Tide Turner
Young Leader’s Plastic Challenge, India

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India

Plastic Challenge
Tide Turners

#GIVEUP
to give back and increase your

Network Collaboration

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Register Today on:
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The Tide Turners Plastic Challenge is a new youth initiative to address challenges in plastic waste management in line with the #BeatPlasticPollution theme of World Environment Day 2018. The initiative aims to raise young people’s awareness, educate and motivate them to change behavior as well as help them become an active agent of change in their local communities.

### Vision

Educate young people to increase awareness on single-use plastics and support reduction of plastic pollution.

### Strategy

Develop a cadre of young leaders to take action for responsible use of plastic and influence communities as well as local authorities to adopt sustainable practices.

### Objectives

- Building knowledge and understanding around plastic pollution.
- Promoting action by individuals and communities to facilitate change.
- Influencing local stakeholders through advocacy of sustainable practices.

### Pilot Outreach

- 8 States
- 2,493 Leaders
- 48,854 Students

"Plastic isn’t the problem. It’s what we do with it!"

### Challenge Levels

- **Level 1: Entry**
  - Check your plastic footprint.
  - Watch informative films.
  - Play educational games.
  - Pledge to reduce your plastic footprint.

- **Level 2: Leader**
  - Organize a talk.
  - Organize an exhibition.
  - Collect, tag and dispose of the litter.
  - Engage your friends to reduce their plastic footprint.

- **Level 3: Champion**
  - Start waste management scheme at college or community.
  - Influence vendors or consumers to give up single-use plastic products.
  - Organize community clean-up drives.
  - Advocate for policy development at your college or community.

The opportunities:

- Be a part of the growing community of young leaders.
- Develop an understanding about plastics and the emerging problems from its mismanagement.
- Contribute towards UNEP’s 10-step roadmap towards mitigating plastic pollution.
- Make a difference in the local community.
- Take action for responsible use of plastic material and learn measures to migrate plastic pollution.
- Influence local authorities to adopt sustainable practices.
- Become a Tide Turner Champion.