



MUSEUM OF
PLASTIC
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**"IMAGINE A FUTURE WHERE SINGLE
USE PLASTIC IS ONLY FOUND IN
MUSEUMS."**



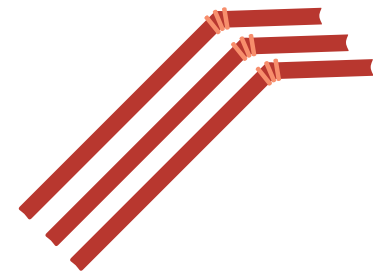
MUSEUM OF PLASTIC 2121

WHAT IS THE MUSEUM OF PLASTIC?

The Museum of Plastic 2121 is an imagined institution built 100 years in the future. In our version of the future things have worked out well for both the planet and humanity. The world today can seem bleak as the media presents us with terrifying predictions of the future. We're all struggling with deep-seated anxiety and real doubt that individual action can have an impact. We wanted to create a positive version of our future story and give audiences the tools to start making the changes needed for this to happen.

Combining pixels and paint we worked closely in partnership with South African activists Greenpop and the artists' collective Baz-Art, who in turn have worked with artists and communities to create real world murals alongside 3D paintings for the museum. They've conducted workshops and public engagement around the subject of single use plastic and its impact on the environment, and have provided us with the toolkit we will share through the museum. These artworks are being brought into the space to demonstrate the amount of effort being made in the present day to educate and motivate the public to make changes in their behaviour.

TAKE ACTION AS AN INDIVIDUAL



REDUCE YOUR USE OF SINGLE USE PLASTIC

Carry reusable bags, cups and cutlery with you and say no to straws, lids, plastic bags, and plastic takeaway containers.

When shopping, choose options with no/less plastic and packaging, or where packaging is at least recyclable.

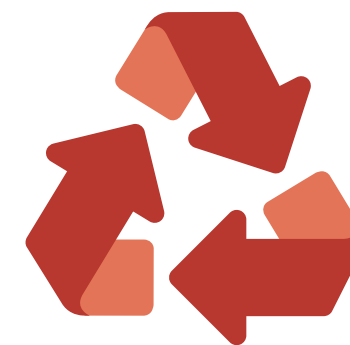
Switch to reusable menstrual products like cups, washable pads and period underwear.

RECYCLE

For the unavoidable plastics, find a local recycler and make sure that you are properly cleaning and sorting your waste.

Recycling helps keep plastics out of the ocean and reduces the amount of “new” plastic in circulation.

Be careful to keep ‘compostable’ plastics out of your recycling, as these can contaminate the recycling process.



VOTE WITH YOUR WALLET

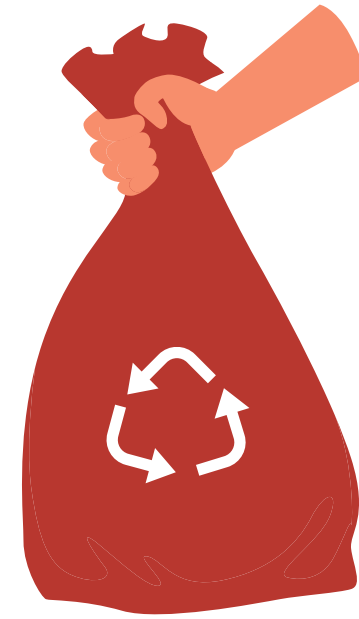
Encourage businesses (shops, cafes, restaurants, online retailers etc) to reduce their plastic use and then frequent, recommend and write positive reviews for those making the change!

STAY AWARE

Think critically about potential greenwashing and the practicality of 'biodegradable' plastics (often these are not home-compostable and many industrial composting facilities do not accept them, meaning they essentially end up in the landfill anyway).

Avoid the temptation to replace products with zero-plastic alternatives before they have finished their usefulness.

Reuse and upcycle things you already have or own, and look for second hand options first, before buying new.



CLEAN UP

Take a bag with you when you go out in the world to collect plastics on the beach, on walks, in waterways etc.

Organise a clean up with your friends and family to clear a local area.

CONSIDER HIDDEN PLASTICS

Remember, fabrics like polyester, nylon and spandex are also plastic!

Try to thrift/swop or choose natural fibres when buying new.



ADVOCATE

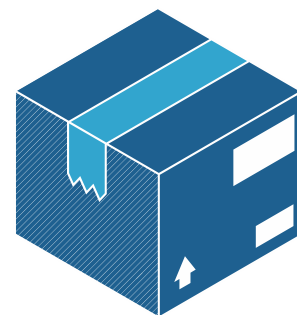
Support organisations, campaigns and policies that are promoting positive action with donations, advocacy, volunteering and outreach (or votes!).

TAKE ACTION AS A BUSINESS

REDUCE PLASTIC IN YOUR PRODUCTS AND PACKAGING

Investigate innovative alternatives and materials, and consider offering incentives and encouragement to customers like discounts for bringing your own mug, opt-in for providing take-away cutlery, repair/exchange programmes, bulk packaging options, recycling drop-offs.

Ensure that products and packaging are reusable or recyclable and well labeled.



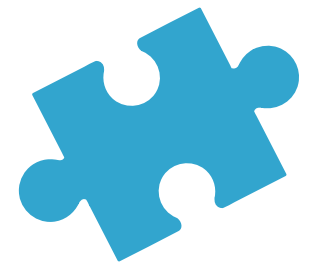
CONSIDER YOUR SUPPLY CHAINS

Investigate opportunities to reduce plastic along the entire supply chain, from materials, packing, logistics and marketing.



INNOVATE!

Cultivate creativity in circular economy, design, product life in-service and end-of-life waste management for your products and services.



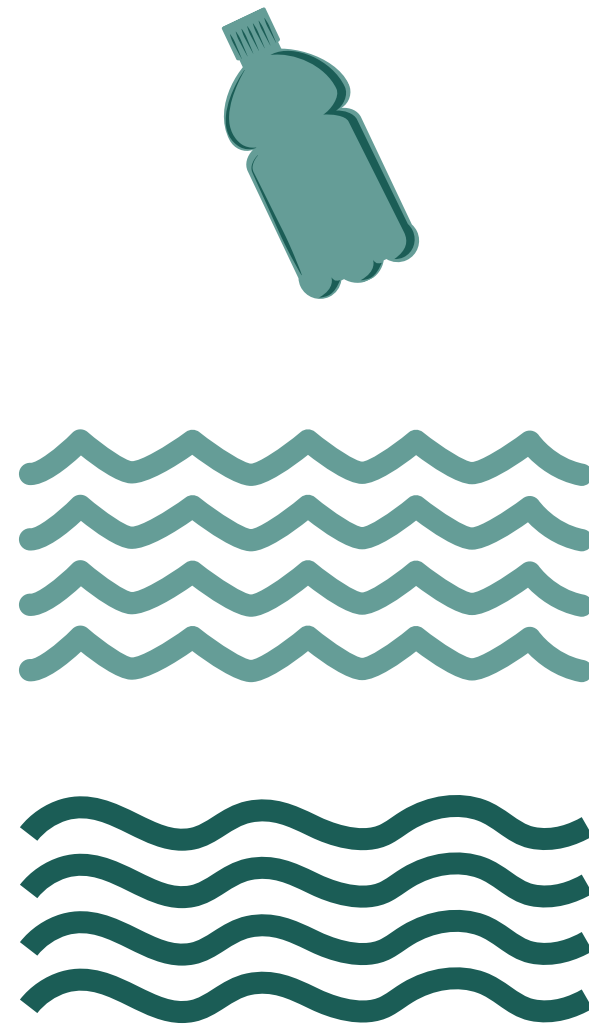
USE YOUR PLATFORM

Use your audience or buying-power to encourage customers and suppliers to make changes and stay informed. Be transparent about your commitments as well as your approach, success and challenges.

TAKE ACTION AS A POLICY MAKER

REGULATE

Improve wastewater and stormwater management to avoid plastics ending up in waterways and oceans.



PRACTICE RADICAL RESOURCE EFFICIENCY

Help enable the development of circular economy business models through shared infrastructure, impose fees/penalties on production of single-use items and help businesses to offer incentives and encouragement.

SUPPORT INNOVATION

Fund and incentivise green chemistry research, practices and new materials, including “bio-plastics” and plastic alternatives for industrial applications (insulation etc)





CAMPAIGN

Use communication to change cultural norms and shift mindsets around waste generation/consumption and reuse, in particular to reduce the use of single-use plastic items.



RECYCLE

Help recover materials through policy support, incentives and infrastructure.

Implement extended producer responsibility laws, provide incentives for waste segregation and recycling, and strengthen markets for recycled plastics.



USE YOUR CLOUT

Use political leverage to encourage businesses, suppliers and communities to shift their practices, products and behaviour.

WORK TOGETHER

The transition to a circular economy requires innovations in financing, policies, technologies and partnerships between the private and public sectors.

Governments alone cannot do it all, and the private sector also has a key role in driving the transition to a circular economy.





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