

# Guidelines to Becoming a Plastic Free Community

Steps and Recommendations for Less Plastic Thailand



## Experience Based Recommendations

### Administration Recommendations

**Approach** with the intent that **Less Plastic Thailand is going to do most of the work** to encourage the condo to want to act.

#### Dispel myths about Plastic Recycling

Common myths:

**1) "Separating your waste does not matter."**

How to Combat: **Providing information** about how separated **waste is handled** is helpful.

**2) "It is not worth it to separate waste."**

How to Combat: **Providing information** about the **money that can be obtained from selling the waste** in addition to informing the administration that keeping waste separated helps to create a cleaner condominium which will **increase the value of the condo** as it will be a more attractive place to live.

**Assisting the condominium** administration in **increasing its communication** with its residents is important to inform and enforce recycling methods within the condominium.

### Implemented Methods Recommendations

Ensure that the **bins in the waste room are properly labeled**, with the labels including **pictures or descriptions** of the waste associated with that bin.

**Provide extra bins** for certain kinds of waste, **including high-value plastics**, which can be resold. This provides a financial incentive to recycle.

Be **willing to alter or adapt existing strategies** to fit the condominium. Condominiums are unique and there is rarely one perfect solution, but many strategies can be reworked to fit any condominium.



Research Based Recommendations

# Research Based Recommendations

## Social Media Guidelines

**Posts should be short**, less than 80 words. These posts should also have **catchy headlines** to grab users attention.

When linking videos, **add the link to the end of the post** to view the video separately. This increases engagement with the post.

For video based posts, **the video should have captions** and be able to be **understood without sound off**. The video should also be equally effective on a smartphone when compared to a computer.

## Systemic Change Guidelines

**Systemic changes** are the most effective way to reduce plastic waste and increase recycling. It is also the most difficult.

Start trying to convince packing producers and stores to **divest from plastics**. This will force consumers into using more **ecologically friendly methods**.

This is applicable in condominiums as the system of **waste management** can be altered **more easily** than on a grander scale.

## Physical Media Guidelines

**Variety of posts** including informational posts, flyers, cartoons keeps **audiences engaged** and more willing to interact with posts.

**Branding** can be helpful recognition for recycling programs such as **including your logo and contact information on products** to help increase engagement (examples include reusable water bottles, reusable bags, or even recycling bins)

**Talking to people physically** is one of the most effective strategies to create engagement. Creates an **emotional bond** between program and person.

**Events with people** where they help to collect waste helps to form a lasting impact as it **creates a deeper understanding** of the effects of improperly recycling on a more personal level.



Thank you Less Plastic Thailand for partnering with us! We wanted to especially thank Samornmitr Lamsam, the head of Less Plastic Thailand, and Metha Senthong, coordinator of Less Plastic Thailand, for providing us with a goal and giving us the tools to reach it.

- Team Six