

SINGLE USE PLASTIC REBELLION : A EUROPEAN CITIZENS' CAMPAIGN TO TRACK DOWN ILLEGAL PLASTICS



On 13 September, the Single Use Rebellion (S.U.Re) campaign will be launched. Spearheaded by Surfrider Foundation Europe and other NGOs, it aims to engage European citizens to denounce retailers and countries that continue to sell illegal plastics despite the ban since last July.

The ultimate goal? To make S.U.Re that illegal single-use plastics disappear from the European Union for good.

Is the SUP (Single Use Plastic) Directive being applied correctly?

In 2019, the European Union adopted one of the most ambitious pieces of legislation in the world to tackle the problem of plastic pollution: the SUP (Single-Use Plastics) Directive. It aims to prevent and reduce the environmental impact of the most common plastic products found on beaches and to promote a transition to a circular economy. It provided for a ban on single-use plastic products for which reusable alternatives already exist from 3 July 2021: cotton buds, plates, cutlery, swizzle sticks, straws, balloon stems, as well as expanded polystyrene food packaging and all oxo-degradable plastics.

While Member States should have transposed this directive into national law by 3 July, [a report published in July by the Rethink Plastic Alliance](#) shows that the directive is being transposed in different ways.

After several months of entry into force, can we still find these famous banned items in European shops??

It is to answer this question that the Single Use Rebellion (S.U.Re) campaign was born. Driven by Surfrider Foundation Europe and supported by anti plastic organisations, it aims to mobilise and encourage citizens across Europe to speak out against the illegal marketing of single use plastic. From 13 September until 28 November (the end of the European Week for Waste Reduction), citizens will be able to take action and denounce the distributors and brands that still market these products as well as the States that do not respect the European legislation.

Target, snap and report on nosingleuse.org

All citizens, wherever they are in Europe, can take part in this mobilisation, the principle of the operation being extremely simple: as soon as they have the opportunity to do their shopping, they are invited to keep an eye out for any illegal single-use plastics still being distributed. If they find any, they are invited to take a photo of the offending product and to register on the nosingleuse.org website. They indicate the type of product, the brand and the place where it was found and attach the photo. And that's it! This operation is designed to be accessible to all in order to collect a maximum amount of data. Users are invited to add the site to their phone's home screen in order to be able to perform the action live and even report several products if necessary.

While this can be done in traditional shops, it also applies to the search for single-use plastics in e-tailers. Instead of taking photos, users are asked to take screenshots of the sites and to indicate the Url of the site in question.

High points of mobilisation during 2 months

A large number of volunteer networks will take part in this operation across Europe: volunteers from Surfrider Foundation Europe's volunteer offices, local Zero Waste groups throughout Europe and will be supported by Break Free From Plastic, an international network of associations fighting against plastic.

Group actions will be carried out throughout the campaign. *Surfrider Foundation Europe will regularly inform journalists about the dates of group actions, so that they can follow the citizens involved in their investigation.*

Data collection for advocacy teams

The data collected will allow Surfrider Europe's advocacy officers to make a complete analysis of the situation and to plan targeted actions with brands and states that do not respect the rules. The website and communication tools are available in 8 languages (French, English, German, Spanish, Portuguese, Italian, Dutch and Bulgarian) in order to ensure that the results are truly representative of Europe. The ultimate goal is to lead to a total ban on these plastics, which represent a real scourge for the ocean. Initial results will be made public during the European Week for Waste Reduction in November. *Journalists will be informed in advance of the results.*

[Visuals, photos and videos of the campaign can be found here](#)

[teaser Video here](#)

[Surfrider Foundation Europe](#)

Surfrider Foundation Europe, an NGO created in 1990, works to protect the oceans, the coastline, the waves and their users. For 30 years, with a team of experts and 49 volunteer chapters in 12 European countries, the association has been working with stakeholders (citizens, private and public sectors) on several major issues: marine litter, coastal management, climate change, water quality and user health. Thanks to its citizen mobilisation campaigns such as [Osparito](#) or the [Ocean Initiatives](#), large-scale waste collection operations at the end of which waste is sorted and counted (see [the 2020 environmental report here](#)), the NGO has concrete data to advance legislation and convince decision-makers to change their production methods. Discover the association on <https://surfrider.eu/en>

[La Directive SUP](#)

While single-use plastics are only used for a very short period of time, usually a few minutes, they account for 50% of litter in the European marine environment, threatening the environment, the economy and human health. In response to this, the European Union (EU) adopted the Directive on the reduction of the impact of certain single-use plastic products, commonly known as the Single-Use Plastics (SUP) Directive, on 5 June 2019. The European Union (EU) directive on impact reduction aims to reduce the pollution caused by single-use plastic items most commonly found in the environment. It entered into force on 3 July 2019. Member States had until 3 July 2021 to transpose the Directive into national law and adopt the measures necessary to properly implement the Directive. The SUP Directive provides for the phasing out of single-use plastics, which will be replaced by reusable products and systems.

It also addresses single-use plastic articles through a series of complementary policy measures.

These measures include :

- An EU-wide ban on 15 items (e.g. plates, cutlery, straws, Styrofoam cups, Styrofoam food and drink containers) from 3 July 2021
- A reduction in the consumption of food containers and beverage cups by 2026 compared to 2022,
- An extended producer responsibility (EPR) system modulated by fees for a number of items (packets and packaging, wipes, tobacco products, etc.), including cleaning costs.
- Specific design requirements for beverage containers and bottles, including the incorporation of recycled content and the attachment of the cap to the container,
- Separate collection of bottles - 77% of bottles placed on the market by 2025 and 90% by 2030,
- A labelling requirement, including plastic and environmental impact, for cups, menstrual products, wet wipes and tobacco products
- Awareness-raising measures on the environmental effects of single-use plastics and the promotion of eco-design and reusable alternatives.

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