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## Green Initiatives Launches 'Plastics Are Forever' for Awareness and Action on Single-Use Plastic Items

绿色倡议开展“永不消逝的塑料”教育宣传活动反对一次性塑料制品  
——唤起环保意识，展开实际行动

Shanghai, 28 November 2017 / 2017年11月28日 上海

*Launched in collaboration with Plastic Oceans and FINCH, 'Plastics Are Forever' is an impact project that aims to eliminate single-use disposable plastics.*

在与 *Plastic Oceans* 基金会和 *FINCH* 公司的通力合作下，“永不消逝的塑料”教育宣传活动在上海启动，活动的主题是消除一次性塑料制品。

*["Scientists predict](#) that there may be more plastics in the ocean than fish by 2050," says the Ellen MacArthur Foundation.*

艾伦·麦克阿瑟基金会说过：“科学家预测到2050年，海洋里的塑料会比鱼还多。”

*"Worldwide, we consume over a million plastic bottles every minute," according to [an article](#) in The Guardian.*

“根据卫报的一篇报道，“全球，每分钟有超过一百万个塑料瓶被使用。”

*"..around 50% of plastic is used just once and thrown away." [according to](#) Plastic Oceans.*

“*Plastic Oceans* 基金会资料显示：“……约50%的塑料只用一次就丢弃了。”

*"Every item of plastic ever produced still exists in our planet today," says a [Greenpeace article](#).*

“绿色和平组织的一篇文章写道：“任何一件已经生产的塑料制品至今仍留在地球上。”

With so much being said about the plastic waste problem globally, why are we still playing deaf to the eventual catastrophe of our oceans and our planet? Why aren't corporations taking action to reduce disposable plastic use? Why aren't governments creating policies to ban its production, sale and use? And why do we consumers continue to take-away our food and beverages in single-use plastics with little regard to the waste we are creating, assuming someone will clean it up for us some day?

全球各地已经有那么多塑料污染问题的报道，为什么我们仍然对海洋和地球最终会面临的灾难置若罔闻呢？为什么企业没有采取行动减少一次性塑料的使用呢？为什么政府没有制定政策禁止一次性塑料的生产、买卖和使用呢？为什么我们作为消费者，对我们已经制造的垃圾不管不顾，仍然持续用一次性塑料打包我们的食物和饮料呢，难道我们还指望某天会有人让垃圾自动消失吗？

**Green Initiatives, in conjunction with [Plastic Oceans](#) and [FINCH](#), is launching 'Plastics Are Forever' in November 2017, a high-impact project that will educate young Shanghai citizens through to working professionals and corporate leaders about the toxic consequences of single-use plastic.**

**Green Initiatives 与 *Plastic Oceans* 基金会和 *FINCH* 公司通力合作，于 2017 年 11 月启动“永不消逝的塑料”宣传教育活动，影响广泛，受众包括上海的年轻市民、行业专家，企业领导，让更多人了解一次性塑料带来的毒害。**

“Plastics Are Forever” will be launched at the [Plastic China film screening](#), Green Initiatives 83<sup>rd</sup> film screening event, and hopes to reach thousands of young students as well as professionals through 2018 (and possibly further) and get them to take action. This is Green Initiatives third impact project, after the [\[WE\] Project](#) and [RE:FORM](#), that focus on electronic waste and textile waste respectively.

“永不消逝的塑料”将于 Green Initiatives 第 83 场电影放映：《塑料王国》的放映活动中举行。希望本活动带给学生以及专家的影响能持续 2018 年一整年（或更久），大家都行动起来，杜绝一次性塑料制品。这是 Green Initiatives 继“电子回收计划”（致力于改善电子垃圾问题）和“旧衣新生”（专注于解决纺织垃圾问题）后第三个大影响力项目。

Green Initiatives believes that part of the above problem is because we are extremely disconnected from the waste we produce. The project will combine field trips, clean up activities, film screenings, discussions and interactive workshops to develop empathy between participants and their environment, demonstrating to them its gradual degradation through unintended actions. The team will also keep track of various metrics to demonstrate to the community how their positive action has resulted in tangible positive impact.

Green Initiatives 认为，造成塑料污染问题的部分原因是我们对于生活垃圾的处理漠不关心造成的。本项目将结合实地考察、垃圾清理、电影放映、讨论会以及互动工作坊让参与者对身边的环境产生共情，同时向大家展示，不经意的行为会慢慢导致毁灭性的后果。主办团队也会记录各种数据并展示给社区，让市民了解，正面的影响下，大家的努力能够产生怎样的结果。

Participating organizations will be able to purchase a unique educational package from the [Plastic Oceans Foundation](#), including the original documentary, [‘A Plastic Ocean’](#) and full curriculum materials to facilitate a vigorous post-viewing discussion. Organizations may also request Green Initiatives to conduct workshops, clean-up activities and field trips to engage their students/staff.

参与活动的机构能从 Plastic Oceans 基金会购买到一套专门的教育课件，其中包含了《塑料海洋》的完整纪录片以及与影片配套的完整辅助材料，协助辅导员引导观众进行热烈的观后讨论和思考。机构也可以要求 Green Initiatives 举办工作坊、垃圾清理活动和实地考察以引起学生/员工的共鸣和重视。

We hope that ‘Plastics Are Forever’, and the knowledge and understanding gained as a result of participation in the project can help us all rethink our plastic consumption. Reducing, in the case of single-use plastics, is currently the only rational solution. Recycling is an option, but needs to be done systematically and transparently, and there aren’t yet enough systems in place in China.

我们希望，参加了“永不消逝的塑料”宣传教育活动后学到的知识和感悟能使我们每次消费塑料时，都三思而后行。对于一次性塑料制品，减少使用是目前唯一合理的办法。回收利用也是一个可行的方法，然而需要依靠一个系统来维持，并且操作起来必须便捷，可是中国目前没有这样的系统。

In the mid 50’s we were told that plastic was suitable for single use and could simply be thrown away. We now know that to be untrue yet we continue to treat it as such. Let us rethink our plastic consumption, change our habits, and ensure that *Our Plastics Don’t Last Forever!*

五十年代中期，我们以为塑料即使一次性使用便丢弃也无妨。现在我们知道这是不对的，可我们对待塑料的方式却没有一点改变。让我们“三思”塑料消费，改变习惯，确保我们的塑料不会永不消逝！

For more information about the project please write to [info@greeninitiatives.cn](mailto:info@greeninitiatives.cn) or call +86 135 2412 1424

欲获取项目的更多信息，请通过电子邮件联系我们 [info@greeninitiatives.cn](mailto:info@greeninitiatives.cn)，或致电+86 135 2412 1424

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### **About Plastic Oceans Foundation**

The [Plastic Oceans Foundation](#) is 501(c) US nonprofit that engages people of all ages, in all social situations, to understand the danger of continuing to perceive plastic to be disposable and encourage new ways to rethink plastic. They are addressing this issue through an awareness campaign using film and media – such as their documentary feature film, A Plastic Ocean. They continue to spread the message of the film by activating students through an educational program and social enterprise program, engaging student and industries through social enterprise and strengthening the global collective through international partnerships to actively change their communities. The foundation is using these types of programs to engage society in Rethinking Plastic by finding alternatives or solutions to the plastic pollution.

Plastic Oceans 基金会是美国 501(c) 条款下的非盈利组织，他们在各种社会场合，向全民科普持续将塑料作为一次性物品使用、随意丢弃所造成的危害。为了解决这个问题，他们利用电影和媒体——自己拍摄的纪录片特辑《塑料海洋》，举办唤醒公众意识的宣传推广活动。他们不断宣传着影片中传递的信息，通过教育触动学生，鼓励企业进行革新，与全球性机构积极合作，为社区带来改变。

### **About Green Initiatives**

A nonprofit organization based in Shanghai since 2009, promoting awareness and action on environmental issues, [Green Initiatives](#) has organized over 300 community and corporate activities attended by over 20,000 people, and launched various citywide recycling projects.

Green Initiatives (绿色倡议) 于 2009 年在上海成立，立志于唤起公众对环境问题的意识，鼓励大家为环保采取行动，[Green Initiatives](#) 组织了 300 多个社区和团体活动，参加总人数超过 2 万人，也举办市内的回收利用项目。

### **About FINCH**

[FINCH eco-swimwear](#) launched in 2014 with the global eco-conscious traveler in mind. Founders Itee Soni and Heather Kaye have a combined 25 years of apparel design and manufacturing experience, and founded FINCH with print design and sustainability at the core of their DNA. The FINCH design and operations team are based in Shanghai, China.

[FINCH eco-swimwear](#) 于 2014 年闪亮登场，服务于全球具有生态意识的旅行者。创始人 Itee Soni 和 Heather Kaye 加起来有 25 年的服装设计和生产经验，两人一拍即合创立了 FINCH 公司，并以印花设计和可持续发展作为公司的核心价值。FINCH 的设计和运营团队位于中国上海。