



POSITIVES OF PLASTIC

TOOLKIT

**INFORMATION AND RESOURCES
TO SUPPORT YOUR COMMUNICATIONS**

 **Positives of Plastic**



INSIDE THE TOOLKIT

Introduction	3
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Explore the Website	4
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Meet Poppy	5
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POP as a Resource	6
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Sample Copy	7
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Connect and Engage	8
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INTRODUCTION

WHAT IS POSITIVES OF PLASTIC?

Positives of Plastic is an educational resource that provides clear, accessible information about plastic.

The website brings together data, science-based insights, and educational resources covering how plastic is made and used, sustainability and circularity, economic impact, and applications across industries and everyday life. It also features Poppy, an interactive chatbot designed to answer questions about plastic in real time.

ABOUT THE TOOLKIT

This toolkit is designed to help you put Positives of Plastic to work. Whether you're preparing a presentation, creating content, educating employees, answering questions, or sharing information with your audiences, this guide will help you find the right resources for your needs.

START EXPLORING

Explore the toolkit to find the Positives of Plastic resources that can support your communications.

WEBSITE OVERVIEW

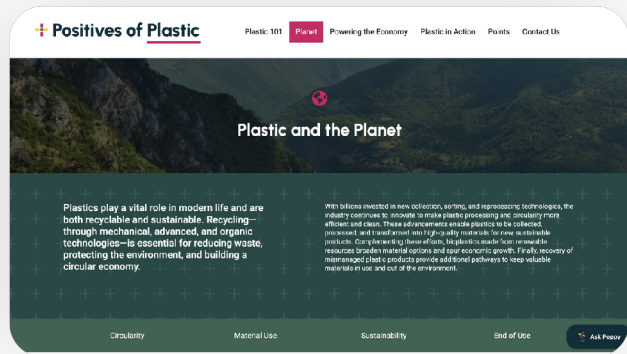
PLASTIC 101

Learn how plastic are made and the basics behind these materials.



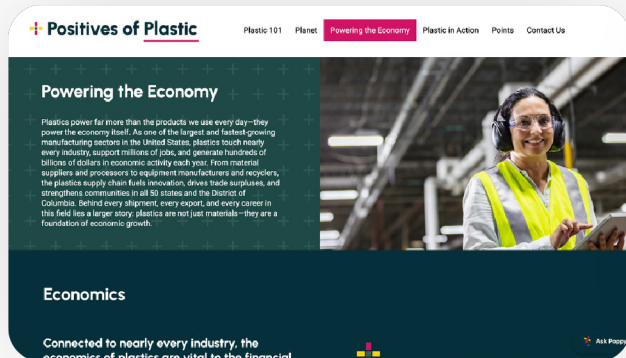
PLANET

Explore sustainability, recycling, circularity, and industry progress.



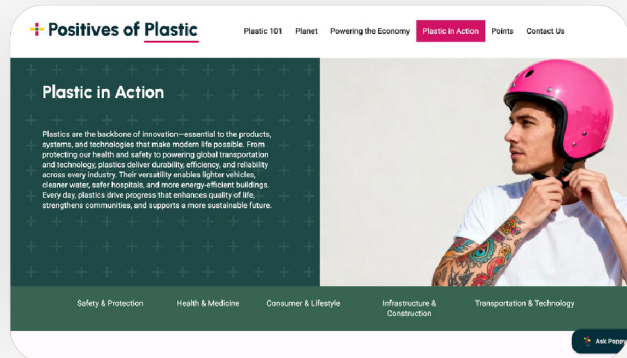
POWERING THE ECONOMY

See how plastic contribute to the U.S. economy and workforce.



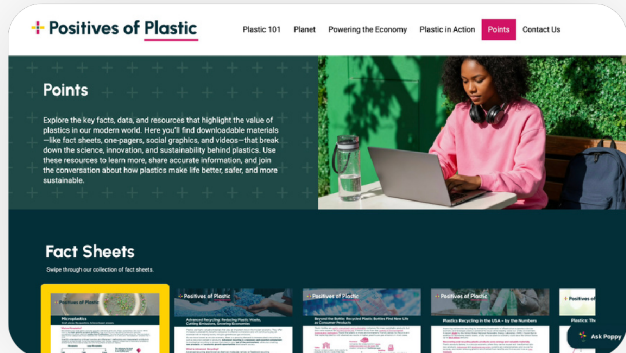
PLASTIC IN ACTION

Discover how plastic is used across industries and everyday life.



POINTS

Find downloadable fact sheets and educational resources.



MEET POPPY

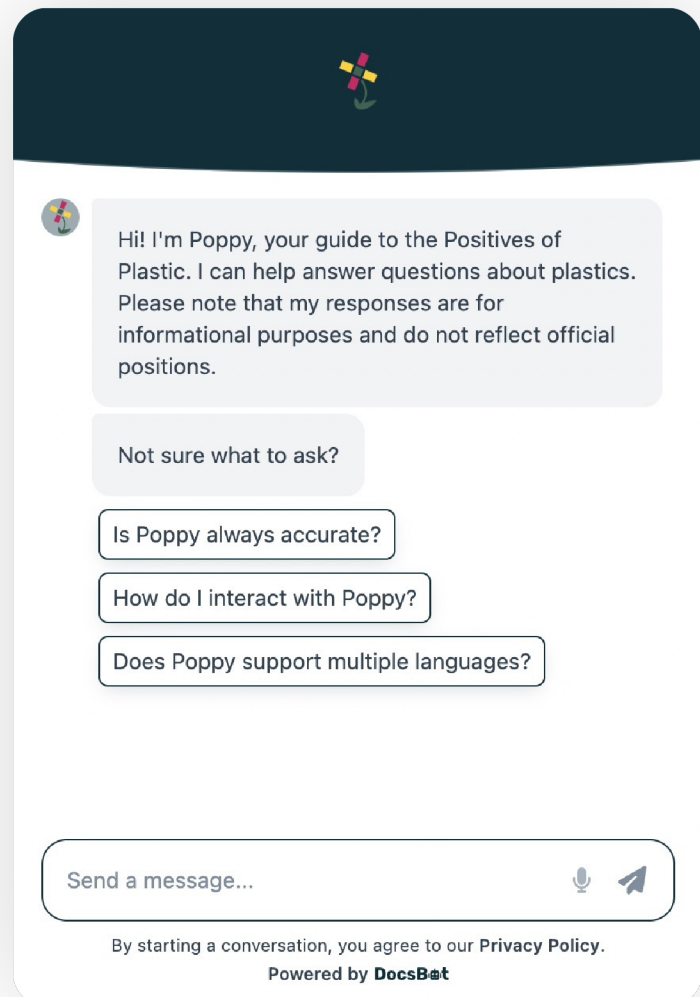
HAVE A QUESTION ABOUT PLASTIC? ASK POPPY.

Poppy is the interactive chatbot on Positives of Plastic. Use it to ask questions, explore plastic-related topics, or find information when you aren't sure where to start.



TRY ASKING:

- How does plastic improve healthcare in America?
- What household items use polypropylene?
- How many jobs does the U.S. plastic industry employ?
- How does plastic recycling work?
- How is plastic used in transportation?



Please note: *Poppy is an educational tool created to answer questions about plastics-related topics. Poppy does not reflect official positions.*

POP AS A RESOURCE

Positives of Plastic provides information and resources you can use across your communications, educational efforts, and conversations about plastic.

PREPARING A PRESENTATION?

Use POP information, data, and resources to support slides, talking points, and background materials.

CREATING CONTENT?

Turn to POP for information and examples that can support social posts, articles, newsletters, and other communications.

EDUCATING EMPLOYEES?

Use POP webpages and downloadable resources to help employees better understand plastic and key industry topics.

ANSWERING A QUESTION?

Search the website or ask Poppy when you need information about a specific plastic-related topic.

COMMUNICATING WITH STAKEHOLDERS?

Use POP as a resource when discussing plastic with customers, partners, policymakers, and other audiences.

LOOKING FOR SOMETHING TO SHARE?

Visit Points for fact sheets and educational resources you can provide directly to your audiences.

SAMPLE COPY

Use or customize the language below to introduce **Positives of Plastic** and its resources to your audiences.

INTRODUCE POSITIVES OF PLASTIC

Looking for clear, accessible information about plastic? Positives of Plastic brings together data, science-based insights, and educational resources on how plastic is made and used, sustainability and circularity, economic impact, and applications across industries and everyday life.

Explore Positives of Plastic at positivesofplastic.org.

SHARE A POSITIVES OF PLASTIC RESOURCE

Looking for information about [topic]? Positives of Plastic has resources to help you learn more about [brief description].

Explore the resource: [link]

ENCOURAGE SOMEONE TO ASK POPPY

Have a question about plastic? Meet Poppy, the interactive chatbot on Positives of Plastic. Ask a question, explore a topic, or use Poppy to help find the information you need.

Ask Poppy at positivesofplastic.org.

FOR SOCIAL MEDIA

Looking for reliable information about plastic? Explore Positives of Plastic for data, educational resources, and science-based insights on plastic and its role in our world.

Learn more at positivesofplastic.org.

#PositivesofPlastic

CONNECT AND ENGAGE

Follow Positives of Plastic for new educational content and resources you can use and share.

LinkedIn



@PositivesofPlastic

Facebook



@PositivesofPlastic

X (Twitter)



@PositivesofPlas

Instagram



@PositivesofPlastic

GET INVOLVED

- **Follow** Positives of Plastic on all social platforms.
- **Share** content and resources relevant to your audiences.
- **Engage** with our posts by liking, commenting, and resharing.
- **Tag** Positives of Plastic when sharing our resources.
- **Use** #positivesofplastic.