



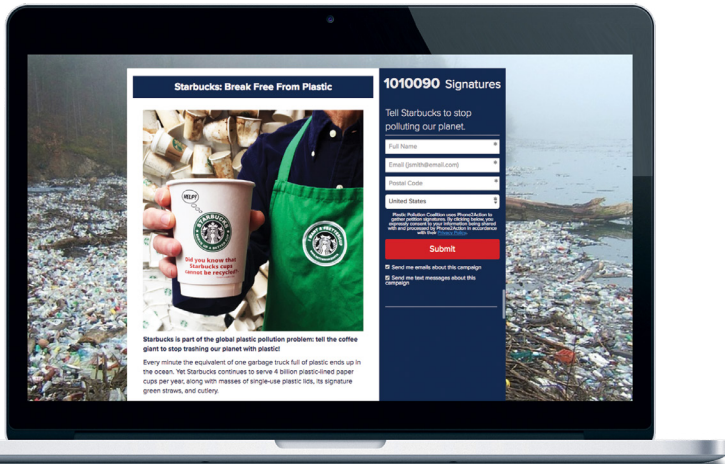
ENVIRONMENTAL GROUPS BAND TOGETHER AND SWAY A CORPORATE BEHEMOTH

The Cause

With a growing alliance across the world comprised of over 700 member organizations, the Plastic Pollution Coalition (PPC) is working towards a world free of plastic pollution and its toxic effects on the environment. The PPC banded together with 20 other organizations to create pressure on Starbucks to stop using their iconic green plastic straws with their drinks. The campaign’s hashtag was #notsogreenstraws.

Tools Used

Petition Campaign



The Result

Their campaign got over one million petition signatures and earned national press. After several months of building pressure and continued news coverage of the negative impact of plastic on the environment, in July 2018 Starbucks pledged to eliminate plastic straws from its more than 28,000 locations by 2020.

Emily DiFrisco, the Director of Communications at the Plastic Pollution Coalition explains, “Many people want to help curb plastic pollution. They might even carry around reusable water bottles and stop using plastic bags, but these same people don’t keep up with the legislation surrounding the issue. **Phone2Action makes it easy for us to get the message out, and we can mobilize people in the right place, at the right time.**”

The PPC will never stop broadcasting the harm plastic does to the environment, and will continue to use their coalition to support legislation that will reduce plastic use and put pressure on companies to stop using and producing single-use plastic products. For their ongoing campaigns, DiFrisco concludes, “Phone2Action provides us with a platform to easily activate people all over the world and empower them to protect the health of humans, animals, waterways, oceans, and the environment.”

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Emily DiFrisco, Director of Communications, Plastic Pollution Coalition

Raise awareness on your issue and influence decision-makers with Phone2Action’s petition tools.

**Schedule a demo now:
Phone2Action.com/schedule-a-demo**