



MASS UNWRAP

INSTRUCTIONS,
TIPS & TACTICS



@surfersagainstsewage
www.sas.org.uk



WHAT IS A MASS UNWRAP?

Mass Unwrap is an awesome action that highlights the level of plastic packaging in supermarkets and puts people-pressure on them to change.

Individuals, families, friends and communities can all take part. They simply shop and pay as normal and then unwrap food to put it straight into their bags, boxes or re-useable containers.

The plastic is collected up by volunteers and put in empty trollies, to show how much waste is generated in a short space of time. The supermarket then takes it away to recycle or dispose of it.

Mass Unwrap is friendly, non-confrontational and tons of fun!



LET'S UNWRAP WHERE WE LIVE FROM SINGLE-USE PLASTIC!



WHY DO A MASS UNWRAP?

Supermarkets can make an impact on plastic waste in a way that individuals can't.

Whilst the supermarkets have all made voluntary pledges to cut their plastic use and some have signed up to the 'UK Plastic Pact', the scale of change needs to be bigger and the pace quicker.

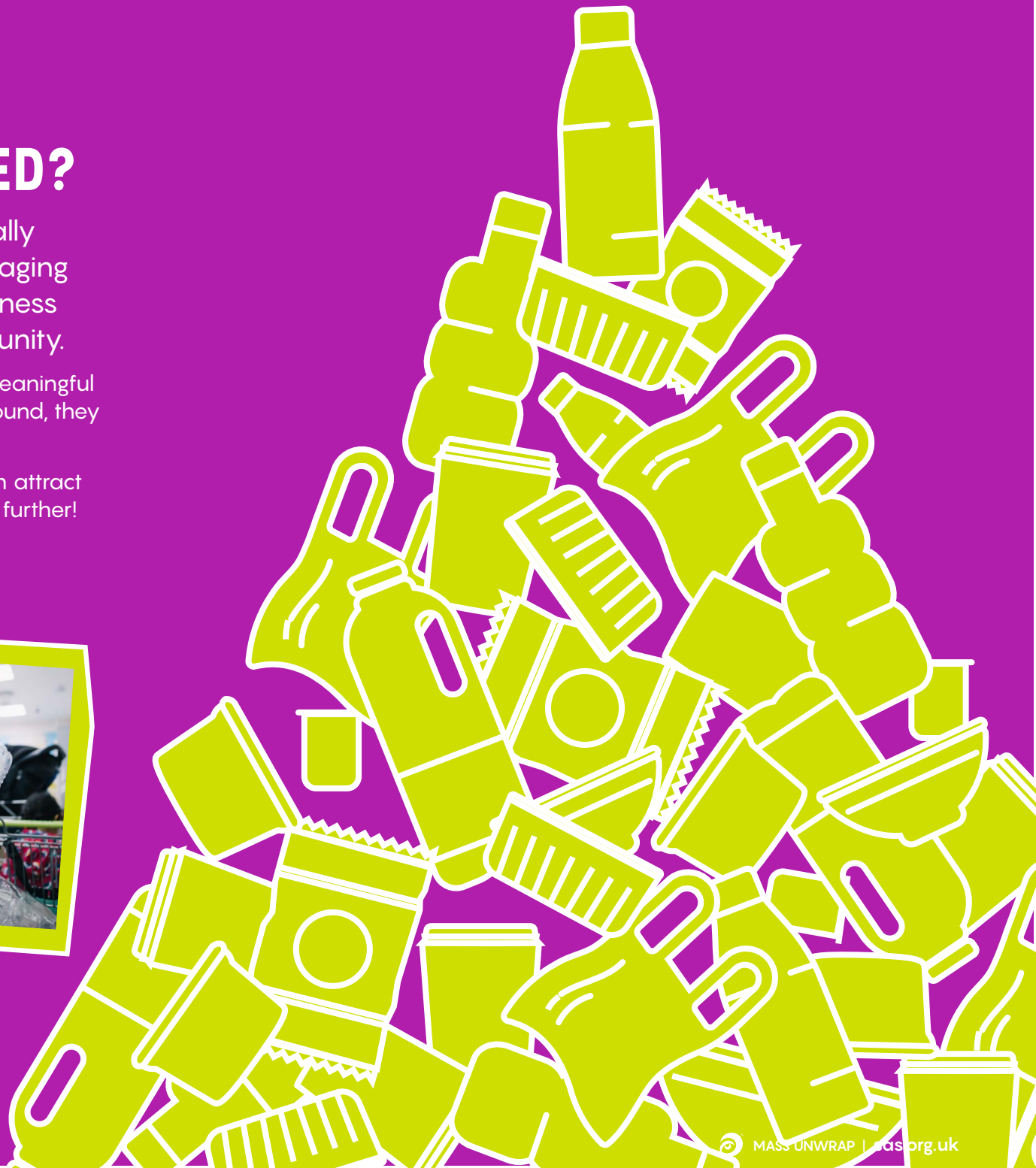
Mass Unwraps highlight the scale of avoidable plastic, and puts pressure on industry from community level to change.

WHAT CAN BE ACHIEVED?

Mass Unwraps are a great way of visually showing the crazy levels of plastic packaging around our food. A great deal of awareness can be raised across your whole community.

Events show supermarkets that customers want meaningful change and, through collecting evidence on the ground, they can also help shape future campaigns and policy.

Mass Unwrap is a real draw for the media and can attract loads of publicity, helping to get the message even further!





HOW TO ORGANISE A MASS UNWRAP



1. GET STARTED

Give yourself a couple of months to get organised. Identify venues and watch our [Unwrapping the Unwrap Webinar](#).

Set a date and time. You can tie your events into SAS National Mass Unwrap activations to amplify the message across the whole UK. If that's not possible it's also useful to piggy back on a relevant awareness day e.g. World Oceans Day.

Decide how big you want to go. Are you unwrapping all of your local supermarkets or just one? Whatever the size, you'll need help! Reach out within your group, to other plastic free groups, local environmental organisations and interested individuals. Use social media to ask for volunteers and chat to anyone who offers to help.



LET'S UNWRAP WHERE WE LIVE FROM SINGLE-USE PLASTIC!

Saturday 23rd
10 - 12am

TOP TIPS

- Tie in with National Mass Unwrap action
- Get plenty of volunteers on board early on
- Be realistic with how big you can go

2. REGISTERING AND ORGANISING

1. Assign a lead volunteer for each store.
2. [Get your pre-event pack here](#). Download the Supermarket Notification Letter Template, Risk Assessment Template and the SAS Safeguarding Policy.
3. Ask your volunteers to pop in and say 'Hi' to the store manager to explain what it is you are doing. Stress that events are friendly, fun and non-confrontational. Take your supermarket notification letter with you for the manager to sign. You can also ask them to confirm via email, or email the form to sign. If the supermarket is dead against it, try another store.
4. Once your Supermarket has signed the notification letter or confirmed via email, click here to [Register your Mass Unwrap](#). Log in to fill out the registration form, and upload your signed letter and completed Risk Assessment.
5. We will contact you when your event has been registered, and provide you with an insurance certificate. Please bring a copy of this and your Risk Assessment with you on the day.
6. We will give you a publicity pack, with everything you need to promote your event and get unwrapping!
7. Tell us how it went - using your Mass Unwrap recording form. Using data you've collected, we can put pressure on brands and supermarkets to do more to reduce unnecessary plastic waste.

TOP TIPS

- Take the Supermarket Notification Letter into the store and get it signed there and then
- Get lead volunteers to drum up their own teams and assign roles.
- Register your event through the dashboard as early as possible to maximise publicity



3. PROMOTING

Good promotion is key to a successful event. Once you've registered with Surfers Against Sewage you will receive a publicity kit, with a template press release, social media assets and posters.

Set up an event page on Facebook and on sites like Eventbrite. Give clear instructions to shoppers, things like where it's taking place, what time, how to unwrap and why.

Schedule social media in the run up to your event to highlight the problem of avoidable plastic packaging. As you get nearer the day share photos and videos of past Mass Unwraps. Encourage people to share, share, share!

Think about key people you might like to invite... MPs, local environment and community groups, schools, businesses. Involve your whole community.

A week before the event, issue the pre-event media release you received in your publicity pack. Print off the graphics for use on the day to explain Mass Unwrap and to encourage shoppers to get involved.

TOP TIPS

- Use the **#MassUnwrap** and **#PlasticFreeCommunities** hashtags
- Feature people, stories and shocking stats in your posts to generate interest
- Get a photographer to come along on the day



SOCIAL MEDIA PHOTO TIPS

- **ALWAYS** ask permission to take someone's photo.
- When you ask for permission explain what it is for
- You **MUST** ask permission to use and share the images
- Please make it clear the images may be used and shared on your own social media accounts and also SAS accounts and press coverage.
- Do **NOT** take photos of children without the written permission from their parent/guardian.
- See the Image Guide in your dashboard for more advice and example consent forms
- If in doubt — leave it out!



4. ON THE DAY

It's finally arrived. Everyone knows what they are doing and you are stationed behind the tills, in the foyer or in the carpark. Let's go!

Have a volunteer with a placard at the store entrance chatting to shoppers as they come in and explaining what you are doing. This will prepare them to unwrap and make life easier for volunteers behind the tills. If you're outside, also have someone making sure packaging doesn't blow away.

Keep it friendly, fun and non-confrontational. Encourage shoppers to unwrap but remember not everyone will want to. You will have some brilliant conversations though and it's an eye opener for shoppers and organisers alike.

Be visible. Put up posters and make trolley banners/signs. Take some literature along; contact SAS for things like Plastic Free Communities Individual Action Plans and Plastic Pollution Guides, which all add to your message.

Remember to collect evidence to help put pressure on industry and government. Use our recording form, which is sent to you when you register. It's helpful to have a volunteer who does this for you.

Collect quotes and stories of the day. Keep the social media posts coming... keep it live, energised and positive! Tag SAS in your content so we can share what you're doing.

Keep to your two-hour time slot. Make sure all plastic wrap is in the allotted trolleys and make sure staff are not disrupted. Say thank you to the store manager and back it up on social media.

HOW TO UNWRAP



Shop as normal



Smile, pay & move away



Find a volunteer



Unwrap & hand back

TOP TIPS

- Get there early to set up
- Have a stash of boxes or bags to hand for people to put their shopping in
- Work with the store manager and chat to staff. Keep it positive!

Mass Unwraps are fun and friendly. Try not to get in anyone's way or hold anyone up. If you are in good humour, usually other people will be too. If anyone is offended or angry don't engage. Have a cuppa afterwards.

5. AFTER THE UNWRAP

Well done! First, it's nice for you and your volunteers to head off for a celebratory cuppa or walk together... something to reward all your amazing work.

Then it's time to get a bit of local publicity. Issue a post event press release summing up the day, using all your great photos, stories, quotes and stats.

You can tell us how it went and how much plastic was unwrapped here: [It's a Wrap](#)

Share other Mass Unwrap action from across the UK to show you are part of a nationwide network of communities tackling single-use plastic from the beach, all the way back to the brands and businesses who create it.

Thank you for taking action and raising awareness in your community.



TOP TIPS

We don't live in a perfect world. Here are some of the potential snags and how to deal with them.

DO YOU HAVE TO HAVE PERMISSION TO MASS UNWRAP?

As a customer, as soon as we have paid, we can unwrap whenever we want and don't need permission. However, to have volunteers in the store doing an organised Mass Unwrap you need to have sent the Supermarket Notification Letter and have an acknowledgement back from the store manager.

MY LOCAL SUPERMARKET MANAGER WON'T ENGAGE

Make your first point of contact a face to face, friendly visit. Pop in to Customer Service, ask who the store manager is and if you can have a chat. Take the Notification Letter with you, get it signed and then send it back to us with your registration. If you're given an email address or phone number, drop them a line to introduce yourself and explain what you're doing. Include the Supermarket Notification Letter in emails.

No reply? Just keep trying and pop back again in person a couple of times (take a printed copy of the Notification Letter as above) Persevere ... but listen to your

gut and know when you're on a hiding to nothing. If so, just pick a different store.

MY LOCAL SUPERMARKET MANAGER ISN'T SURE ABOUT IT

Explain that the event is not designed to be disruptive and does not target staff. It is purely an awareness raising exercise. It is also an opportunity for the store to tell customers what they are doing to tackle avoidable plastic. They can have a statement at the Unwrap station and also staff available to chat to customers if they want. It's just a two-hour slot and customers can choose whether they unwrap or not.

I'M STRUGGLING TO GET ACKNOWLEDGMENT OF THE SUPERMARKET NOTIFICATION LETTER

You need an acknowledgment of the letter. If you are not getting a response to it on email, take a printed copy into the store and get the manager to sign it there and then send a copy back to the team with your registration and job done! If you have verbal permission but no official written acknowledgement, keep going back and/

or chasing it by phone and/or email until you get the acknowledgement. If you don't get a response, then you can't unwrap at that supermarket.

WE DON'T HAVE INSURANCE TO BE ABLE TO DO THIS

That's OK! You can register your event with us and send in all your registration information. Once approved by us, you will receive a confirmation email and a copy of your insurance certificate. Please send in your information within two weeks of the event date to ensure it's registered in time.

SHOPPERS WON'T UNWRAP!

Many won't. But many will! Just keep going and keep smiling, chatting and highlighting what you are doing — don't force customers to unwrap! There will be lots of reasons as to why people don't want to unwrap ... but there's a good chance they will go home thinking about it, when they wouldn't have done otherwise.

