

Maya's Plastic Pollution Campaign

to ban plastic price look-up (PLU) stickers



About the Campaign

As part of the broader [#ExpandtheBan](#) campaign, Friends of the Earth Canada is launching a campaign which will push for the ban of one of those six new proposed categories - plastic price look-up stickers. The campaign is being spearheaded by one of our incredible volunteers, a ten-year old named Maya (seen in Bitmoji form above!) who is incredibly worried about the ways plastic pollution is harming nature.

“They are just little bits of plastic, but they are on everything and cause lots of problems for the environment,” says Maya.

Kicking off at the beginning of March, [Maya's Plastic Pollution Campaign](#) hopes to mobilize young students, their families, or school classrooms across Canada in the struggle to rid the planet of plastic pollution. We will be asking participants to collect their plastic PLU stickers they get on produce from the grocery store throughout the months of March and April on an “album”, which is available to print via our website. Starting on April 17, participants will then be encouraged to let us know how many stickers they have collected before sending their albums to their local Member of Parliament. Ultimately, we want to persuade Environment and Climate Change Minister Steven Guilbeault to expand the single-use plastic ban to include plastic PLU stickers.

Throughout the campaign, Maya will also be sharing her knowledge about these stickers with her classmates and teachers through collaborative activities, presentations, and experiments - much of which we will be sharing on our social media pages - and she is encouraging others to do the same.

Goals

By the end of this campaign, we are hoping to educate young people on the harms of these plastic stickers and influence positive behaviour changes in how they are disposed of, highlight their pervasive nature, and push for the federal government to include these plastic stickers under their single-use plastic bans.

How to Join

Individuals and groups can learn more about and join our campaign by heading to the [website](#). We will collect their information and send them updates via email throughout the campaign. While we're targeting school-aged children for this campaign (and their parents or teachers for support), everyone is welcome to participate!