

THIS IS HOW WE FIGHT CLIMATE CHANGE

🔗 HOW'S MISSION

Our mission is to create collective change and impactful policies with a focus on waste reduction for a healthier, more sustainable future.

🔗 HOW'S THEORY OF CHANGE

Habits of Waste utilizes a strategic framework to **IDENTIFY** a habit of waste, **DEVELOP** a solution to this habit, **EDUCATE** the general public on this habit and **EMPOWER** individuals to take action in their communities to change their habits.



HOW'S STORY

Through our years of work we have discovered that Angelenos are deeply concerned about how much we waste and realize that conventional recycling is not the answer. Our aim is to create systemic change so that our local communities and global community can reduce waste in significant and meaningful ways. We recognize that through a macro/micro level approach we allow for cross-sector problem-solving and collaboration, that relies on individuals and groups to become environmental stewards. Habits of Waste currently has 9 campaigns focused on waste reduction.

HOW'S IMPACT IN 2024



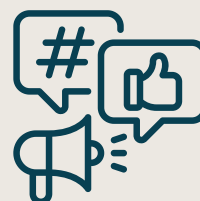
22074
TOTAL EMAILS
SENT



500+
EVENT
ATTENDEES



6048
TOTAL
ADVOCATES



5M+
SOCIAL MEDIA
IMPRESSIONS

CRAYON COLLECTION

COLLECT -> CONTRIBUTE -> CREATE



OUR MISSION

The Crayon Collection mission is to inspire a commitment to environmental consciousness and the infusion of art education in underfunded schools.

OUR IMPACT



Since 2009, Crayon Collection has achieved remarkable scale:

- Over 22 million crayons have been donated and saved from landfills
- 12 countries and all 50 states received donations of crayons and lesson plans
- Over 500 Head Start Centers are receiving crayons
- Over 1,000 Title 1 schools have been connected with program partners
- Guinness World Record Title holder for the Most Crayons Donate to Charity (1,000,000+)



OUR PROGRAMS

Arts in Education programming provides teachers and students with free access to 16 lesson plans created by professional artists and matched to common core standards.

Crayon Collection was the first 'habit of waste' our founder Sheila identified and led to the creation of www.habitsofwaste.org, which tackles a variety of wasteful habits.

Our Color Kindness program provides volunteers of all ages with a wonderful opportunity that emphasizes empathy development and exercises social responsibility towards the community and the environment.

www.crayoncollection.org

SUPPORTERS

Getty



nick



GOOD
HOUSEKEEPING

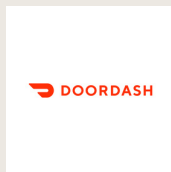


Microsoft

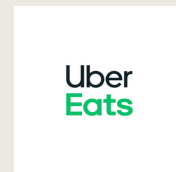
hulu

goop

THE KELLY
CLARKSON
SHOW



CUT OUT
CUTLERY



PLASTIC UTENSILS? LET'S SKIP IT!

THE PROBLEM

EVERY DAY, MILLIONS OF SINGLE-USE PLASTIC CUTLERY ITEMS ARE HANDED OUT UNNECESSARILY, CONTRIBUTING TO THE GLOBAL PLASTIC POLLUTION CRISIS.

- 5.25 TRILLION PIECES OF PLASTIC ARE ALREADY POLLUTING OUR OCEANS.
- SINGLE-USE PLASTICS TAKE HUNDREDS OF YEARS TO DEGRADE, HARMING WILDLIFE AND ECOSYSTEMS.
- 40 BILLION PLASTIC UTENSILS ARE USED ANNUALLY IN THE U.S. ALONE-MOST OF WHICH END UP IN LANDFILLS OR WATERWAYS.

Cut Out Cutlery focuses on changing default settings for take out food in delivery applications and restaurants.

Through a grassroots campaign we sent 14,000 emails to every major food delivery application such as Doordash, Grubhub, Postmates, And Uber Eats. Through this campaign, we successfully prevented one billion pieces of plastic cutlery from entering the waste stream while saving restaurants \$3.2 million each on average



Featured In

Los Angeles Times

BuzzFeed

DAILY NEWS



CUT OUT
CUTLERY

REDUCING THE IMPACT OF PLASTIC UTENSILS

ABOUT OUR CAMPAIGN

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CUT OUT
CUTLERY

DELIVERY APPS THAT HAVE ADOPTED #CUTOUTCUTLERY



Postmates



DOORDASH

GRUBHUB

Uber
Eats

WHY IT MATTERS

Every day, millions of single-use plastic cutlery items are handed out unnecessarily, contributing to the global plastic pollution crisis.

- 1.5.25 trillion pieces of plastic are already polluting our oceans.
2. Single-use plastics take hundreds of years to degrade, harming wildlife and ecosystems.
3. 40 billion plastic utensils are used annually in the U.S. alone-most of which end up in landfills or waterways.

Cut Out Cutlery

REDUCING THE IMPACT OF
PLASTIC UTENSILS

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CUT OUT
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GRUBHUB

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SCAN HERE
TO LEARN
MORE.

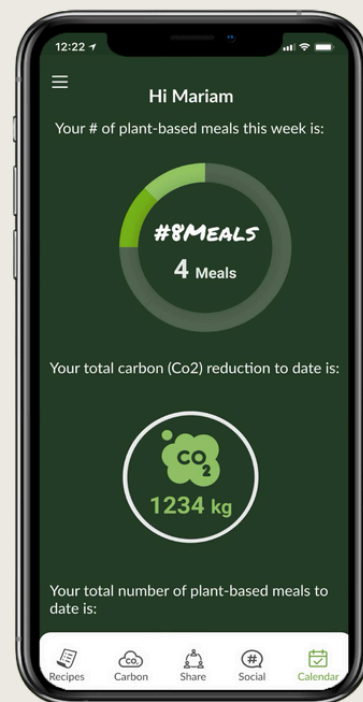
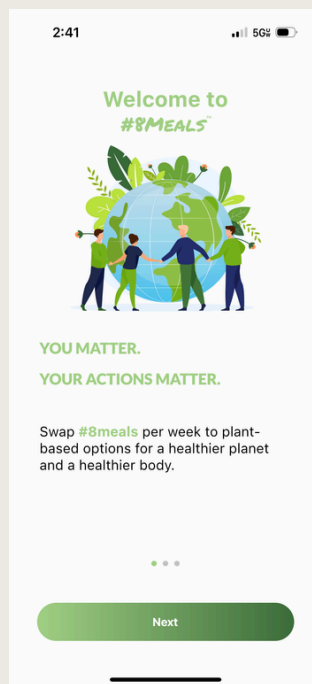


8 MEALS

PLANT-BASED STARTS HERE

Animal agriculture is one of the largest contributors to climate change, making up 18% of global greenhouse gas emissions.

Research from Oxford, University of Michigan, and Tulane finds that we can counteract this pollution (almost completely) with a 40% reduction in animal-based foods, which equals only 8 plant-based meals a week (we did the math).



"There are so many health benefits to plant-based nutrition. Habits of Waste's campaign, #8meals, is a wonderful starting point to incorporate more plant-based meals into your diet."

NINA L. SHAPIRO, MD, AUTHOR OF HYPE,
DAVID GEFEN SCHOOL OF MEDICINE AT UCLA

Featured In

Los Angeles
MAGAZINE

TEDx
Glasgow
x = independently
organized TED event

TC
TechCrunch

HOW
Habits Of Waste



Visit habitsofwaaste.org to learn more.

8 MEALS

PLANT-BASED STARTS HERE

ABOUT OUR CAMPAIGN

#8Meals is centered around the idea that plant-based doesn't have to be complicated.

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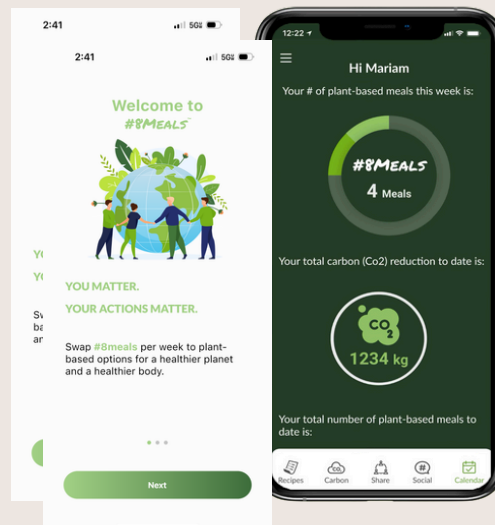
8 MEALS

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NINA L. SHAPIRO M.D., AUTHOR OF HYPE, DAVID GEFKEN SCHOOL OF MEDICINE AT UCLA

THE #8MEALS APP

The #8Meals app is designed to help you find tasty plant-based recipes, schedule your 8 plant-based meals into the week, and keep track of the impact your actions have on global greenhouse gas emissions. Download the free #8Meals app in the App Store or Google Play to support your plant-based journey.



SCAN HERE
TO LEARN
MORE.



Download on the
App Store

GET IT ON
Google Play



SHIP GREENER

LET'S SHIP GREENER AND BUY CONSCIOUSLY

850 million tons of paper and cardboard, equal to 1 BILLION trees, are thrown away each year.

We are asking major online retailers to use the correct size boxes with minimal filling and no plastic at all. We are also asking retailers to think sustainably when shipping in order to help reduce their carbon footprint.



Watch our campaign launch video!

AMAZON JOINS SHIP
GREENER,
ELIMINATING 15
BILLION PLASTIC
PILLOWS ANNUALLY



SUPPORTS SHIP GREENER



Visit habitsofwaste.org to learn more.

SHIP GREENER

SAYING GOODBYE TO
UNNECESSARY PACKAGING

🔍 ABOUT OUR CAMPAIGN

We are asking major online retailers to **use the correct size boxes** with **minimal filling** and **no plastic at all**. We are also asking retailers to think sustainably when shipping in order to help **reduce their carbon footprint**. By creating these simple changes, we will immediately reduce millions of pounds of plastic and cardboard waste.



SHIP GREENER

SHIPPING DOESN'T HAVE TO LOOK LIKE THIS.



🔍 OUR ACTIONS HAVE IMPACT

You emailed, and Amazon listened! Thanks to a record number of emails from our supporters, we were able to convince Amazon of the impact of excess packaging. This led to the company's elimination of plastic packing pillows in their shipments by the end of 2024. UPS also supports Ship Greener, creating guidelines for creating a more sustainable supply chain.

The New York Times

Amazon Says It Will Stop Using Puffy Plastic Shipping Pillows

They'll be replaced in North America with paper packing, eliminating some 15 billion pillows a year. Plastic film is a major pollutant.



SUPPORTS SHIP GREENER



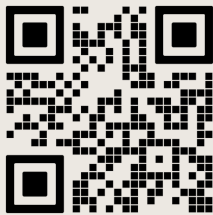


LIGHTS, CAMERA,
PLASTIC?

Sustainability ON Screen Matters.

We ask productions to show reusable alternatives instead of single-use plastic among a list of new eco-swaps such as characters walking or biking to work/school, using reusables wherever possible, eating more plant-based meals etc.

Lights, Camera, Plastic? (#LCP) is our key program conceived through the observations of the immense influence that the film industry has on society. We believe that by changing the behavior shown on screen you can influence a change in behavior amongst the populace.



Tools for Building Sustainable Scenes

Habits of Waste is proud to provide tools to help scenes, studios and productions become more sustainable.



Featured In

THE
Hollywood
REPORTER

GREENMATTERS

 **BuzzFeed**

HOW
Habits Of Waste

Visit habitsofwaste.org to learn more.



LIGHTS, CAMERA, PLASTIC?

SUSTAINABILITY ON-SCREEN MATTERS

➤ ABOUT OUR CAMPAIGN

We ask productions to set an example of eco-friendly behavior on-screen, to influence eco-friendly behaviors off-screen. These swaps include showing reusable alternatives instead of single-use plastic, characters walking or biking to work and school, and eating more plant-based meals. We need Hollywood to significantly reduce the amount of single-use plastic that is shown on screen so that we can end the normalization of trillions of single-use plastic items discarded per year.



LIGHTS, CAMERA,
PLASTIC?

“The motion picture is not a fixed pattern of meanings or ideas which are received by a passive mind. Rather he takes from the picture what is usable for him or what will function in his life.”

FRANKLIN FEARING, PHD PSYCHOLOGY, UCLA

➤ RESOURCES FOR PRODUCTIONS

Sociology and Psychology experts agree that film and television subliminally dictate what is and isn't acceptable in our collective society. What we see on screen normalizes behavior. Habits of Waste is proud to provide tools to help scenes, studios and productions become more sustainable.



EMMY AWARD WINNING SERIES,
“TED LASSO” CHOOSES TO REUSE
ON SCREEN!



SCAN HERE TO
DOWNLOAD OUR
SUSTAINABLE
PRODUCTION
TOOLKIT.



RETHINK TAP

REDUCING WASTE IS ON TAP

The marketing prowess of plastic water bottle companies have us drinking and discarding 1 million plastic bottles per minute, 91% of which are not recycled. Instead, this plastic waste makes its way into our natural environment, namely our oceans, killing sea life or degrading into microplastics which we then ingest.

How to get involved

- Learn about your tap water. Contact your city or water purveyor (where you pay your water bill) to find out about your water. [Here is an example of a water report that all cities must provide.](#)
- Filter your tap water to reduce common contaminants. [Use this guide to learn more about best practices.](#)
- Choose reusable over single-use plastic bottles, and encourage your community to do the same!

"Few things are more basic and important to all of us than good, clean water. So many of us take for granted the easy access to such a basic necessity. Plastic water bottles only add more damage to our environment. Clean water fountains are the way to go!"

-Nina L. Shapiro, MD
Author of HYPE, David Geffen School
of Medicine at UCLA



[click here to learn more and join](#)

RETHINK TAP

REDUCING WASTE IS ON TAP

ABOUT OUR CAMPAIGN

Studies show that most people do not trust tap water. This campaign supports individuals to learn about their tap water before assuming they must buy plastic water bottles. The marketing prowess of plastic water bottle companies have us drinking and discarding 1 million plastic bottles per minute, and 91% of those bottles are not recycled. Instead, let's reThink Tap and ditch single-use plastic bottles for good.



RETHINK TAP

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Our Story

Created in 2018 Habits of Waste is a pioneer of an accessible environmental movement. . Habits of Waste was born out of our founder Sheila's fight against plastic straw waste and cutlery in the city of Malibu, which led to the influential first plastic straw ban in the world. Since then, Habits of Waste has been hard at work targeting habitual waste in our society and encouraging people to make a difference and fight climate change, together. Habits of Waste, has had huge impacts on the way our society views and disposes of waste. Founded on the principle that everyone has the ability to make a difference and be a part of the climate movement, Habits of Waste is unique in its approach to combating climate change.

Our Strategy

Habits of Waste utilizes a strategic framework to **IDENTIFY** a habit of waste, **DEVELOP** a solution to this habit, **EDUCATE** the general public on this habit and **EMPOWER** individuals to take action in their communities to change their habits.



LIGHTS, CAMERA,
PLASTIC?

Our **#LightsCameraPlastic (and beyond...)** campaign supports the world's journey towards a new eco-normal through the lens of film and television. What we see (and don't see) on screen has a strong influence on the creation of societal norms and value systems. Just as the reduction of smoking on screen sparked widespread decline, we are calling for more sustainable behavior to be shown to normalize positive eco-conscious habits, from reusables to plant-based alternatives and beyond. We have seen great success in this movement and have partnered with big name Hollywood studios to implement Lights, Camera, Plastic

Tools for Building Sustainable Scenes

Habits of Waste is proud to provide tools to help scenes become more sustainable. Our **Lights, Camera, Plastic? (and beyond..)** toolkit includes set posters, script water marks and crew communications for productions teams to incorporate eco-swaps on set.



BARS OVER
BOTTLES

A NEW ECO-NORMAL FOR YOUR BATHROOM

Take a look in your shower. It's likely that you will find countless single-use plastic containers of beauty products. This doesn't have to be our reality! Let's educate each other to make sure it isn't. Try a bar form of shampoo, conditioner, face wash, or body wash for a sustainable, economical, and quality alternative to single-use plastics.

The Facts

- ➔ More than 120 billion units of plastic packaging are produced globally by the cosmetics industry each year, contributing to loss of 18 million acres of forest annually
- ➔ The number of shampoo bottles thrown out in the United States every year could fill 1,164 football fields.

How to get involved

- ➔ Let your local store managers know that you would like them to carry more sustainable options in their stores. Creating demand is everything!
- ➔ Try out a bar form of shampoo, soap, face wash, or body wash.
- ➔ There are many DIY beauty options to explore! Have fun with friends and family creating beauty rituals at home that don't come with plastic packaging and educate yourself and others on plastic waste associated with beauty products.
- ➔ Make your voice heard by taking action through our P2A campaign. Send your email with the link below!

Join our #BarsOverBottles campaign by clicking here, and send your email to companies such as Johnson & Johnson, L'Oreal, Procter & Gamble, and Unilever!

BARS OVER BOTTLES

A NEW ECO-NORMAL FOR
YOUR BATHROOM

ABOUT OUR CAMPAIGN

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**BARS OVER
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CLEAN HUB

HOW TO GET INVOLVED

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-  Have fun with friends and family creating DIY beauty products and rituals at home
-  Make your voice heard by taking action through our P2A campaign on HabitsofWaste.org

#BarsOverBottles



SAME INGREDIENTS, LESS PLASTIC.

HOW
Habits Of Waste





CARBON OFFSET CHALLENGE

REDUCING YOUR CARBON FOOTPRINT IS EASIER THAN YOU THINK

Many people want to make a difference but may not know how to begin. Our Carbon Offset Challenge is a way for every person to make small changes in their daily lifestyle. By participating in this challenge you can see how minor adjustments to your daily habits add up and help clean up the planet.

How to get involved

STEP 1: Sign up or Sign in to your account to save your progress and calculate cumulative carbon offset over time.

STEP 2: Review the list of actions and make small, thoughtful swaps to your habits of waste each day.

STEP 3: Enter your daily totals into the dashboard below to calculate your cumulative weekly impact. Please make sure to enter your data before 12 PM PST (3 PM EST) on the MONDAY following the end of the week. Dashboard data will NOT be able to be changed after.

STEP 4: Download your impact graphic, share on social media and challenge your friends on who can make the biggest impact!

[access the challenge](#)

YOU MATTER!		OFFSET (KG CO2)
	Times using reusable cutlery	0.5
	Times reusable water bottles is filled	0.09
	Number of plant-based meals eaten	1.21
	Pounds of food waste prevented	0.86
	Brush your teeth with the water off	0.006
	Minutes shower shortened	0.006
	Miles walked instead of driven	0.04
	Miles ridden on bus instead of driven	0.1
	Loads of laundry washed on cold	7.5
	Replace traditional bulb with LED lightbulb	130

CARBON OFFSET CHALLENGE

REDUCING YOUR CARBON FOOTPRINT IS
EASIER THAN YOU THINK

ABOUT OUR CAMPAIGN

Many people want to make a difference but may not know how to begin. Our Carbon Offset Challenge is a way for every person to make small changes in their daily lifestyle. By participating in this challenge, you can tangibly see how minor adjustments to your daily habits add up and reduce greenhouse gas emissions.



CARBON OFFSET
CHALLENGE

HOW YOU CAN MAKE A DIFFERENCE

STEP 1: Visit HabitsofWaste.org to sign up or sign in to your carbon offset account in order to save your progress and calculate cumulative carbon offset over time.

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SCAN HERE TO USE
THE CARBON
OFFSET DASHBOARD



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LIGHTS CAMERA PLASTIC (SPORTS EDITION)

A HOME RUN FOR REDUCING WASTE

It's time for athletes and sports organizations to set a good example by ditching single-use plastic and rehydrating sustainably. Four billion people around the world watch sports and consider themselves sports fans. They tune in regularly to watch their favorite teams and athletes compete displaying determination and athleticism. As a result, athletes wield incredible power as role models and tastemakers in our society.

Both kids and adults learn important lessons from watching their favorite athletes on screen, and mirror their behavior - both good and bad - in everyday life. Together we seek to help athletes hydrate with reusable bottles instead of single-use plastic.



Lets go from this...



... to this!

How to get involved

Habits of Waste is proud to provide tools to create the change within the sports industry to help athletes rehydrate sustainably – especially on camera. Our Lights, Camera, Plastic? SPORTS EDITION toolkit includes posters, and communications for sports team operations to adopt reusables on the sidelines for a healthier way to hydrate their athletes.

[download the toolkit](#)



LIGHTS, CAMERA, PLASTIC (SPORTS EDITION)

A HOME RUN FOR REDUCING WASTE

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LIGHTS CAMERA
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SCAN HERE
TO ACCESS
THE TOOLKIT.





CLEAN BEAUTY FOR ALL

ACCESS TO CLEAN BEAUTY FOR EVERYONE!

Many of the beauty products here in the U.S. contain chemicals that are banned in the European Union.

Toxic chemicals are one of the leading drivers of climate change and a huge culprit of the biodiversity crisis which profoundly affects us, wildlife, and our environment.

Toxins that we put on our nails, hair, and skin not only bring us harm from inside our bodies, but contaminate our environment through waterways, soil, and agriculture - polluting our clean sources. This creates a positive feedback loop, which you can help to stop!

How to get involved

Join the movement and ask mass retailers of beauty products to include options for toxin-free products, allowing us as customers to more consciously make better choices for what they put on and in our bodies and our environment.

Push for legislation that bans toxic chemicals such as phthalates, formaldehyde, parabens, and coal tar in U.S.



[make your voice heard!](#)

[learn about what chemicals to avoid!](#)

CLEAN BEAUTY FOR ALL

MAKING TOXIN-FREE BEAUTY THE
STANDARD

ABOUT OUR CAMPAIGN

Many chemicals in U.S. beauty products are banned in other parts of the world for their potential negative impacts on human and environmental health. Through their production, use, and disposal, the chemicals from these products can pollute our soil and waterways. Join us in making sure that less of these harmful chemicals enter our Earth's systems!



CLEAN BEAUTY
FOR ALL



HOW YOU CAN MAKE A DIFFERENCE

Join the movement and ask mass retailers of beauty products to include options for toxin-free products, allowing us as customers to more consciously make better choices for what they put on and in our bodies and environment.

SCAN HERE TO
LEARN ABOUT
WHICH CHEMICALS
TO AVOID



SCAN HERE TO
HELP MAKE TOXIN-
FREE PRODUCTS
ACCESSIBLE.



Push for legislation that bans toxic chemicals such as phthalates, formaldehyde, parabens, and coal tar in U.S.