

PLASTIC FREE WINDSOR

Plastic Free Windsor (PFW) are a part of the Plastic Free Communities campaign run by the marine conservation charity Surfers Against Sewage.

PFW are a group of local volunteers who work with individuals, the Council, businesses, schools and community groups to reduce single-use plastic (SUP) and its impact on the local and wider environments.

This is achieved in 3 basic ways:

1. by encouraging those who they work with to boycott the use of SUP, thereby reducing demand,
2. by encouraging businesses to eliminate SUP from their products, thereby reducing supply, and
3. by cleaning up plastic pollution through river cleans and litter picks.

Major Successes

In December 2018, the Council approved a motion put forward by PFW and Plastic Free Maidenhead for it to become a plastic free Council, and in December Cabinet endorsed PFW's strategy for an SUP free Borough.

In December 2020, having completed the necessary objectives, Surfers Against Sewage awarded Windsor its Plastic Free Community status.

Key Messages

Recycling Isn't the Answer

As long ago as the 1970's the petrochemical industry recognised that recycling couldn't solve the problem of plastic waste, primarily due to the cost involved. In the 1980's the industry began to actively promote recycling in order to counter the growing concerns about plastic pollution, thereby promoting the myth that its ok to use plastic because it can be recycled.

The Threat to Human Health

Average sperm count in Western men fell by over 50% between 1973 and 2011. This fall is believed to be due to increasing exposure to hormone disrupting chemicals produced by the petrochemical industry. Bisphenol A and Phthalates, widely used in plastic production, are thought to be the greatest threat to both male and female reproductive health.

Big Oil's Plan B

The fossil fuel industry is purposely increasing production of plastic as part of its plan to compensate for the loss of revenues and profit to sustainable energy providers.

So, in short, despite knowing that recycling isn't the answer, and that chemicals contained in plastic are a threat to human reproductive health, the petrochemical industry is actively increasing plastic production.

If you would like to know more about Plastic Free Windsor's work please contact them at plasticfreewindsor@gmail.com.