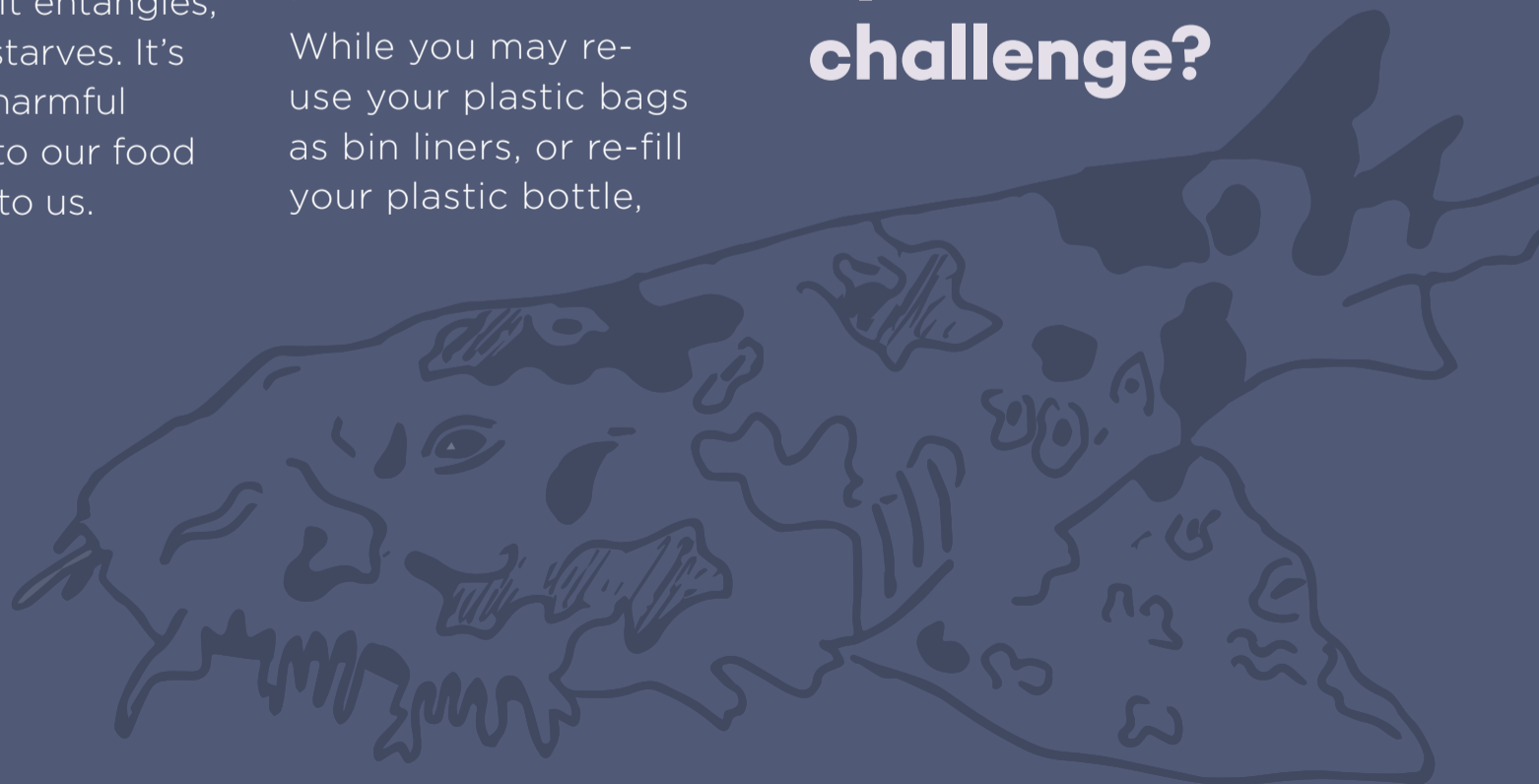
You vote with your money every time you shop.

While you may re-use your plastic bags as bin liners, or re-fill your plastic bottle,

they're still made from oil (8% of global oil is currently used in plastic production).

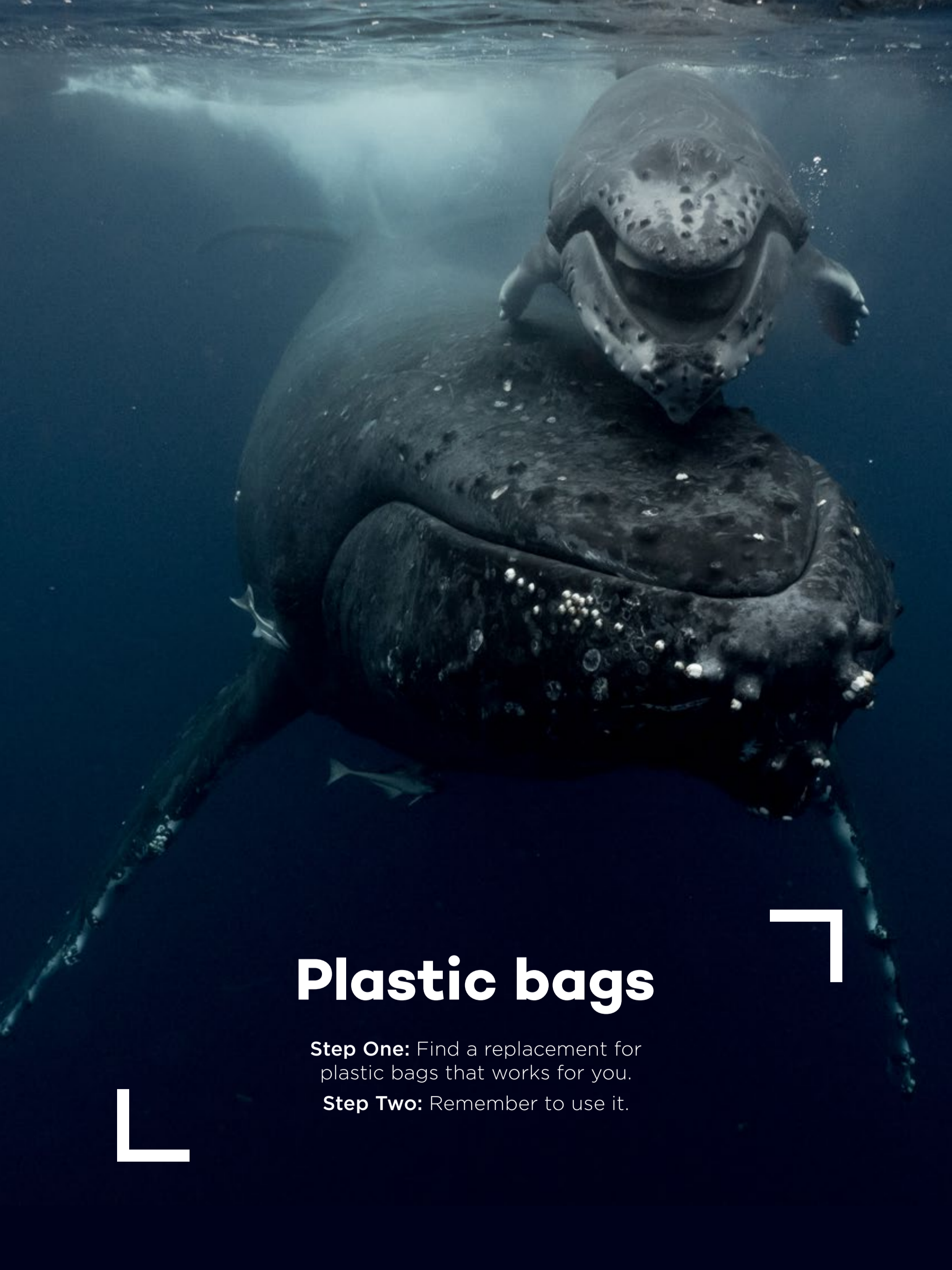
Recycling rates are low, and over a million tonnes of waste is landfilled in Australia every year. If you want to start being part of the solution, here are some ways you can begin.

## **Are you up for the challenge?**



**5 ways you can  
make a difference**





# Plastic bags

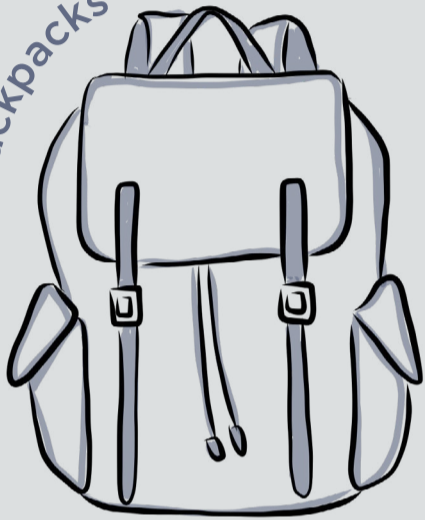
**Step One:** Find a replacement for plastic bags that works for you.

**Step Two:** Remember to use it.



# Replacements

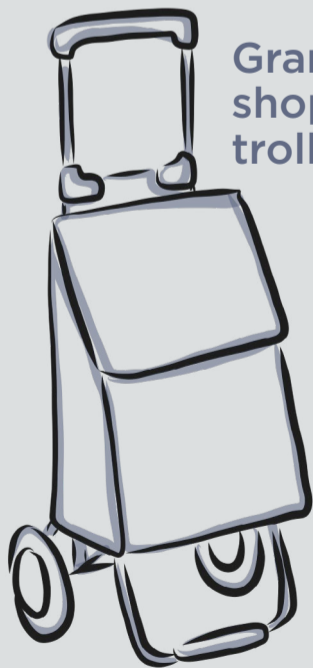
Backpacks



DIY bags from old tshirts



Keyring bags



Granny shopping trolleys



Canvas bags



Boomerang Bags



# How to remember to BYO bag

They say it takes 30 days to make a habit.  
To kickstart your plastic-bag remembering habit  
here's a few tips to get you started:

- **Have a lot of bags. Everywhere.**
- **Put them where you'll use them** (in your car, hanging on the back of your front door, in your handbag, near your car keys, with a shopping list...)
- Put them back after you use them.
- **Get tiny bags** that fit in your pocket / bag easily and keep them on you all the time.
- **Set an iphone location reminder** that tells you to bring your bags when you arrive at your local supermarket. Or an old school post-it note on your dashboard.
- **If you forget, don't beat yourself up.** It's hard to start off with. You'll forget bags, spill lid-less coffees and accidentally get served straws. But instead of being overwhelmed by our plastic-filled world, learn from the mistakes and keep trying. Trust me, it gets easier. Considering that every piece of plastic ever made still exists, every piece of plastic you don't use makes a difference and potentially saves a turtle. And considering that plastic can last forever, you've probably saved many turtles.





# Plastic bottles

Globally, a million plastic bottles are bought every minute.  
That's A MILLION BOTTLES. Every minute.

A lot of this is bottled water, which costs  
approximately 1000 times more than tap water,  
and is not proven to be any safer.



# Replacements



Drink tap water.



**Get a reusable bottle and bring it with you.**

Buy a stainless steel bottle, reuse a glass bottle, get a fancy insulated bottle, try a portable rollable bottle. Anything but single use.



**Like bubbly drinks?**

Get a bubbly-drink maker (aka sodastream)

support container deposit schemes





## Plastic cups

The plastic lining on your quick takeaway coffee will outlive you, and may also release harmful chemicals into your coffee.

# Plastic cups

Did you know that your takeaway coffee cup actually has a plastic lining? Whether it's a 'Biocup' or a regular convenient cup, that plastic lining means that the cup is not recyclable, and won't ever biodegrade.

Australians use about a billion coffee cups a year (that's almost 3 million a day). And that's nothing compared to the USA, who annually throw away over 25 billion! All these cups (not to mention the lids) are used for approximately ten minutes.

**Then they last forever.**

And it's not just the waste and environmental impacts that are a problem. The lining may also leach harmful chemicals into your coffee or chai. Bisphenol A (BPA) for example is a plastic additive often used in coffee cup linings, lids, and other food packaging.

It's been linked to cancer, hormone disruption, abnormal penile development, neurobehavioral problems (e.g. ADHD), obesity, diabetes, and can be harmful even at low doses.



# Replacements

## Get vintage.

Go to your local op-shop and find an awesome mug to keep in your car.



## Get fancy.

Buy a fancy reusable cup - leak-proof, Star Wars themed, designer-decorated. Whatever floats your boat (or hotties your coffees).

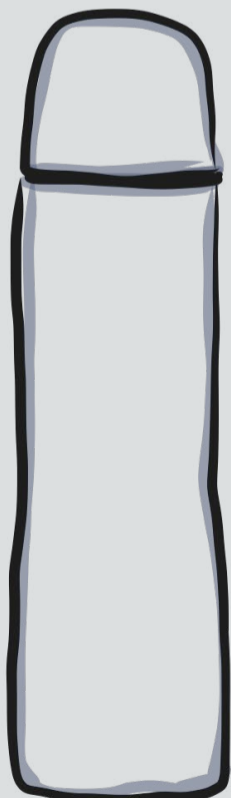


## Save money.

Many cafes offer discounts for BYO cups (some cafes have now banned takeaway cups altogether). [Responsible Cafes](#) have a map showing cafes that offer discounts Australia wide.

## Get a flask.

For all day coffee.



## BYO DIY mug.

Reuse an old jar (with a stubby cooler or wetsuit sleeve to insulate).



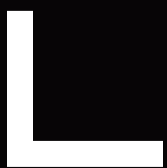
## Slow down.

Sit down and drink your coffee in a real cup. Slow down. Enjoy.



## Fruit and veg

What do peeled onions, bananas and boiled eggs have in common? They're all being sold wrapped unnecessarily in plastic.



# Alternatives

While packaging can be useful for hygiene & storage, increasingly supermarkets are supplying overly wrapped fruit & veg, and the more we buy it, the more it will appear on the shelves.

**The good news:** many supermarkets have been changing their products & packaging based on consumer demand. Your shopping habits really can make a difference.

## Here's a play-by-play look at how to shape your shopping for minimum plastic waste

### 1. Plan your meals

(minimise waste)



### 2. Go big or go home

- Buy in bulk (online or at a local bulk shop)
- Find your local farmers market
- Join a veggie box club & get your produce delivered
- Grow your own - from window-box herbs to edible gardens

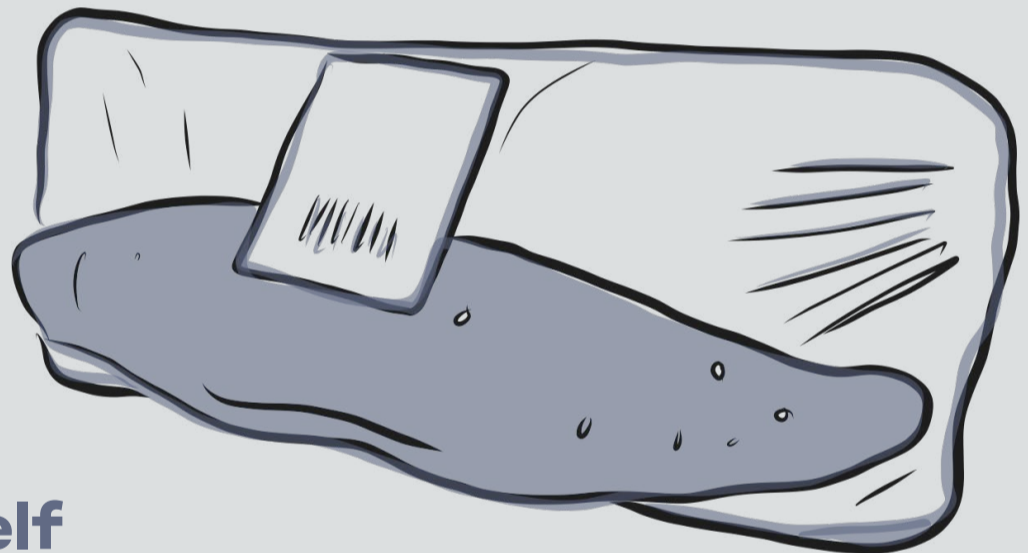




### 3. BYO produce bags (make or buy them)

- BYO tupperware containers (to the butcher, baker, deli...)
- Forgot your bags? Paper mushroom bags make a great substitute
- Local, seasonal & unpackaged fruit & veg are often cheaper

**4. Can't find what you were looking for without packaging?  
#leaveitontheshelf**



### 5. Keep food fresh without plastic.

- Try [these tips](#), or beeswax wraps instead of glad wrap
- Collect jars for storing food



# Plastic straws

500 million straws are used daily, just in the USA. If we laid those straws end-to-end, they would wrap around the earth more than 15 times- from just one country, in one day!

# Alternatives

And the worst part: we don't even need them!  
If you agree that this is an unnecessary catastrowphe,  
here's a few of the strawsesome alternatives:

- Bamboo straws
- Paper straws
- Water bottles with built in straws
- Stainless steel straws
- Papaya branch straws  
(if you've got a machete and a papaya tree, you've got a straw)
- Fancy golden straws
- Glass straws

Or, my personal favourite:

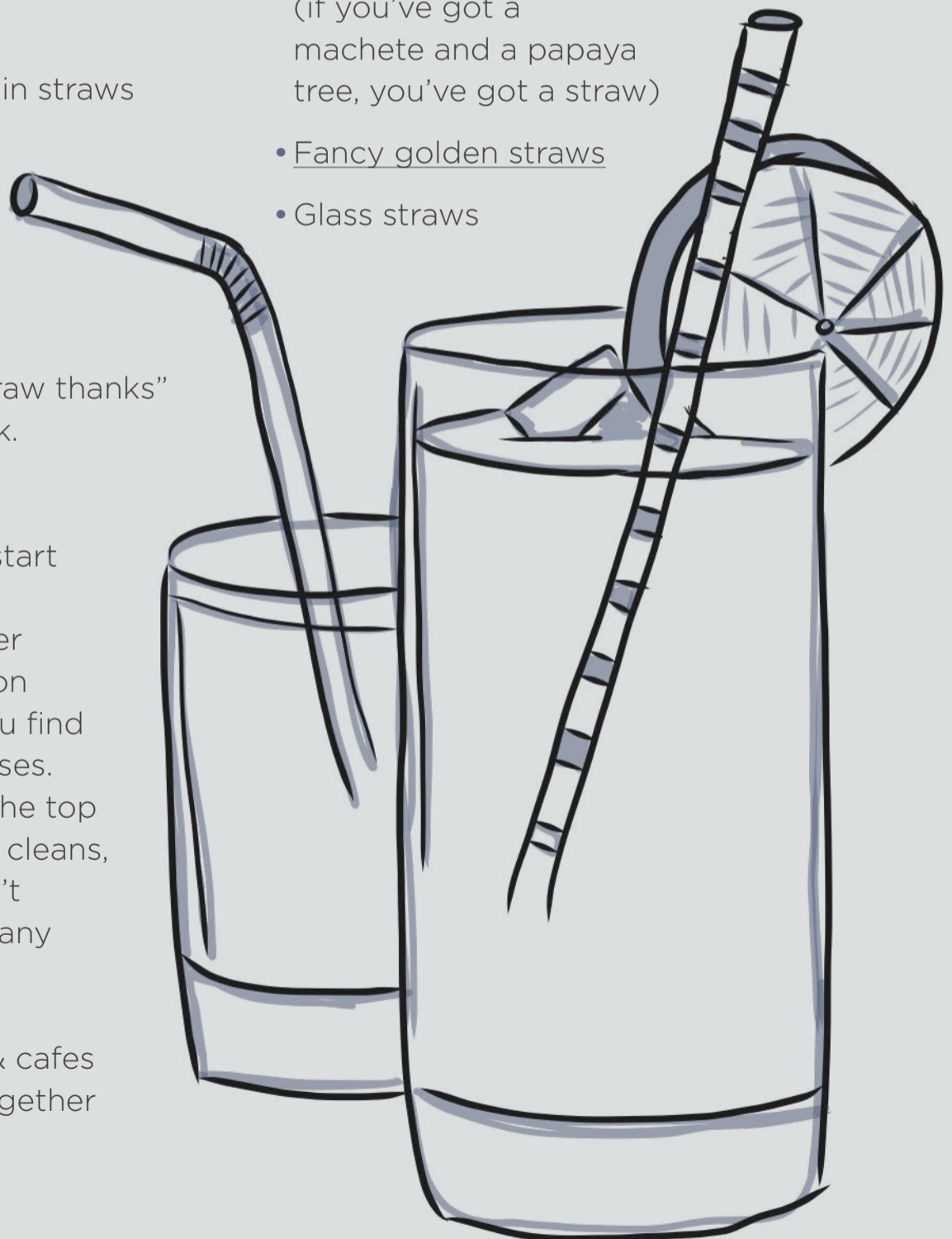
**No straw.**

**Slurp it. Don't suck.**

Get used to saying "no straw thanks"  
when you order your drink.

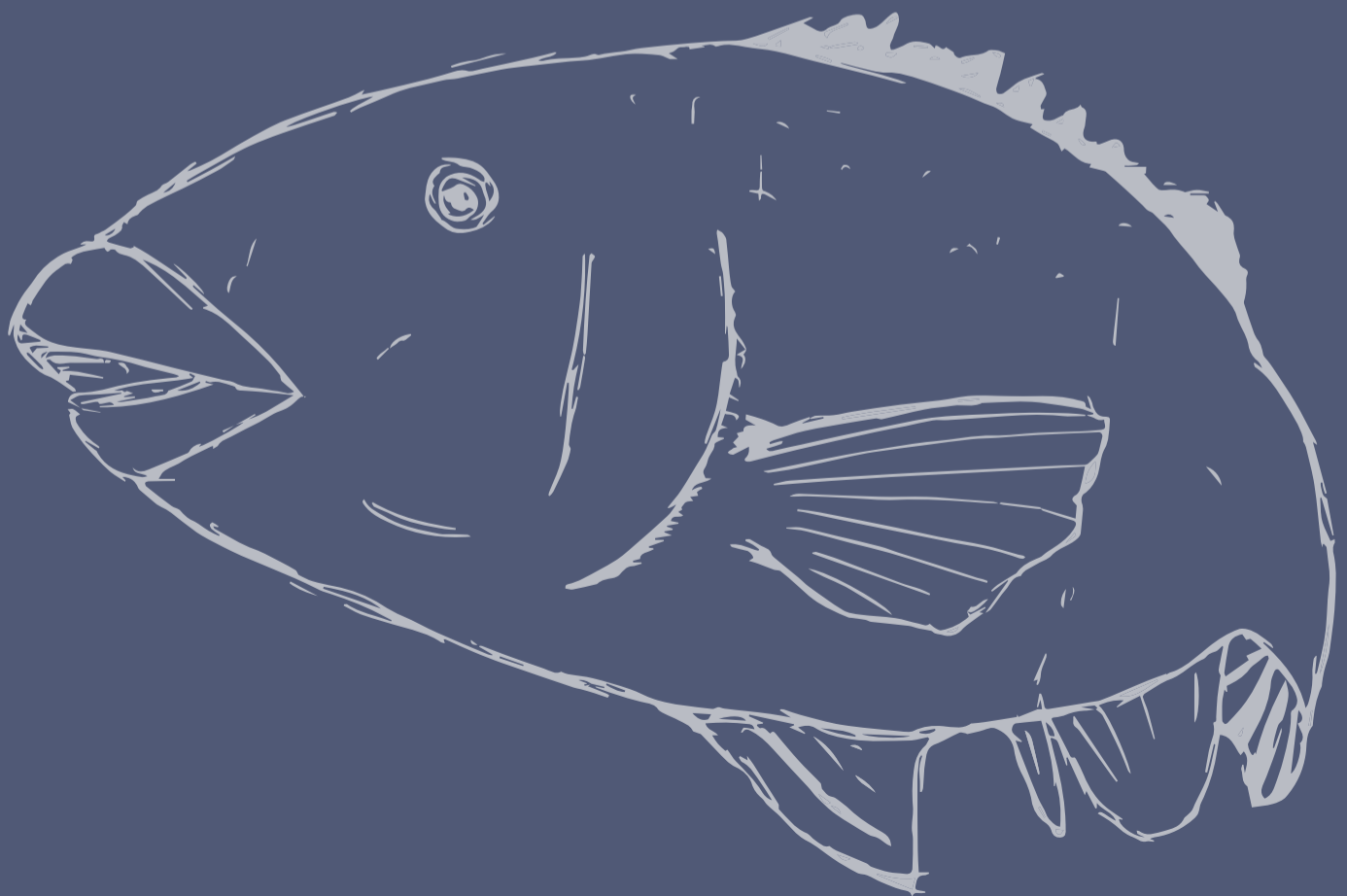
If you want to be truly ex-straw-dinary, you can start your own STRAWkle - a combination of underwater cleanup and data collection mission, and use what you find to approach local businesses. Plastic straws are one of the top ten items found on beach cleans, but many businesses aren't aware that there are so many better options.

Speak to your local bars & cafes about alternatives, and together we can all **#stopsucking**



“You cannot get through a single day without having an impact on the world around you. What you do makes a difference, and you have to decide what kind of difference you want to make.”

- Jane Goodall



Questions? Comments?  
Plastic Free Tips to Share?

Contact Us.



**Michaela Skovranova**

[@mishkusk](https://www.instagram.com/mishkusk)  
[mishku.com](http://mishku.com)



**Alice Forrest**

[@forrestinwonderland](https://www.instagram.com/forrestinwonderland)  
[aliceforrest.com](http://aliceforrest.com)



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