

# THE POLYSTYRENE PROBLEM

Script / Audio	Visuals
	<p>TITLE            THE POLYSTYRENE PROBLEM            Wildlife Over Waste © 2018 Environment America</p>
<p>MUSIC BACKGROUND</p>	<p>SCROLLING TEXT, BLACK BACKGROUND            Plastic was invented over a hundred years ago. It was the first substance containing no molecules found in nature. Infinitely shapeable and highly durable, plastic changed the way we live. Insulation makes buildings more energy efficient. Plastic vehicle parts don't rust, and they save weight, which saves fuel. Plastics give us the police officer's bulletproof vest, the athlete's helmet, the heart patient's new valve, and safer food storage. The list of benefits is long. But there's a down side too.</p>
<p>OFF-CAMERA NARRATOR            When the use of consumer and industrial plastics exploded in the 1960's, <b>single-use plastics</b> quickly proliferated. The ordinary plastic bag. Straws. Foam cups and food containers. Use once, throw away. But plastic is never gone. And now the earth is overwhelmed with non-biodegradable plastic throw-aways.</p>	<p>IMAGES OF LARGE QUANTITIES OF PLASTIC STRAWS, CUPS, CLAMSHELLS, BAGS READY FOR CONSUMER USE</p>
<p>Nothing we use for a few minutes should be allowed to pollute our oceans, lakes and rivers for hundreds of years -- especially when we don't even need it. The harm to wildlife, the foodchain, and the environment is getting worse every day.</p>	<p>IMAGES OF PLASTIC TRASH AND WATERWAY POLLUTION. Plus famous video of sea turtle with plastic straw stuck in nostril, removed.</p>
<p><i>(( expert testimonial validating the problem ))</i></p>	<p><i>INTERVIEW: marine biologist / marine science expert SEGMENT ONE (20 sec max). ALT: COUSTEAU CLIP. Title: subject ID.</i></p>
<p>Polystyrene foam, often incorrectly called Styrofoam, is a particularly bad single-use plastic problem.</p> <p>Introducing Environment America's Wildlife Over Waste initiative, to reduce polystyrene use and ultimately eliminate it in favor of biodegradable alternatives.</p> <p>We can do this. We've done it before. We create</p>	<p>POP UP MESSAGE over Styrofoam product photo: Styrofoam is a trademarked Dow Chemical product</p> <p>2 OR 3 YOUNG DIVERSE E.A. STAFFERS (millennial-looking canvasser types) speaking one after another. Identified by on-screen titles.</p>

change through information, education, and legislation.	
MUSIC BACKGROUND	ZOOM IN a la Google-maps from planet earth to dot-on-the-map Narberth, Pa.
E.A. STAFFER/INTERVIEWER So how did your town become the first in Pennsylvania to pass a law against single-use plastics?	Mayor Deutch walking on main street talking to E.A. staffer TITLE: Andrea Deutch, Mayor, Narberth, Pennsylvania, with Environment America's _____.
(( <i>Mayor Deutch's reply</i> ))	(( visual continues )) B-roll Narberth grocery store, restaurant, re-usable bags, alternative straws
NARRATOR: The average plastic bag is used for 12 minutes, then takes a thousand years to decompose. Recycling options exist but even so, billions are thrown away daily.	Shopping cart loaded with plastic bags full of food
The good news is, close to 350 cities, counties and states have already banned or taxed plastic bags.	scrolling list of cities with plastic bag laws TITLE laws against plastic bags
Governments like Narberth are also starting to face the ugly truth about the half-billion plastic straws we throw out every day.	Picture of many plastic straws in a box or dispenser TITLE NOT RECYCLABLE
Even multinational corporations like plastics maker Braskem are waking up to the problem.	Braskem logo – perhaps on their Market Street office door? Camera enters Braskem office
(( <i>spokesperson on Circular Economy initiatives, developing smart alternatives to plastic</i> ))	INTERVIEW: Braskem spokesperson on “Circular Economy” initiative, new products
Change comes down to individual decisions. (( <i>Nicole Marquis talking about small business' role in avoiding polystyrene, plastics</i> ))	TITLE: Nicole Marquis, founder, HipCityVeg Restaurant, Philadelphia INTERVIEW: Nicole Marquis on using costlier compostable food packaging
Recycling, regulation, taxation, activism, new products...all good, but not enough.	E.A. STAFFER ON CAMERA while TITLES get “checked off” one at a time: <input checked="" type="checkbox"/> Recycling <input checked="" type="checkbox"/> Activism <input checked="" type="checkbox"/> Regulation <input checked="" type="checkbox"/> New products <input checked="" type="checkbox"/> Taxation
The Wildlife Over Waste campaign is about reducing, controlling and ultimately eliminating polystyrene from the waste stream. Our goal - to ban perhaps the worst single-use plastic pollution of all, foam cups and takeout containers, which are not recyclable - and to spare birds, fish and other wildlife (including us!) the harm they cause.	Foam trash floating on shoreline

	Foam trash floating in ocean or lake transition to <i>Etc.</i>
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