



Good Noodle Guide: Reducing Single-Use Plastic In Your Life



SpongeBob SquarePants: Operation Sea Change and Ocean Conservancy teamed up to help you learn how to reduce single-use plastic in your life so you can be just as great of a Good Noodle as SpongeBob!

Every year volunteers with Ocean Conservancy's International Coastal Cleanup® collect hundreds of thousands of pounds of trash from beaches and waterways. Most of what volunteers find on beaches are what we call "single-use plastics." These are the plastic items, like straws, plastic bags, and food wrappers, that are used once and then thrown away.

Unfortunately, throwing out a single-use plastic item doesn't mean it goes away forever.



One Eternity Later

These plastic items persist for years on end without fully breaking down and often wind up in our environment. To truly solve the problem of single-use plastics, governments and companies need to step up and make big changes to reduce the amount of plastic being produced. That's why Paramount Consumer Products and Nickelodeon launched SpongeBob SquarePants: Operation Sea Change to start turning the tide on plastic in SpongeBob products. At the same time, there are ways that we can all make a difference to reduce our reliance on single-use plastics and help stop ocean plastic pollution. Here are six tips to get you started.

1. SKIP THE STRAW

Straws are one of the most common items collected from beaches and waterways: in over 35 years of Ocean Conservancy cleanups, volunteers have collected over 14.6 million straws and stirrers. Straws and stirrers can also pose a real danger to many ocean animals. Next time you're out, simply say "no thanks" to straws and stirrers, or bring a reusable option from home.

2. QUIT THE CUTLERY

Ocean Conservancy volunteers have removed more than six million plastic knives, spoons and forks from our beaches and waterways since 1986. Not only does plastic cutlery pose a threat to marine life when ingested, these items cannot be recycled. You can quit the cutlery by asking delivery places to forgo disposable utensils or stashing your own "spork."

3. BRING YOUR OWN BAG

Plastic bags are among the most common kinds of trash polluting beaches and waterways; and they are often ingested by ocean life that mistake them for jellyfish. Bringing your own reusable bags when you're out shopping is a great way to cut down on plastic.

4. TAKE THE KRABBY PATTY WRAPPER CHALLENGE

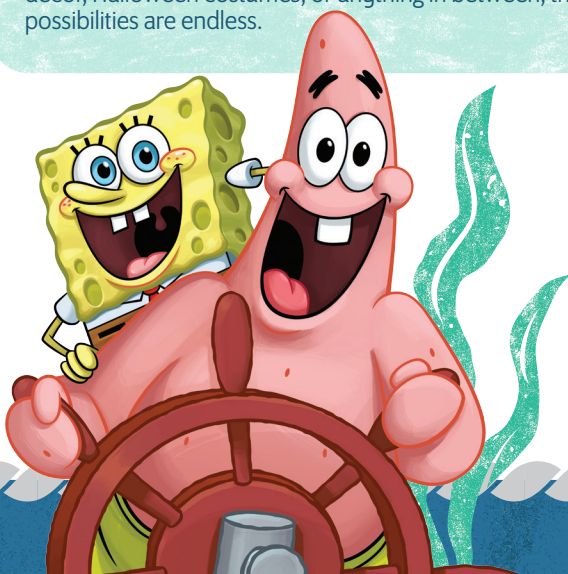
Food wrappers are a uniquely challenging single-use plastic problem. They are effectively unrecyclable, and few comparable alternatives are more eco-friendly. Start tackling food wrappers by keeping track of how many you're using on a daily basis -- you might be surprised at how they add up! Then, when possible, find alternatives with less packaging or buy items in bulk. You can also reduce your food wrapper waste by making your own snacks at home.

5. GET CRAFTY

With a little creativity, you can turn trash into treasure. Everything you need to get started can be found in your recycling or garbage bins: whether you're creating holiday decor, Halloween costumes, or anything in between, the possibilities are endless.

6. THINK BIG

One of the best ways to reduce single-use plastics in your life is to call for big solutions to the problem. Be an advocate for laws that address plastics and improve recycling!



Ocean Conservancy has led the fight for a clean, healthy ocean free of trash since 1986, when it first launched its annual International Coastal Cleanup®, the world's largest volunteer cleanup effort for the ocean. The organization continues to work to protect the ocean from today's greatest global challenges, creating evidence-based solutions for a healthy ocean and the wildlife and communities that depend on it. For more information, visit www.oceanconservancy.org.

SpongeBobOperationSeaChange.com