Dear Crew Members,

For this production, we will be joining the “Lights, Camera, Plastic?” campaign by the non-profit organization, Habitsofwaste.org. Our participation means that we will use reusable items on screen instead of single-use plastic items wherever possible.

Why are we doing this? The numbers are staggering. Imagine 1 million plastic bottles discarded per minute and 500 million plastic straws discarded per day or 40 billion pieces of plastic cutlery discarded per year and 160,000 plastic bags are used per second. We must find innovative ways to close the “tap”. These single-use plastics harm our planet as they are not recyclable and take hundreds of years to decompose.

How can we help? Sociology and Psychology experts agree that film and television subliminally dictate what is and isn’t acceptable in our collective society. Each film and television show created is potentially viewed by millions of people. What they see on screen normalizes human behavior. This is similar to the decline in smoking when it was reduced from Hollywood productions.

Together, we can create a ripple effect that inspires our viewers to be more sustainable in their everyday lives.

Thank you for your efforts to be a part of a big change.

Sincerely,

(Your name here.)