



HABITS OF WASTE

Sustainability Guide



Edited July 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, behaviors 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:

- We have convinced UberEats, GrubHub, DoorDash and Postmates to #CutOutCutlery,. Now, send emails to convince top restaurant chains like Chipotle, McDonalds, Wendy's and Burger King to reduce plastic waste and #CutOutCutlery..
- Support and inspire local legislation, like AB1276 in California, which will make cutlery by request only the LAW. Contact your representatives and let them know it's time to #CutOutCutlery!

Consider Plant-based Meals

#8MEALS

#8MEALS

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!

Reduce Packaging on Orders

#SHIPNAKED



E-commerce giants can ship many products without additional boxes or plastic packaging. This simple change can reduce millions of pounds of plastic and cardboard waste each year.

Individual actions to take:

- Email Target, Walmart and Amazon with one-click to request they #ShipNaked and reduce packaging waste.
- Next time you receive a delivery, #ShowUsYourPackage with this hashtag on social media and tag the sender to request they use less packaging in their deliveries.

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.
- Download our toolkit for script watermarks, set posters and crew communications to help make your production more eco-friendly.

Save Restaurant Crayons

CRAYON COLLECTION

The logo for the Crayon Collection project. The words "CRAYON" and "COLLECTION" are stacked vertically. Each letter is filled with a different color, mimicking the look of a crayon. The colors include shades of purple, blue, green, yellow, orange, and red.

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. Use #CrayonCollection for the chance to be featured on our social media!

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.

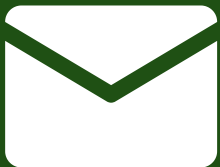
Individual actions to take:

- 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:



310-383-1011

