



# HOW

Habits Of Waste

## #BARSOVERBOTTLES

YOU MATTER.

WE BELIEVE IN THE POWER OF ONE.



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## WHAT IS HABITS OF WASTE?

In 2018 our founder, Sheila Morovati, spearheaded the first single-use plastic straw and cutlery ban in the City of Malibu. We identify everyday "habits of waste" and provide easy & sustainable alternatives.

OUR MISSION IS TO CLEAN UP THE PLANET,  
ONE 'HABIT OF WASTE' AT A TIME.



# WHY #BARSOVERBOTTLES?

- More than 120 billion units of packaging are produced globally every year by the cosmetics industry.
- Not only does this poison our oceans but it also contributes to the loss of 18 million acres of forest annually.
- A wide variety of products, from shampoo to moisturizer, are 95% water, which creates additional volume and mass, making them more expensive to ship.



# #BARSOVERBOTTLES GOAL



Through this social media campaign, we hope to bring awareness to the immense environmental impact of cosmetics and personal care industries. This includes promoting new, high quality plastic-free alternatives and encouraging large companies to create package free alternatives.



# #BARSOVERBOTTLES METHODS

#BarsOverBottles is an educational campaign that will help reduce plastic waste by:

- Providing consumers with access to package free personal care items.
- Providing consumers with the opportunity to recognize the problem and create a societal norm around "bar" alternatives.
- Bringing consumers shareable education and awareness content centered on the impact of the cosmetics and personal care industries on the environment.
- Asking major companies to develop plastic free options



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# EXAMPLE MEMES

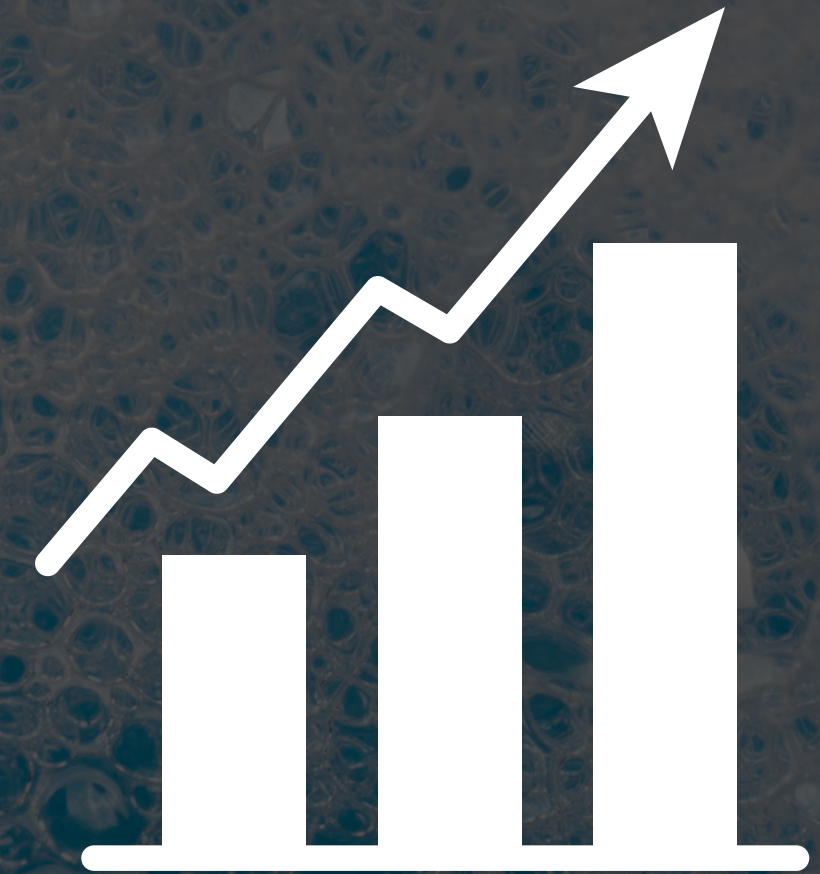




# MEASURING SUCCESS

## Marketing effectiveness of campaign

- Online web traffic to campaign site
- Social media metrics (total, by platform)
- Social media shares
- Online Surveys auditing plastic packaging cosmetic usage.



## Behavior Changes

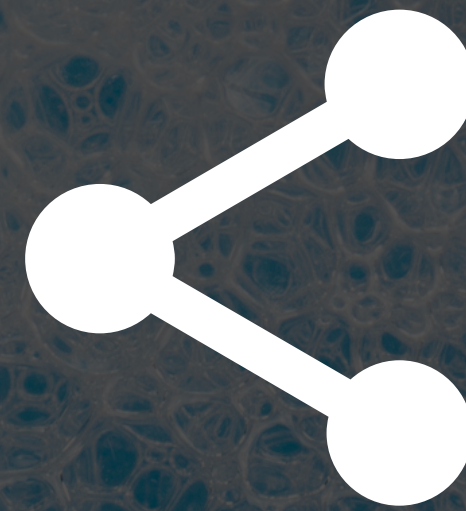
- Number of individuals participating in partner recycling programs
- Sales of partnered products



# HOW YOU CAN HELP



**DONATE**



**SHARE**



**QUESTIONS?**

**EMAIL**

**HELLO@HABITSOFWASTE.ORG**



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