# The Environmental Blame Game

(or,
how Big Oil
and Big Plastic
want you to think
it's all your fault)

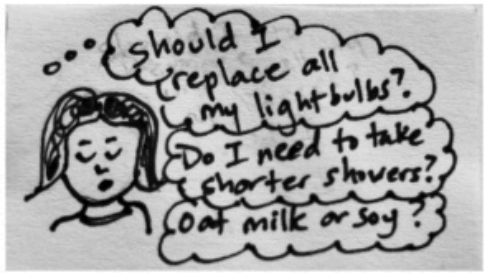
Did you know the term "carbon footprint" was made popular by...

Actual BP ad from the early 2000s.

... an oil company?

It was a clever strategy.

If we're busy worrying about our individual choices...




...we'll pay less attention to the choices made by the fossil fuel industry.

## The same thing happened with single-use plastics.

Single-use
plastic packaging
took off in the early 1950s.
Companies like Pepsi-Co
and Coca Cola started
using throwaway containers
instead of reusable glass bottles.

**Voilá: the invention of plastic pollution.**

Instead of addressing the issue
of throwaway packaging,
businesses (like Pepsi-Co and
Coca Cola) banded together
to create the organization

**Make America Beautiful**

which produced a series of ads
blaming the problem
on individuals
who littered.

## It was a clever strategy.

Source: kab.org

Blame the people
using the plastic...

...not the companies
who made it.

## Individual actions DO matter.

If more people take public transportation, we'll reduce pollution.

Plus, if there's more demand for public transportation, cities will put more $ into it. Public transit will improve, more people will use it, and pollution will decrease even more!

If more people use reusable bags and bottles instead of single-use plastic, we'll generate less plastic trash.

Plus, if there's less demand for single-use plastic items, fewer will be manufactured, which is way better for the environment!*

* The majority of plastic is made from fossil fuels. Plastic production creates ~4x as much greenhouse gas emissions as the airline industry. (Source: nrdc.org)

## BUT we can't let Big Oil & Big Plastic off the hook.

image by Sumona Hasan

SUPPORT LAWS that hold producers legally & financially responsible for their environmental impact

FIGHT BILLS that would give fossil fuel companies legal immunity from lawsuits

## We can take action without taking blame.

noimmunityforbigoil.org
beyondplastics.org
350.org
(in NYC: 350nyc.org or 350brooklyn.org)

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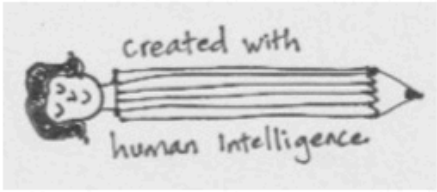
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for others to find.