



WORLD ASSOCIATION  
OF GIRL GUIDES  
AND GIRL SCOUTS

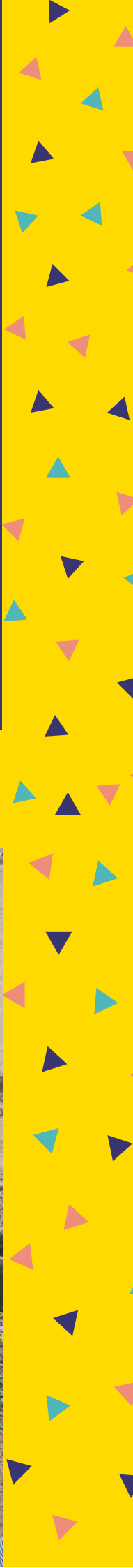


# PLASTIC TIDE TURNERS CHALLENGE

SUPPORTING YOUNG PEOPLE TO TACKLE PLASTIC POLLUTION

The Plastic Tide Turners Challenge (PTTC) is a United Nations Environment Programme (UNEP) led-initiative that educates young people around the world about plastic pollution, giving them the tools to change their personal behavior, inspire their communities, and create a better future for people and planet.

It was created as part of the wider Youth & United Nations Global Alliance (YUNGA) UN Challenge Badge Series of which we are key part.



# CONTEXT

Around the world, **1 million** plastic drinking bottles are purchased every minute. **50 percent** of all the plastic we use is single-use. Every year, up to **13 million tons** of plastic leak into our oceans, which endangers marine wildlife. That's the same as pouring an entire garbage truck of plastic into the ocean every minute.



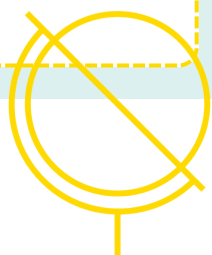
## THE DIFFERENCE MADE SO FAR

Through the Challenge, young people can develop their leadership skills and make an impact on issues that matter, from cutting back on the use of single-use plastic to recycling more effectively. This initiative also puts young people at the center of tackling plastic pollution, encouraging them to realize that they can make a huge difference in the world.

As one of three PTTC delivery partners alongside JA Worldwide and the Scouts, WAGGGS has been working with 11 of the Member Organizations (Nigeria, Uganda, India, Pakistan, Malaysia, Zimbabwe, Gambia, Madagascar, Côte d'Ivoire, Ghana, and Kenya) to support them to deliver the three levels of the Plastic Tide Turners Challenge: entry-level, leader level and champion level, plus an additional hero level that's focused on advocacy and called 'Wave Makers'.

[www.worldenvironmentday.global/en/about/beatplastic-pollution](http://www.worldenvironmentday.global/en/about/beatplastic-pollution) and [www.Earthday.org](http://www.Earthday.org)  
[worldenvironmentday.global/en/about/beat-plasticpollution](http://worldenvironmentday.global/en/about/beat-plasticpollution) and The State of Plastics

**PLASTIC TIDE TURNER CHALLENGE.** .....



# PLASTIC TIDE TURNER CHALLENGE IMPACT



**46,000**

Girls and young women reached through Tide Turners trainings



**3,960**

Wave Makers trained on Girl-led Advocacy and community action



**32**

plastic pollution actions



**18**

plastic pollution advocacy projects

## PLASTIC TIDE TURNER CHALLENGE BADGE

The PPTC badge consists of three challenges which are grouped into three levels—entry level (A), leader level (B), and champion level (C)—with background information in between that will help you learn more about specific issues related to plastics, plastic waste, and plastic pollution.

**Entry-level:** These activities will get you thinking about how you can reduce your use of plastics in your daily life and start getting others to do the same.

**Leader level:** This level might be a bit harder, but the impact will be bigger too! For these challenges, you'll team up with others and start making some noise at school and in your community

**Champion level:** This level is for those who want to be Champions on Plastic. You will have had such success at the Leader level, that you're ready to scale-up your efforts to either an organization, community, city or national level to make an even greater impact.



# PLASTIC TIDE TURNER CHALLENGE SUCCESS STORIES



“Ellyanne is one of the girls I really respect. She inspired me to do the things she did as a young environmentalist and proved to me that young people do have power. We do not have to wait for our local authorities or a high-powered individual to improve things. Instead, she made me recognize that I can start making changes myself and that we all have the ability to do so. I feel inspired to begin my journey as a plastic Tide Turner.

- Nik, Girl Guide, Malaysia ”



After completing the PTTC and Wave Makers training from WAGGGS, Murielle, from Fanilon'i Madagasikara (Girl Guides of Madagascar), decided to create an association called “HARP- Helping Ambohidratrimo by Recycling Plastics”.

Her remarkable journey to success began with her creating a network of young people committed to this cause by organising regular meetings to raise awareness on the topic. Within the span of just a few months HARP became a movement of young activists and is currently followed by 1800 people on Facebook alone without boost or promotion!

It is clear that big changes can be brought about by initiatives which put young people at the centre of tackling plastic pollution, encouraging them to realise that they can make a huge difference in the world!

“The training was so fun. I got to break my boundaries and challenge myself to speak up more confidently in front of others. It was the perfect training to help us kickstart our advocacy project to stop retailers using single-use plastic bags.”

Aisyah, Girl Guide, Malaysia

World Association of Girl  
Guides and Girl Scouts  
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## How to get involved

Download PTTC toolkit from the WAGGGS website:  
[www.waggs.org](http://www.waggs.org)

## Tell us how you're taking action

contact Rojo ([Rojo.Andriamahery@waggs.org](mailto:Rojo.Andriamahery@waggs.org)) and we will do our best to amplify your activity on our social media. Use

hashtags:

#TideTurnersChallenge #Wavemakers #PTTC

