

PLASTIC FANTASTIC

An environmental campaign presented to Billabong Australia

A necessary campaign

PLASTIC FANTASTIC is a campaign to educate Australians (and the world) about increasing catastrophic effects of discarded plastic products.

A web site and documentary film will show how man's lack of foresight has created a global problem that unless addressed will have catastrophic effects on future generations.

What the film AN INCONVENIENT TRUTH did for global warming, PLASTIC FANTASTIC will do for thoughtless consumerism and plastic waste

It will say what we can do both individually and collectively to change this situation and protect our ecosystem from further destruction.

The rousing mission

The mission of both web site and film is to juxtapose the splendour of nature with disturbing scenes of discarded plastics that are killing thousands of birds and animals, and polluting hundreds of once pristine beaches.

The web site will also have information and links to other environmental and research organisations.

It will invite people from all over the world to send in their own horror stories, videos and images of plastic pollution. They will be posted on the web site and a selection of these people will be visited by the film production team who will document their story.

A "marquee" Presenter will introduce the film and at the end motivate the audience to action. The Dalai Lama is currently being approached.

The style of both the web site and film will be such that it appeals to younger audiences (for it is them who eventually will be most affected by this global problem).

The professional production

The documentary film will be produced by a team of experienced professional film professionals. It will be photographed on HD video and high resolution stills

by a team of photographers including award winning Australian feature film and documentary cinematographer Andre Fleuren.

PLASTIC FANTASTIC will be distributed and marketed internationally. Discussion has already commenced with distribution companies such as Dendy Films.

The supporting media

Once the film is complete the following will also be produce:

- Ciba chrome prints of the best still photographs
- A CD of these photographs (edited to music) will be made available for exhibition in shops, musea etc throughout the world.
- A short version DVD of the film directed at young school children.
- A culturally specific educational pack for children of various nationalities.

An interactive computer game for children is also being considered.

The ever increasing Support

The documentary already has the support of international companies such as SONY, CANON, SANDISK, and POLO RALPH LAUREN. Other corporate sponsors expected to be confirmed include QANTAS.

The production team will work closely with, interview and source research data, stills and video, from committed organisations such as:

- ALGALITA MARINE RESEARCH FOUNDATION (one of the world's foremost marine research organisations.
- UNIVERSITIES OF PLYMOUTH AND SOUTHAMPTON who have done extensive research into the consumption of plastics by seabirds in the North Sea.
- BBC SCIENCE/NATURE UNIT who have documented the plastic pollution of the North Sea.
- UNIVERSITY OF MISSOURI-COLUMBIA, Endocrine Research Department who have extensive research into the toxic effects of plastics on humans.
- MINDFULLY.ORG a huge resource of research about the environment.
- OCEAN WATCH AUSTRALIA who are researching plastics in the seafood industry.
- AUSTRALIAN SEABIRD RESCUE who have years of experience dealing with traumatized seabirds.
- HUNTINGTON BEACH SURFRIDER -a world wide network of 38000 surfers committed to maintaining the marine environment.

The compelling story

A Presenter will take us on a journey through the subject matter of this film. The story will start with him discovering pollution in some pristine natural environment and from this he is motivated to find out how widespread the problem is. This takes him to research and environmental organisations where he discovers the frightening global extent of the pollution. He visits locations and sees for himself the extent of the problem which deeply affects him. His quest for more information leads him to other organisations where he sees for himself the shocking effect on the human body that the chemicals in plastics can have.

So the problem of waste plastics grows in size from one incident of pollution in a specific location to a potential global problem of contamination. As it does so, the story grows in size. The stakes are progressively raised and the supporting images progressively confronting.

Finally the Presenter talks how the thoughtless use of plastics are a serious threat for future generations and offers suggestions about what we can do about it.

The frightening facts

The following headline factual points will be expanded. Every claim will be supported with research findings and new visual material photographed where required.

- The world's oceans are contaminated with thousands of tons of plastic material.
- 20,000 tons of plastic litter is dumped into the North Sea every year
- Remote once pristine beaches in Asia, Pacific and South America are now polluted with plastic material- the debris being circulated by ocean currents.
- Sand gathered from some of these beaches contains 72% plastic material.
- Autopsy reveals 9 out of 10 sea birds in the North Sea have died from toxic plastic inside their stomachs.
- Toxic plastic particles and plastic dust are consumed by the fish.
- Useable chemical free fish food sources are rapidly shrinking.
- Plastic absorbs other chemicals to become an even deadlier toxic cocktail.
- Most plastic never break down but become tiny pellets and then plastic dust.
- The toxins in plastic can cause shocking changes to the human body
- Burned plastic releases the worlds most dead poison, dioxin, which has now also entered the food chain.
- The plastics and packaging industries seem to absolve themselves from the destructive effect of what they manufacture and market.

Interviews will not just be confined to environmental research agencies. Other short scenes will be created, some from interviewing contributors to the web site.

Scenes that we would film are:

- A Child confronting an adult about why he leaves an empty plastic bottle on a beach.
- A Housewife at home who asks why she has to discard so much plastic every week
- A Young Man who tells us to fuck off when admonished for throwing rubbish out a car window.
- A Child showing us how his playground is always littered with plastic bags.
- A Businessman who is developing alternatives like soya based plastics.
- A Surfer who asks why plastic bottles from Asia are on his beach in South America.
- A Mother with a large plastic toy who tells us how cheap the toy was and how if her son doesn't like it she will just throw it away.
- A Child in a supermarket telling her mother to buy drinks in glass not plastic.
- An Asian housewife who asks why the seafood they catch from the river mouth is making them sick.

Thus the film documents a truly global ground swell of concern about the environment.

PLASTIC FANTASTIC will contrast two extremes of Man's behaviour. The first is epitomized in someone like the Surfer who we see cherishes our pristine environment, respects the value of nature, and whose goal in riding waves is to become one with the ocean. Contrasting this, we take a tour through a supermarket or retail stores, observing the excess packaging and hear how the plastics manufacturers absolve themselves of any responsibility for toxic plastics polluting the world.

The film will sometimes be funny or satirical. We will create satirical 60 sec commercial that will be inserted in the film. They will show clueless characters expounding the benefits of excess consumption and plastic waste.

It will be emotional and sometimes confronting. We will see:

- Sea birds consuming plastic thinking it is a food source
- A struggling turtle with a plastic bag lodged in its throat.
- An albatross regurgitating plastic for its chick.

PLASTIC FANTASTIC will show how we have become a thoughtless disposable society. It will show how we have, like global warming, created a wasteful situation that has become a threat to the natural world. Like the issue of global warming the audience will realize that they have NO CHOICE, they must change.

The change we can make

The film will then suggest what we can do to create change. We can :

- Install catch basins in drains.
- Contain and curtail waste
- Enforce litter laws
- Avoid plastic in supermarkets and retail stores and where possible buy glass, tin and paper which are recyclable
- Avoid excess plastic packaging
- Buy in bulk as much as possible
- Support legislation that encourages producer responsibility
- Avoid throw away items
- Change our lifestyle!

At the end, the film will return to images of pristine nature and ask WHY WOULD YOU WANT TO DESTROY THIS WORLD. The answer comes from children who tell us that they are the ones who will suffer, and that we all have to change.

PLASTIC FANTASTIC will empower the audience. Viewers will see that even as individuals they can effect change by the choices they make. By being more selective and avoiding plastic products they will place pressure on companies to change the way they use plastics. Everyone single person can make a difference to our world.

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| Simon Monteiro | Producer and Director |
| Andre Fleuren | Producer and Cinematographer |
| Stephen Connard | Producer and Writer |