

Getting Started on a Plastic Bag Ordinance:

1. Establish your initiative's brand:

- Purchase domain name for initiative
- Secure social media name on *Instagram*, *FB* & *Twitter*

Example:

BYOGreenwich secured www.byogreenwich.org and our *Instagram*, *FB* & *Twitter* are all under **byogreenwich**

- Design logo – contact us if you are joining the BYO growing network and we can have a BYO logo, like ours, designed for you.

2. Create your mission & establish your ordinance model:

<https://www.plasticbaglaws.org>

<http://www.baglaws.com/legislation>

(toggle state ordinances and ordinance summaries)

3. Understand your Town's landscape:

- Policy and procedures – understand how, what the timeline is and who makes decisions on policies for your town
- Businesses - what are your businesses using currently

4. Start building your team:

Start reaching out to your community:

- Diversify your working group to represent your town, include residents with various expertise in law, graphic design, marketing, public speaking, etc. from every neighborhood and of all ages.
- Involve high school leaders, teachers, girl & boy scout groups, and other active local non profits through bag drives, clean ups and ask them for letters and logos of support for your initiative.

Example:

Here is the link for the student led group that was the lead-speaking group at our Greenwich RTM vote night: <https://www.rootsandshoots.org/findgroup>

5. Why recreate the wheel?

Local/State/National Groups tackling plastic pollution:

<http://www.bagitmovie.com>

<https://www.citizenscampaign.org>

<http://www.plasticpollutioncoalition.org>

<http://www.rethinkdisposable.org>

<https://www.surfrider.org>

6. Stay current:

Enter plastic bag bans into your google alerts

7. Engage & educate your community through:

- a. Your BYO website
- b. Your BYO social media
- c. Attending local fairs
- d. Visiting schools/clubs/orgs with an up-cycling project
- e. Planning community showings of the movies **Bag It** &/or **Plastic Ocean**
- f. Planning a community bag drive
- e. Creating a bag design contest
- g. Planning a beach or lake or park clean up
- h. Working with other like-minded groups

8. Speak with other towns that have or are working on bag bans.

