

Ban on Plastic Straws in Restaurants

Abril Esparza

Founder and Owner of
A&E Straws (2017)

Ocean's Beach
Cleanup(2016)

Annual Beach Cleanup

- Invite residents to help clean the beach
- Get the youth involved and influence the youth to lead Global Change by educating them about plastic pollution.

A&E Straws

- Etsy shop. I sell Stainless Steel Straw Sets.
- 20% of sales goes to the beach cleanup (supplies, activity books, gifts)

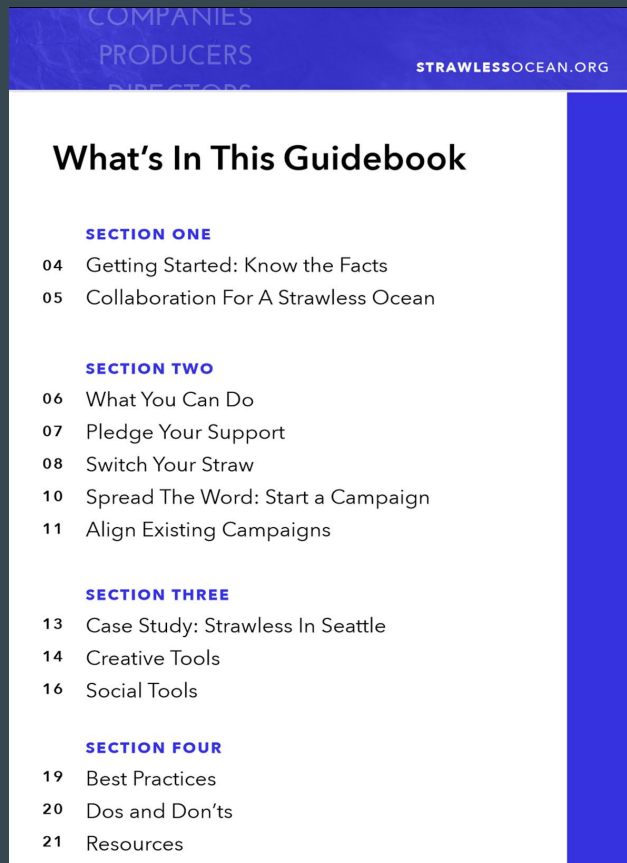
Plastic Straw Problem

- Straws make the top 10 list of litter items found during International Coastal Cleanup Day
- Americans use over 500 million straws every day.
- Plastic waste takes up to 1000 years to decompose in landfills
- Banning straws is a great idea for cities that have already banned and tax plastic bags

Resources

- Donated Stainless Steel Straws to local non profit organizations
- Invited to join a group of advocates. We brainstormed and shared ideas and resources.
- Implemented Lonely Whale Foundation blueprint found on their website.
- Divide into small groups(15)
 - Each group had different roles and responsibilities.
 - Group A- Attend city council meetings
 - Group B- Start a dialogue with residents bring awareness about plastic pollution.
 - Group C- Visit restaurants. Inform managers about straws and share helpful resources.
 - Lonely Whale Toolkit

Lonely Whale Toolkit



The image shows a screenshot of the 'Lonely Whale Toolkit' guidebook. The top header is blue with the text 'COMPANIES PRODUCERS DIRECTORS' and 'STRAWLESSOCEAN.ORG'. The main title 'What's In This Guidebook' is in bold. The table of contents is organized into four sections, each with a blue header. Section One includes 'Getting Started: Know the Facts' and 'Collaboration For A Strawless Ocean'. Section Two includes 'What You Can Do', 'Pledge Your Support', 'Switch Your Straw', 'Spread The Word: Start a Campaign', and 'Align Existing Campaigns'. Section Three includes 'Case Study: Strawless In Seattle', 'Creative Tools', and 'Social Tools'. Section Four includes 'Best Practices', 'Dos and Don'ts', and 'Resources'.

What's In This Guidebook	
SECTION ONE	
04	Getting Started: Know the Facts
05	Collaboration For A Strawless Ocean
SECTION TWO	
06	What You Can Do
07	Pledge Your Support
08	Switch Your Straw
10	Spread The Word: Start a Campaign
11	Align Existing Campaigns
SECTION THREE	
13	Case Study: Strawless In Seattle
14	Creative Tools
16	Social Tools
SECTION FOUR	
19	Best Practices
20	Dos and Don'ts
21	Resources

Section 1:
Plastic Straw facts

Section 2:
Different ways of joining the movement

Section 3:
Helpful Toolkits to spread the word (stop
sucking PSA in 25 languages, ChatBot,
Social Media kit)

Section 4:
Tips and resources

Step 1: Talk to Residents

Ready to take action **For A Strawless Ocean?**
Great! Follow these steps and join the movement
in the way that makes sense for you.

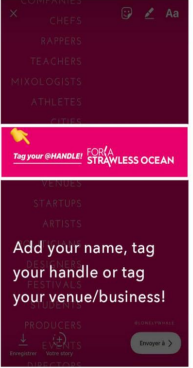
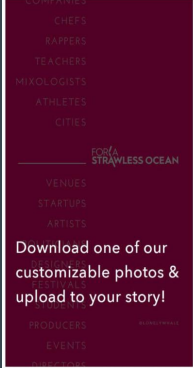
1. **Pledge** to stop using plastic straws
2. **Support the switch** to an alternative straw
3. **Spread the word** and start a campaign
4. OR **Align** your existing campaign

Straws are SUCH a thing.



Sign a pledge. Sign a petition to give to the city



CUSTOMIZE YOUR INSTAGRAM STORY



Download one of our customizable photos & upload to your story!

Add your name, tag your handle or tag your venue/business!

UPDATE YOUR FACEBOOK FRAME





Suggested Tweet to Announce Your Pledge
@Handle For A #StrawlessOcean! Join me and skip the plastic straw to save our ocean 🌊

Post a strawless selfie, one of our photos or screenshot your new Facebook profile picture (with the frame added) to Instagram!



Spread the word on social platforms

Step 2: Talk to Restaurants

VENUE KIT FOR A STRAWLESS OCEAN

Getting Started

This kit is intended to help you communicate your commitment **For A Strawless Ocean** to your clientele and to your staff.

First, learn how to align your onsite assets (menus, posters, table tents) and digital platforms (social media, website) with the customizable **For A Strawless Ocean** logo, downloadable assets, and our suggested commitment statements.

Next, support your staff with a downloadable training presentation and plastic straw fact sheet they can use to help talk about your venue's ocean health leadership.

Switch Your Straw: Business-Driven Impact

If you are a business owner or staff member, start by learning about your alternative straw options.

We believe that ocean friendly alternatives should be both accessible and affordable. As part of the movement **For A Strawless Ocean**, businesses and organizations can purchase vetted alternatives at a steep discount.

There are a few alternative materials (paper, glass, metal, bamboo) and vendors you can purchase from. We've sourced the highest quality environmentally friendly options to support your switch. Use the **"FORASTRAWLESSOCEAN"** discount code on all orders to ensure you receive the most competitive pricing (up to 50% off).

Explore all alternative options [here](#).

Venue Kit

- Aligning your Assets
-Commitment statement Templates
- Supporting your Staff
- Educating the staff on plastic pollution
-Downloadable training presentation and plastic straw fact sheet

Start a Petition

1. Decide how many signatures you want or need(talk to your city council)
 - a. Talk to the community leaders to get their opinion
 - b. Discuss with family and neighbors
 - c. Organize discussion groups
2. Research and find out what's already being done.
3. Start drafting a petition
 - a. Identify your mission. Make sure to be persuasive with your petition.
 - b. Explain how this change will impact you, your family, and the city
 - c. Be clear. Ask yourself question that you might ask
1. Find out if a specific form is required
2. Get plenty of volunteers to help collect signatures
 - a. Give your volunteers the material and training they need.
3. Produce the final product
 - a. Collect completed petitions and deliver them to the appropriate office
4. Use Social Media
 - a. Bring more attention by attracting people who are more adept to social platforms

Results/Summary

- 54 Restaurants to ban plastic straws
- Restaurants decided to go with paper straws
- Carmel city is in the works of banning straws
- Residents are aware and want to participate in helping reduce single use items in their personal lives
- Residents tend to underestimate how much power one has.
- #1 Advice- Build a relationship with your city leaders. City council.
 - You need them as much as you do.
 - Makes a city stronger
 - Attend public meetings
- Best way to get started is to talk to your City council members.

Thank You

Download the kit - www.strawlessocean.org

A&E Straw Shop - aandestraws.shop

Instagram - [@aandestraws](https://www.instagram.com/aandestraws)

Twitter - [@aandestraws](https://twitter.com/aandestraws)

Annual Ocean's Beach Cleanup -
www.facebook.com/oceanscoastalcleanup/