

PLASTIC PEOPLE

The Hidden Crisis of Microplastics



FINAL IMPACT REPORT

prepared by



TABLE OF CONTENTS

About the Film	3
Overall Strategy	4
Campaign By The Numbers	5
Campaign Timeline	6
International Screenings	7
Film Festivals	8
Partnerships	8
UN Plastics Treaty Negotiations	
• INC-4	12
• INC-5	14
Impact	
• Audience Survey	14
• Digital Engagement	16
• Press	19
• Community Screenings	19
• Education Screenings	20
Resources Created	21
Appendices	22

ABOUT THE FILM

The ground-breaking feature documentary *Plastic People: The Hidden Crisis of Microplastics* investigates our addiction to plastic and the growing threat of microplastics on human health. Almost every bit of plastic ever made breaks down into “microplastics.” These microscopic particles drift in the air, float in all bodies of water, and mix into the soil, becoming a permanent part of the environment.

Now, leading scientists are finding these particles in our bodies: organs, blood, brain tissue, and even the placentas of new mothers. What is the impact of these invisible invaders on our health? And can anything be done about it?

Acclaimed author and science journalist Ziya Tong takes a personal approach by visiting leading scientists around the world and undergoing experiments in her home, on her food, and her body while collaborating with award-winning director Ben Addelman (*Discordia*, *Bombay Calling*, *Nollywood Babylon*, *Kivalina v. Exxon*) in an urgent call to action for all of us to rethink our relationship with plastic.



Award-winning White Pine Pictures produced *Plastic People* in association with TELUS Independent. It was written and directed by Ben Addelman, co-directed by Ziya Tong, produced by Vanessa Dyllyn and Stephen Paniccia, and executive-produced by Peter Raymont, Rick Smith and Steve Ord. The film was also produced with the participation of The Canada Media Fund, Telefilm Canada, and Ontario Creates.

Good Measure Productions managed the impact campaign, led by Impact Producer Sholeh Alemi Fabbri. The Social Media Strategist was Emma Badame, the Associate Impact Producer Skye R. Regan, and the Community and Education Screening Coordinator Katarzyna Anielak.

Film Runtime: 82 minutes

Languages: English, Arabic, French, German, and Korean

Official website: plasticpeopledoc.com

Instagram: [@PlasticPeopleDoc](https://www.instagram.com/PlasticPeopleDoc)

Facebook: [@PlasticPeopleDoc](https://www.facebook.com/PlasticPeopleDoc)

Threads: [@PlasticPeopleDoc](https://www.threads.net/@PlasticPeopleDoc)

X/Twitter: [@PlasticPeople](https://twitter.com/PlasticPeople)

YouTube: [@PlasticPeopleDoc](https://www.youtube.com/PlasticPeopleDoc)



IMPACT STRATEGY

OVERVIEW:

Plastic People: The Hidden Crisis of Microplastics launched a comprehensive year-long impact campaign alongside the release of the film, focusing on the urgent health issue of microplastics. This initiative aims to shift the conversation toward the intersection of environmental and human health, engaging a broad range of partners at local, national, and international levels.

KEY OBJECTIVES:

1. **Awareness:** Elevate the discourse around microplastics, emphasizing their implications for human health and integrating the topic into healthcare discussions.
2. **Regulation:** Leverage the timely release of the film to influence policymakers involved in the development of a global Plastics Treaty, encouraging them to prioritize microplastics and public health in their negotiations.
3. **Citizen Action:** Equip individuals with knowledge on reducing plastic exposure, making informed consumer choices, and advocating for firm commitments to the Plastics Treaty from their representatives.

CONTEXT:

The campaign aligns with the ongoing international efforts initiated by the UN Environment Assembly, which adopted a resolution in March 2022 to create a legally binding agreement on plastic pollution. Notably, the fourth meeting (INC-4) in Ottawa in April 2024 saw 4,000 delegates engage in crucial discussions, setting the stage for final negotiations at INC-5 in Busan, South Korea, in November 2024.



ENGAGEMENT INITIATIVES:

Starting in the summer of 2023, *Plastic People* collaborated with Canada's Minister of Environment and Climate Change, Steven Guilbeault, to incorporate the film into the High Ambition Coalition High-Level Meetings when the UN Plastic Treaty talks came to Canada in April 2024. A key screening event brought together Environment Ministers, Ambassadors, and notable delegates, including a special message from Academy Award winner Jeff Bridges during that time. The film served as a powerful tool to amplify the message that microplastics represent a human health crisis, fostering interactive engagement among decision-makers.

Building on the success of the Ottawa screening and feedback received, Plastic People hosted similar events during the final negotiations in Busan, South Korea, from November 22-24, 2024, with non-government partner organizations. The goal was to further engage policymakers and use the film as a catalyst for community awareness and action.

Throughout the film's rollout, the campaign engaged viewers with a variety of initiatives, including post-screening panels, educational guides, and a robust digital presence to facilitate ongoing connections and discussions.

The campaign supported grassroots community screenings led by various groups and NGOs, aiming to foster local change globally. Screenings occurred in **21 countries**, including Canada, the United States, Malaysia, Egypt and Norway. To assist these initiatives, the campaign created a community screening guide, discussion guide, and a social media toolkit that includes images, graphics, and press release templates to ensure successful event execution.

The impact campaign also prioritized education by providing a comprehensive curriculum guide developed by educator and curriculum writer Suzanne Methot. The guide was designed for nationwide implementation in classrooms across Canada. This guide includes lesson plans, rubrics, and supplemental materials to enhance student learning. The campaign also focussed on organizing campus tours at post-secondary institutions, targeting schools in Canada and the U.S.



The campaign utilized a variety of digital platforms to engage with audiences, including social media accounts on Facebook, Instagram, X, and Threads, as well as YouTube and newsletters. Additionally, a dedicated website was created and regularly updated to provide information on public screenings, resources, and relevant news related to the film and its themes.

CAMPAIGN BY THE NUMBERS

Here are just a few of the cumulative highlights from the length of the 2024 campaign:



22 FESTIVALS, 2 AWARDS

Since its premiere at SXSW in March 2024, *Plastic People* has screened at 22 film festivals and has won **two (2)** awards: the **Environmental Award** (Hamptons Doc Fest) and the **Jury Prize** (Filme für die Erde Festival).

21 COUNTRIES

Plastic People has been seen worldwide at approx. **150 in-person screenings**. It also played for delegates at **UN Plastic Treaty negotiations** in both Ottawa and Busan (with **over 45 nations** represented).



5 LANGUAGES

The film is available to watch in four languages: **English, French, Arabic, German** and **Korean**.

18 IMPACT PARTNERS

International & local organizations (like **WWF, Plastic Pollution Coalition and Environmental Defence**) have joined for a campaign that increased awareness & action around the health effects & plastics.



2505 FOLLOWERS

Plastic People has amassed over **300K impressions** and over **17,000 engagements** from fans & followers across **5** social platforms: **Twitter, Instagram, Facebook, Threads** and **YouTube**.

42,308 VIEWS

After debuting in *The New York Times*, the *Plastic People* trailer has streamed over **40,000** times across multiple online platforms. Other video from the film has garnered an additional **49,679 views**.



51 COMMUNITY & EDUCATIONAL SCREENINGS

Plastic People worked with communities & schools to host screenings in North America. **Discussion** and **Curriculum Guides** were developed to be used alongside the film.

CAMPAIGN TIMELINE



INTERNATIONAL SCREENINGS

Starting in March 2024, *Plastic People* screened in person at **more than 150 times** across the world in a host of theatrical, festival, community, education, and UN International Negotiating Committee delegate events. Below is an overview of where the film made its global mark:



NOTE: Many of the pins represent multiple screenings in one single location (e.g. Huron, Ontario had 2 educational screenings). Also for theatrical, the red point in Ontario represents screenings in Toronto (4 different theatres), Guelph, Hamilton, Waterloo, and Sudbury. **Please also note that this map does not include broadcast territories.**

Understanding the health impacts of plastic and the entire plastic production chain is one of the keys to implementing change. We have a wonderful relationship with the *Plastic People* team. They have been truly great to work with, and we value this collaboration immensely.

Dianna Cohen, Co-Founder & CEO, Plastic Pollution Coalition

FILM FESTIVALS

Kicking off in March 2024 with our world premiere at SXSW, *Plastic People* has screened for sold-out audiences at **22 festivals** worldwide, on four continents, and in five languages. The documentary won **2 awards**: The Hamptons Doc Fest Environmental Award and the Filme für die Erde Jury Prize.



*Not pictured: The Documentarist (Istanbul), The One Take Documentary Series (Rochester), and The Hollywood Climate Summit Film & Television Marketplace (L.A.).

PARTNERSHIPS

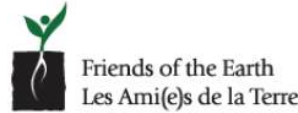
Much of the success of the campaign stemmed from partnering with organizations already active in the plastics space, working together to drive meaningful change. While many of these partners were environmental groups, the film's focus on the human health impacts of microplastics led us to also engage health-focused organizations.

In early discussions with potential impact partners, it quickly became clear that the most valuable contribution the film could make, beyond putting the health crisis on people's radar, was to support the ongoing regulation changes being negotiated at the UN Plastics Treaty Talks. At the time of the film's release, the fourth round of negotiations (INC-4) was taking place in Ottawa, Canada, offering a critical opportunity to influence the conversation.

This insight shaped the campaign's global approach. In addition to national efforts, we recognized the need to forge strategic partnerships at every level and with organizations that had expertise in a range of outreach activities. Ultimately, the campaign aligned with **16 official, full impact partners** and several other groups that contributed to key moments of the campaign, such as the INC-4 events and educational initiatives.

A PLASTIC PLANET

#Break Free From Plastic



Of course, none of this would have been possible without the generous support of the funding partners, whose backing of the filmmakers also made it possible to carry out the campaign's vital work throughout the year-long effort. Thankfully the campaign was able to secure a number of like-minded partners to financially support the initiative.



with additional support from

- PARK FOUNDATION
- THE DRAGONFLY FUND
- CHISHOLM THOMSON FAMILY FOUNDATION
- ECHO FOUNDATION
- MAKEWAY FOUNDATION
- METCALF FOUNDATION
- HOUSSIAN FOUNDATION
- NONA MACDONALD HEASLIP
- JENNIFER IVEY BANNOCK
- SMALL CHANGE FUND

Some partner highlights include:



VIP Funder Screening (January 18, Toronto)



Message from Jeff Bridges (via Plastic Pollution Coalition) at the Earth Day UN Delegates Screening (April 22, Ottawa)



INC-4 People Power Marketing, with Minderoo support (April 21-23, Ottawa)



Live urban mural created by Robert Lariveiere to raise awareness (April 22, Ottawa)



Steven Guilbeault, Minister of Environment & Climate Change, hosts the UN Plastics Treaty screening (with WWF International) for High Ambition Coalition Counterparts with support from Telefilm and Canadian Media Fund (April 21, Ottawa)



UK High Commission Reception for film on eve of UN Plastics Talks (April 22, Ottawa)



Student volunteers at the ByTowne Earth Day UN Delegates Screening (April 22, Ottawa)



Toronto premiere screening at The Royal Cinema, co-hosted by Environmental Defence (May 28, Toronto)



Final UN Negotiation Meetings (INC-5) screening events and panels in South Korea (November 22-24, Busan)

Impact Partners on discussion panels:



Co-director Ziya Tong with panellists Diane Wilson and Dianna Cohen (Plastic Pollution Coalition).



DOXA Canadian premiere panel with moderator Marc Fawcett-Atkinson (The National Observer), Simon Fraser's Dr. Bruce Lamphear, co-director Ziya Tong, Oceana Canada's Anthony Merante, and director Ben Addelman (May 10, Vancouver)



Kamloops post-screening panel featuring co-director Ziya Tong, CAPE's Dr. Warren Bell, and moderator Shay Paul, TFS Committee Member



Break Free From Plastic *Plastic People* message testing screening events in 5 countries, including Davao City, Philippines (as seen above) on November 26.



WWF's 8 *Plastic People* screening events, including 6 in Tunisia, over the summer and fall of 2024.

UN PLASTICS TREATY NEGOTIATIONS

INC-4:

In March 2022, the UN Environment Assembly adopted a resolution to create a legally binding agreement on plastic pollution, with negotiations ongoing. The fourth meeting (INC-4) in Ottawa, Canada, in April 2024 brought together 4,000 delegates, with a final negotiation round (INC-5) scheduled for November 2024 in Busan, South Korea.

To contribute to the global conversation on microplastics, *Plastic People* initiated an impact campaign aimed at influencing policymakers attending the UN Plastics Treaty negotiations. The campaign began in summer 2023 with discussions to include the film in the official program, which was successfully arranged as part of the High Ambition Coalition High-Level Meetings and hosted by Steven Guilbeault, Canada's Minister of Environment and Climate Change in the lead up to the negotiations.

The first screening event in Ottawa featured a panel discussion with key figures, including Co-Director Ziya Tong, Executive Producer Rick Smith, and WWF's Eirik Lindebjerg, and Good Measure Productions' Sholeh Alemi Fabbri as moderator. The event attracted global delegates, including Environment Ministers, Ambassadors, and the UN Special Envoy for Climate Action and Finance.

In addition to the screening, the campaign **partnered with over 16 environmental organizations**, including Break Free From Plastic and WWF International, to host an exclusive Earth Day premiere following a special reception at the UK High Commission in support of the filmmakers. The screening event engaged **over 350 attendees** and featured a panel discussion with experts Christina Dixon from the Environmental Investigation Agency, Maria Westerbros from The Plastic Soup Foundation, and Co-Director Ziya Tong. CTV News' Rosey Edeh moderated the discussion, which was followed by a live wrap-up performance by rap artists Baba Brinkman and Dizzy Senze. Students also volunteered at the event, providing an opportunity to connect youth with the critical issue of microplastics.

The campaign extended its reach through various creative initiatives, such as branded "walking billboards" during the "End the Plastic Era" march, video projections on prominent buildings, street art installations, and social media influencer involvement. Filmmakers also participated in press interviews to raise awareness about the film's message.

Overall, the campaign successfully engaged delegates, encouraged interactive participation, and demonstrated how the film could be used to spread awareness in communities worldwide. Feedback from attendees and online interactions confirmed the campaign's positive impact in shifting the conversation around microplastics and influencing policymakers.



High
Ambition
Coalition
Screening



Earth Day
Delegates'
screening



Plastic
People video
projection
near Ottawa
parliament



Plantable
seed
marketing
postcard

INC-5:

Collaborating closely with the Plastic Pollution Coalition (PPC) and the Global Strategic Communications Council, we organized **3 screenings** of the film in support of the final round of negotiations for the UN Plastics Treaty. Unlike the private screenings held in Ottawa for INC-4, we were able to open this round of screenings to the public and **saw over 200 people attend**. Taking place on the eve of INC-5, the events were co-hosted by PPC and local NGO Uproot Plastic. They featured a distinguished panel of global experts, including speakers from the film's impact partners Oceana Canada and the Canadian Association of Physicians for the Environment (CAPE).

A **key takeaway** from our impact partners is the shift in focus at INC-5 compared to INC-4, with **discussions now centring almost entirely on the health impacts of plastics** and plastic chemicals. This shift aligns perfectly with the goals of the *Plastic People* impact team and is a welcome development.



[*Plastic People*] should be required curriculum for high school health classes

Plastic People Audience Survey Respondant

IMPACT

SURVEY:

Before the world premiere of the film, a survey was created to gather insights and key takeaways from audiences. The questions focused on viewers' opinions about the film and the information presented—specifically, how much new knowledge they gained and what actions they were willing to take after watching it.

Getting audiences to complete a survey, even a 3-minute one can be challenging but the team did provide opportunities in a number of ways. A QR code was created and shared on screen at some theatrical events, emailed directly to audiences when email information was known, shared with all community screening hosts to give to their audiences, posted on social media, discussed in the monthly newsletter and a link was added to the website.

General insights from the survey:

- **99%** would recommend the film to friends and family.
- **43%** said they knew 'very little' or 'nothing' about microplastics impacting human health.
- **87%** said after watching the film, they understood microplastics' impact on human health 'very well' or 'somewhat well.'
- **42%** said the most important action to take after watching the film is policy change at the international level.

"Impressive documentation of the need to reduce our individual use of disposable plastics. I appreciated that the spokesmen and women were very articulate, very experienced in their fields and came from many different countries."

"It's a wake up call for everyone."

"It's a stark reminder of how we, everyday citizens, have to band together to change people's attitudes and behaviour around plastic use. We can force changes if there are enough of us."

"It is daunting, scary, but educational."

Biggest health concerns after watching the film:

- **40%** How it will impact their children/grandchildren
- **30%** Alzheimer's or other neurodegenerative diseases
- **26%** Cancer

"It all concerns me, but I now understand why Alzheimer's & other diseases are getting such a foothold."

When asked what actions they would be willing to take, the top 3 responses were:

- **89%** Limiting single use plastic
- **63%** Change your spin cycle to gentle on your washing machine
- **57%** Share on social media about the film Plastic People and microplastics

"Want to be a steward of change. If I see something that can/should be changed, I'll contact the changemaker. The small things too - eg. if there isn't bottle stations, reach out to the boss or manager to get them installed."

"Willing to continue fostering critical thinking skills of, especially, youth. Don't stop at either simple answers or rabbit-hole speculation."

"I will inform friends, family. Tell them to watch the film."

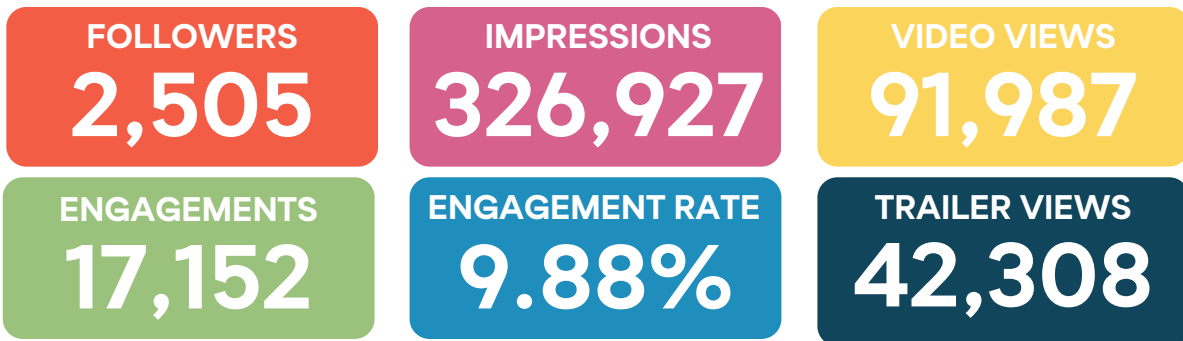
DIGITAL ENGAGEMENT:

Since the launch of social channels and our website on January 10, 2024, *Plastic People* has worked to engage audiences and turn them into advocates, raise awareness of microplastics and their connection to human health, and convert followers and users to ticket holders, petition signatories, and supporters of plastic-free initiatives. We maintained a presence on **5 social platforms**: Twitter/X, Instagram, Facebook, Threads and YouTube.

Our channels have seen an excellent number of impressions, with consistently high video views and overall engagement rates. We saw particular growth and engagement (likes, comments, shares, saves) on Instagram, growing to **1,120 Instagram followers** in less than a year—an impressive feat for a Canadian documentary. In addition to the trailer and six available film clips, the Impact team created an additional **20 original, in-house videos** for our channels featuring co-director Ziya Tong and Executive Producer Rick Smith. The videos addressed the microplastic crisis and its ties to human health, behind-the-scenes filming experiences, and more.



Here are some of the impressive highlights from our organic social campaign:

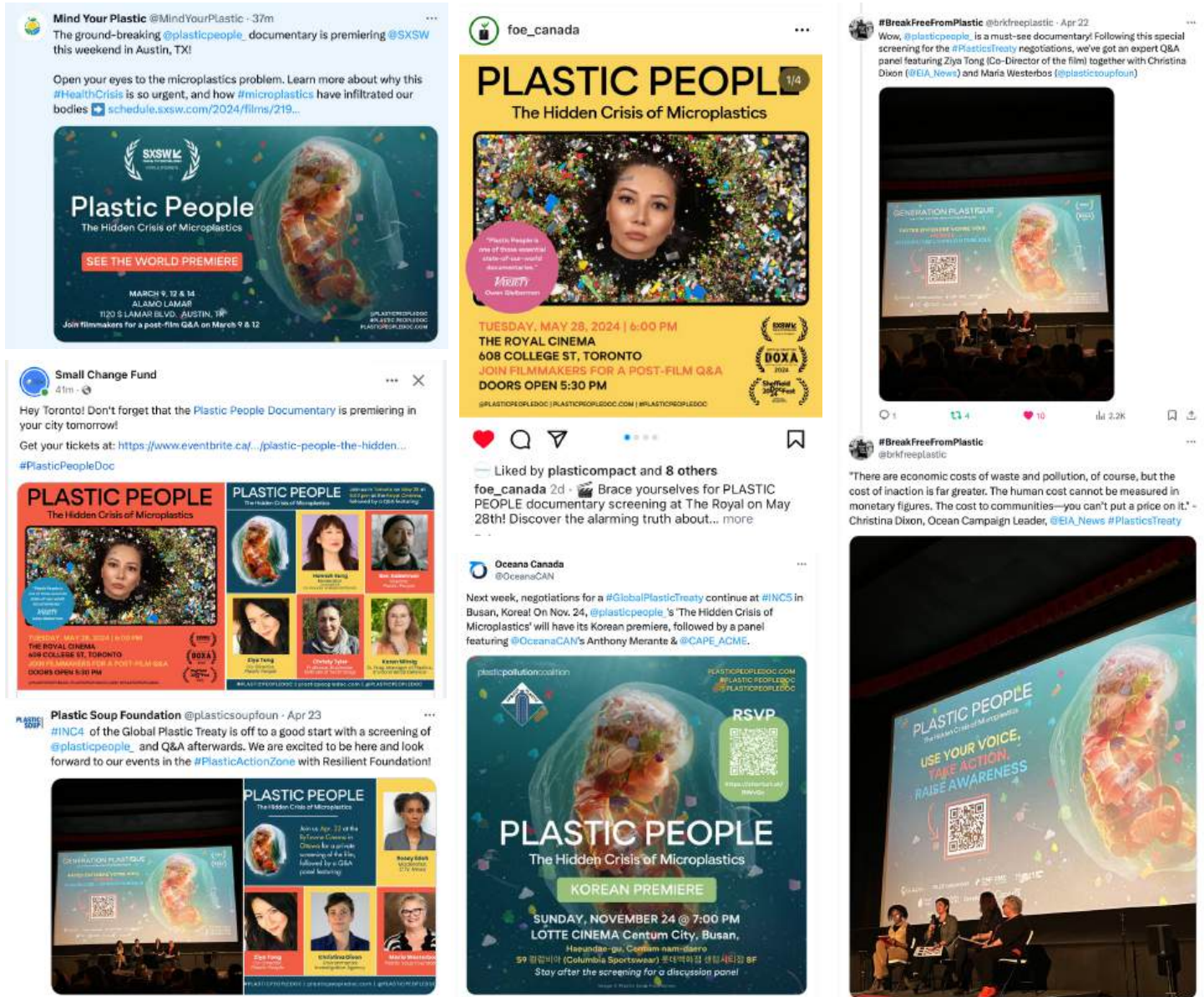


NOTE: Cumulative organic totals from January 10 to November 30, 2024, with the exception of followers which measures from January 10 to December 10. Twitter/X moved analytics behind a paywall in June 2024, so the totals do not include X for the latter half of the year (with the exception of the number of total video views)

We also ran several paid advertising campaigns on Facebook and Instagram for our World Premiere at SXSW, our Canadian Premiere at DOXA in Vancouver, and theatrical screenings in Toronto, Guelph, Hamilton and Waterloo. Ads for the Toronto premiere and various Toronto runs did exceptionally well, with high conversion rates to ticketing pages for all screenings. Our cost per result came in far below the 2024 average of 77¢, which means we received a higher level of engagement for a much lower average cost. This is seen when there is a very positive target audience and ad relevancy.



Our Impact Partners and Funders also used their social channels and sizeable followings to help push Plastic People’s initiatives and screenings. Here are just a few examples:



Our website was a hub of information, and was kept up to date over the year with screening information as well as take action tips. It also served as a repository for our Curriculum Guides and Discussion Guide, and acted as the point of contact for community screenings. The site received **42,000 page views** from across the world. We provided links through to all 16 of our Impact Partners and pointed people to **3 different plastic petitions**, all tied to policy action at a local, federal and international level—particularly in respect to a robust Global Plastics Treaty. The following number of visitors clicked through to each petition;



Our Impact team launched a Plastic People newsletter in June 2024. Subscribers received a monthly update on our initiatives and worldwide screenings and panels, along with updates on our Impact Partner priorities and projects. The new platform also allowed us to promote press coverage and clips from the film. All 6 editions outperformed industry benchmarks like open rates and clicks, with a **64% open rate** (over 2x the standard) and a **7.5% click-through rate** (3x the average). Both indicate an engaged and involved subscriber base. Below is a portion of the October newsletter:

PLASTIC PEOPLE

The Hidden Crisis of Microplastics

Countdown to INC-5



Photo: Ugrasah/Neja Barbot Jensen

The final round of the Intergovernmental Negotiating Committee (INC-5) for a Global Plastics Treaty is almost here. Plastics, microplastics, and nanoplastics are now widely recognized as a significant threat to human health, the environment, and the climate, and experts agree we're running out of time to address the major issues at the heart of the crisis. Delegations from across the world will convene in Busan, South Korea, from November 25 to December 5 to develop an internationally binding, robust agreement to address plastic pollution.

Four rounds of negotiations have already taken place, including INC-4, earlier this year in Ottawa, Canada. Discussions have covered all issues surrounding the full life cycle of plastic, including production, reuse, waste management, transition to other materials, and financial support to help initiate positive change in implementing the final treaty. Visit our [Take Action](#) page to support petitions from local and international organizations calling for an ambitious agreement.

Plastic People screened twice to delegates in Ottawa this past April, to further education and discussions throughout the event. Given the importance of this final round of talks, the documentary will also be screening three times in Busan ahead of INC-5 kicking off: Friday, November 22; Saturday, November 23; and, Sunday November 24. [Stay tuned here for more information about times and how to get tickets.](#)

Scroll down for more about INC-5 from some of *Plastic People's* Impact Partners.

Other upcoming global screenings:

Adelaide Film Festival (Adelaide, Australia)
October 31

Filme für die Erde Festival (Various locations, Switzerland)
October 31

Silbersaal Science and Media Festival (Halle, Germany)
October 31

Windsor International Film Festival (Windsor, ON)
November 1

Virginia Film Festival (Charlottesville, VA)
November 2

Central Scotland Documentary Festival (Stirling, UK)
November 3

Jihlava International Film Festival (Jihlava, Czech Republic)
November 3

CineSol Film Festival (Brownsville, TX)
December 9

Beach Break Film Festival (Half Moon Bay, CA)
December 29

All Things Environmental Film Festival (India)
Various Dates and Locations through November and December

Plastic People in the News



Microplastics in the human body: the hidden threat
(WXXI News/NPR)



New documentary explores health risks of microplastics in our bodies
(Global News)

"This is one of the most important films you'll see in 2024."
Steven Koplan, Unseen Films

Host a Community Screening



As our documentary continues its theatrical and film festival rollout, we're giving you a chance to host your own event.

We've heard from people in over ten countries so far and have had a host of successful screenings already, from New Hampshire to Malaysia! See if there is a Community Screening coming up [near you now.](#)

Want to host your own? Don't wait—get in touch now and we'll work with you on a successful community or organizational screening event!

CONTACT US NOW

Looking to keep the conversation going after your screening? Educate, engage, and activate your audience with our Discussion Guide, which provides a list of discussion prompts, possible calls to action, and additional suggested resources.

DOWNLOAD THE DISCUSSION GUIDE

Watch a Clip from *Plastic People*



Learn how the world's biggest plant (Gulf Coast Growth Ventures) creates trillions of polyethylene pellets annually, letting huge amounts of pollutants and known carcinogens into the community of Portland, Texas, like benzene.

Get the latest from our Impact Partners

#BreakFreeFromPlastic



Plastic pollution is a growing crisis for the environment, human health, human rights, biodiversity, and the climate — actions to address it are needed NOW at the global level.

The #PlasticsTreaty could be an opportunity to get it right. It can potentially be one of the most significant environmental agreements in history.

Sign the #PlasticsTreaty petition to demand world leaders to deliver a strong and ambitious Plastics Treaty. #BreakFreeFromPlastic

Sign the Petition



PlasticPollutionCoalition



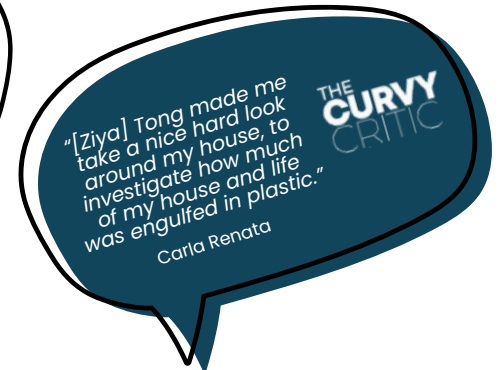
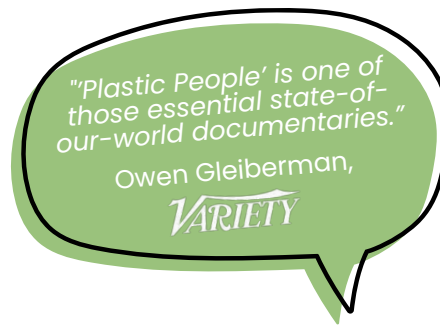
With the final negotiating session of the UN Plastics Treaty scheduled to begin in November, time is running out to finalize a strong global agreement to end plastic pollution. With the [U.S. joining the fold of countries calling for a cap on production](#), there is renewed hope for stopping plastic at the source and keeping this critical issue on the table.

Please help us continue to apply pressure on the [U.S. Government](#) and [world leaders](#) as we call for a UN Plastics Treaty that centers the health of people and the planet—not the interests of polluters—by turning off the plastics tap and supporting [real solutions](#).

Thank You to All of Our Partners

PRESS:

Plastic People: The Hidden Crisis of Microplastics received press coverage throughout the campaign with the majority of it occurring during film festival premieres (SXSW & DOXA) as well as during the special screenings for the UN Plastics Treaty Negotiations in Ottawa.



The film was also featured in/on the following outlets and stations, to name just a few.



COMMUNITY SCREENINGS:

A community screening is a locally organized initiative where community groups host events to raise awareness and spark discussions around important issues. These screenings play a crucial role in expanding the film's reach, as they engage audiences on a personal level through local leadership and involvement. For *Plastic People*, community events were organized by a diverse range of groups, including hospitals, corporate organizations, government agencies, long-term care facilities, and non-profits.

In some cases, the *Plastic People* impact team provided additional outreach to help boost audience participation and engagement as requested. Community outreach efforts were conducted for 6 screenings in Missoula, Santa Barbara, Nottingham, St. John's, Bethlehem, and Regina, **reaching out to a total of 38 organizations**. Each outreach email included a brief description of the documentary, event details, and a link for representatives to RSVP and helped drive attendance. **There have been a total of 34 screenings so far.**

"The next step is to continue to share this news and hopefully mobilize folks. It would be exciting to see if we could set a goal like Bayfield, Canada, to become a MOSTLY plastic-free environment!"

Frankie Anne Holmes, Eagles Trace Senior Living (Texas)

"The film continues to do an excellent job of awakening and mobilizing audiences."

Megan Wolff, Beyond Plastic (New York)

"The cinema was full and people were really entranced by the documentary. a lot of food for thoughts that made for a lively discussion afterwards."

Raffaele, Mammoth Cinema (Nottingham, UK)

"You could have heard a pin drop in our venue during the entire film."

Kathi King, Community Environmental Council (California)



EDUCATION SCREENINGS:

Education screenings were a key focus of the impact campaign, with the goal of reaching at least **10 schools during fall 2024**—a target the team exceeded. To support these screenings, the team developed six lesson plans for students in grades 7-12 and post-secondary levels, created in collaboration with a certified curriculum writer and science educator. These lesson plans, available for free download on the website, were initially designed for Canadian classrooms, but have been **accessed by educators in 15 countries**.

To broaden our reach across Canada, we partnered with impact organizations such as Mind Your Plastic, which runs an established school ambassador program with 5,000 teachers enrolled. They promoted the film and curriculum guide as part of their offerings this year. We also collaborated with Little Things Matter to expand our campus presence and with Be the Change Earth Alliance, which has an extensive education network in British Columbia. Additionally, we worked with the Ontario English Catholic Teachers Association, which distributed information about the film to over **43,000 members**.

"[The students] were shocked to see the extent of the damage being done to the environment and to ourselves. The discussion that ensued was one of the best discussions we've had so far. The movie left an indelible impact on them that they are still talking about a month later."

Stuart McConnell, B.A.A, B.Ed,
Ontario Catholic Teachers

"I'll definitely think twice before using plastic again and try to find ways to limit my exposure to it"

Student

"What really stood out to me was how scientists think microplastics might be affecting our health. [...] The fact that we're still learning about the risks made me realize how much we've underestimated the danger of plastic."

Student

"It kinda scared me. Like imagine sitting and relaxing then hearing there are microplastics in your bloodstream which is flowing thru your body 24/7"

Student

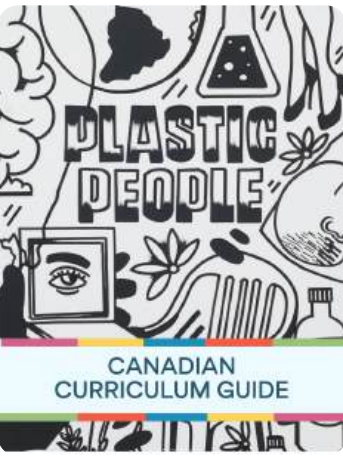
RESOURCES CREATED

As part of the campaign, we created a number of turn-key offerings alongside our website, including:

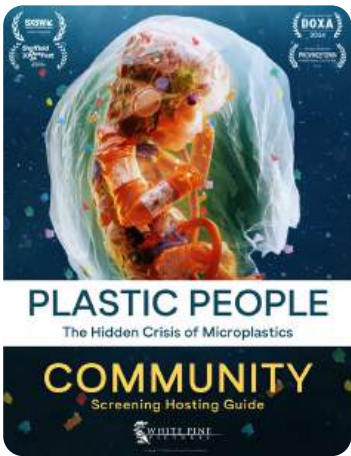
A Discussion Guide



Curriculum Guides & Education Toolkit



A Host Screening Guide



Social Media Templates & Toolkit



Youth in Action Toolkit



APPENDICES

This is a list of the organizations *Plastic People* worked alongside during the duration of the Impact Campaign. * Indicate Impact Partners

INTERNATIONAL

- Break Free From Plastic*
- Environmental Investigation Agency*
- Greenpeace
- Plastic Health Council*
- WWF*

CANADA

- Avon Maitland District School Board
- BC Children's Hospital
- Blue Bayfield
- Canadian Partnership for Children's Health & Environment*
- CANE*
- CAPE*
- Carleton University Library
- Central Huron Secondary School
- Chisholm Thomson Family Foundation
- Continue Agency
- College Churchill High School
- Carleton University Library
- Dragonfly Foundation
- Dufferin Peel Catholic District School Board
- Echo Foundation
- Elmwood School
- Environmental Defence*
- Friends of the Earth*
- GAT PR
- Good Measure Productions
- Houssian Foundation
- Jennifer Ivey Bannock
- Knock on Wood Communications + Events
- Little Things Matter
- MakeWay Foundation
- Memorial University, Newfoundland
- Metcalf Foundation
- Mind Your Plastic
- Ministry of the Environment and Climate Change
- Nona Macdonald Heaslip
- Oceana Canada*
- Save Our Water
- Small Change Fund*
- St. Joseph Catholic Secondary School, Mississauga
- Telus Originals
- The Blue Mountain Watershed Trust
- University of Regina
- UK High Commission (Canada)
- Wasteless - Environment Lethbridge
- Water Watchers
- York University

UNITED STATES

- Beyond Plastics
- Coalition for Plastic Reduction
- Community Environmental Council
- Cottonwood Environmental Law Center
- Eagles Trace Senior Living - Trace Talks Group
- Environment Texas
- Environmental Action Community of Western North Carolina
- Environmental Health Services
- Eureka Recycling
- Families for a Livable Climate
- FloWater
- Montana Climate Week
- MPRM
- Northern Illinois University
- Plastic Pollution Coalition*
- Saatchi&Saatchi
- Surfrider Club at the University of California, Santa Barbara
- The Colonial Theatre
- University of Massachusetts, Amherst
- Upstate Films

AFRICA

- Greenish Foundation (Egypt)
- WWF North Africa

AUSTRALASIA

- Good.Film
- Greenpeace Malaysia
- Interfacing Development Interventions for Sustainability (Philippines)
- Minderoo
- Zero Waste Himalaya (India)

EUROPE

- A Plastic Planet* (London, UK)
- Earth Action (Lausanne, Switzerland)
- Environmental Investigation Agency* (London, UK)
- Mammoth - A Climate Action Cinema (Nottingham, UK)
- Plastic Soup Foundation* (Netherlands)
- Surfrider Europe (Belgium)
- WWF European Union
- WWF Norway
- WWF United Kingdom

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The team at GMP would also like to thank the filmmakers for their support, in particular Executive Producer Rick Smith. Additionally they would like to thank Skye R. Regan, Jocelyn Umengan, Andrea Thomson and Whitney Zelmer for their assistance with the INC-4 Ottawa events.