

Every person in the country uses 167 plastic bags every year on average. That's 10 billion bags all together.

10 billion bags that take up to 500 years to decay in landfill.

Every year.

Houston, we have a problem.



## The alternative.

We've got off to a good beginning. We Are What We Do has teamed up with leading fashion accessory designer Anya Hindmarch and designed a chic alternative to the plastic shopping bag.

It sells for just £5, although numbers are limited. It should sell fast and make quite a noise at the same time.



So we would love you to join us to turn a ground swell of opinion

against plastic bags into a huge wave that has the power to really change behaviour.

## So what can be done?

We've made a start already.

We Are What We Do is a not-for-profit movement created to inspire people to use their everyday actions to change the world. We believe **small actions x lots of people results in big change.**

We've brought this together in our book- Change the World for a Fiver, which has sold over half a million copies so far.



The book is made up of fifty actions, the very first one being 'decline plastic bags whenever possible'.



This is your chance to help us change perceptions on plastic bags and ultimately to inspire people to always use an alternative.

## How can you be part of it?

We have always believed that the best way to change stuff is to engage your audience with a 'light touch'. If you've read our books you'll know what we mean (or check out our site at [www.wearewhatwedo.org](http://www.wearewhatwedo.org))

So our 'Plastic ain't my bag' identity will be popping up all over town indicating which of your lovely local shops or chains agree with us that it's time to say enough is enough to plastic bags. If you have a shop or work in one you can join our growing band of supporters who give a damn.

And for you, Mr. and Mrs. Shopper, you need to plan your trip by taking along your own bag (Anya's if you're lucky) when you leave the house. You may also find you need to practice saying 'no thank you' when asked "do you want a bag". Errr....and that's it. Simple.

Small actions, lots of you doing it...and we've a good chance of something changing for good.

## When is it happening?

We will launch in April and getting you on board early is a critical part to this.

We ask first for one small action-if you're interested in getting involved pick up the phone and talk to our Action 01 team at:

020 7396 7463 and ask for either Becca or Vicki.

Or email us at [becca.lead@wearewhatwedo.org](mailto:becca.lead@wearewhatwedo.org)