

**National Fish and Wildlife Foundation  
Closure Memo**

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**Date:** May 26, 2013

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**Project: Reducing Plastic Pollution in Waterways through "Bring Your Own Bag" Campaign (NY)**

**Number: 1401.11.028447**

**Grantee: Citizens Campaign for the Environment, Inc.**

**Project Description:** Implement a pilot campaign to reduce plastic pollution into waterways to encourage 500 residents to use reusable bags instead of throw-a-way disposable plastic bags in two communities within Long Island Sound Watershed. The project will produce a short video PSA, distribute 2,500 brochures in targeted areas, work with local businesses to ensure “prompts” are displayed in local shops and encourage residents to pledge to stop using plastic bags.

**Final Products:** *(The objectives for this grant, and the extent to which they were met):*

- Implement a pilot campaign to reduce plastic pollution into waterways by encouraging 500 residents to use reusable bags instead of throw-a-way disposable plastic bags in two communities in the Long Island Sound Watershed.
- Produce a short video PSA and distribute 2,500 complimentary educational brochures in targeted areas.
- Work with local businesses to ensure “prompts” are displayed in local shops.
- Work with residents to gain “commitments” to stop using plastic bags.

*Conducted campaign in Huntington, Northport, and Port Jefferson.*

*Worked with businesses in the target downtown business districts and successfully obtained 50 stores to sign on to a pledge to kick the plastic bag habit.*

*Attended community events, festivals, and set up tabling events at supermarkets to educate residents on the importance of bringing their own bag.*

*Achieved goal of over 500 individuals to sign pledges to “kick the plastic bag habit” and disseminated over 500 reusable bags.*

**NFWF award:** \$25,000.40

**NFWF funds spent:** \$25,000.40

**Match requirement:** \$30,000.00

**Match spent:** \$30,000.00

Recommend closing this grant.