



HABITS OF WASTE

Sustainability Guide

2021



WHAT IS HABITS OF WASTE?



Habits of Waste is a movement of social change makers for environmental sustainability with a proven track record of shifting societal beliefs and norms.

OUR STORY

Our Founder, Sheila Morovati, started her first nonprofit, Crayon Collection, to recycle like-new crayons from restaurants and well-served community centers into Title 1 schools and Head Start centers to promote sustainability and art access. The Crayon Collection mission is to inspire a commitment to environmental consciousness and the infusion of art education in underfunded schools.

In 2018, while visiting restaurants for Crayon Collection, Sheila noticed her first 'habit of waste' -- single-use plastic straws being delivered to the table without being requested. Sheila took this issue to her local city council and spearheaded the historic single-use plastic straw and cutlery ban in the City of Malibu.

This ban led the way for other cities to easily adopt similar plastic straw bans worldwide. This success launched Habits of Waste and campaigns such as #CutOutCutlery, #reThinkTap, #8Meals and more.



"What we understand to be
'normal' can be changed.

This world is a social construction
and it can be reconstructed and
rebuilt to become the world we
imagine."

SHEILA MOROVATI

FOUNDER, HABITOFWASTE.ORG

Eliminate Single-Use Plastic Cutlery

#CUTOUTCUTLERY



40,000,000,000 single-use plastic utensils are thrown into landfills every year. These plastics take hundreds of years to decompose and break down into dangerous microplastics that we ingest.

Individual actions to take:

- Send emails to convince DoorDash to join GrubHub, Postmates and Uber Eats in pledging to #CutOutCutlery.
- Choose to reuse! Reusable cutlery is better for the environment AND your wallet. Opt OUT of cutlery when ordering food for delivery or take out.

Consider Plant-based Meals

#8MEALS

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Animal agriculture is one of the largest contributors to climate change. Swapping 8 meals a week for a year for plant-based options reduces the same amount of carbon as switching to a hybrid car.

Individual actions to take:

- Take the [#8Meals Challenge](#) to try being imperfectly vegan to reduce your carbon footprint!
- Download the #8Meals app for new recipes, scheduling tools and more. [[Apple](#) | [Android](#)]
- Share your favorite recipes on [social media](#) with #8meals for a chance to be featured!

Replace Plastic on the Screen

LIGHTS, CAMERA, PLASTIC?



Sociology and Psychology experts agree that film and television subliminally dictate what is and isn't acceptable to our collective society.

Individual actions to take:

- Email Hollywood leaders including: The Writers Guild, The Directors Guild, The Producers Guild, SAG and The Art Directors Guild and ask them to remove single-use plastics from the screen using our easy to access campaign. (link in bio)
- Spread the word on social media and draw attention to the influence that film and television have on waste behavior with #lightscameraplastic.

Save Restaurant Crayons

CRAYON COLLECTION



Every year, 150,000,000 still-good restaurant crayons are thrown into landfills where they take years to decompose, despite classrooms across the country lacking the funding and resources to bring art into the classroom.

Individual actions to take:

- Start your own Crayon Collection at a local restaurant to collect crayons for a Title 1 school or Head Start center in your community.
- Share notes of kindness for someone working to keep the earth clean this Earth Day. Use #CrayonCollection for the chance to be featured!

Become a HoW Changer

#HABITSOFWASTE



Habits of Waste provides innovative, accessible solutions to 'individual habits of waste'. Become a donor today and support our work and waste reduction campaigns.

Individual actions to take:

- Become a monthly donor for first access to events, conversations with experts, tips and tricks!
- Join our newsletter to stay up to date on all things Habits of Waste, including first looks at new campaigns, events and other exciting opportunities.



**YOU MATTER.
YOUR ACTIONS MATTER.
JOIN US TODAY!**

Learn more and get involved:



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