

# Environmental Initiatives



**Are you passionate about preserving our environment? Jerrabomberra Rotary, alongside numerous global Rotary clubs, is committed to helping tackle one of the most concerning issues of our time: plastic pollution.**

## **Join Us in Creating Awareness, Taking Action, and Building Alliances**

### **What is End Plastic Soup?**

End Plastic Soup is a global Rotary initiative aimed at rethinking, reducing, reusing, repairing, and recycling plastic waste. Our mission encompasses various initiatives, including:

- » School & Sport Challenge: Educating youth and promoting plastic waste reduction and management.
- » Event Challenge: Encouraging plastic-free events to minimize environmental impact.
- » Supermarket and Food Market Challenge: Advocating for reduced plastic usage in retail.
- » Restaurant and Hotel Challenge: Partnering with businesses to minimize single-use plastics.

### **Our Impact**

By 2050, our goal is to significantly reduce plastic usage and plastic pollution from our oceans, lakes, rivers, forests, parks, and streets. Since its inception in 2018, End Plastic Soup has garnered support from thousands of Rotarians and hundreds of Rotary Clubs worldwide.

### **How Can You Help?**

Start today by reducing your plastic usage and committing to picking up a piece of plastic waste daily. Spread awareness among your family, friends, and colleagues. Together with 1.2 million Rotarians, we can make a difference.

## **Addressing Microplastic Pollution**

Our campaign sheds light on the alarming issue of microplastic fiber pollution. These tiny plastic fragments, shed from synthetic items, pose a significant threat to marine life and long-term human health. We advocate for government and industry involvement in developing solutions to this complex problem.

### **What Can You Do?**

- » Creating Awareness: Educate yourself and others about the dangers of microplastics and plastic environmental pollution.
- » Taking Action: Implement practical steps in your community to help reduce plastic usage and improve safe waste management.
- » Building Alliances: Collaborate with local and international stakeholders to accelerate innovative solutions and promote awareness.

## **Get Involved**

Join Jerrabomberra Rotary in making a difference in our community and beyond. Together, we can help combat plastic pollution and safeguard our planet for future generations. Get involved today and be the change you want to see in the world.

If you would like to seize this opportunity, connect by reaching out to the Rotary Club of Jerrabomberra or for more information or email: [info@RotaryJerra.com.au](mailto:info@RotaryJerra.com.au).