

#FightPlastic w/ SodaStream

 By Jessica Tennant

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SodaStream has released a video campaign to highlight the damage caused by single-use plastic bottles and as a call to shift away from these to reusable packaging.

The video features a song called 'Oceans of Change', lead by Sir Rod Stewart as a sea turtle, Thor "The Mountain" Bjornsson, Sarah Catherine Hook, a choir of people and various other animated marine animals injured by plastic parts. Together, in harmony, it calls on people to take responsibility and make the simple and meaningful life change of going reusable and acts as a metaphor for the green hills and blue oceans that have become littered by plastic waste.

"I have a great love for our oceans and marine life and was happy to lend my voice and support to this campaign," commented Stewart. "If it helps raise awareness and effect simple changes like switching to reusable bottles, then I'm honoured to be a part of it."



CEO Daniel Birnbaum said, “Plastic has become a pandemic threat with its impact upon human health still unknown, but with devastating environmental consequences to our oceans and marine life. In this campaign, we wanted to give a voice to marine animals and, together with them, encourage people and corporations to switch from single-use plastic to reusable packaging.

“While one reusable SodaStream bottle can save thousands of single-use plastic bottles, the world needs to change more than just its drinking habits to combat the global pollution hazard. We should all do our best to shift away from single-use plastic including straws, cups, bags and bottles.

“SodaStream hopes that this campaign will encourage many to make the change. It’s in our hands.”

Birnbaum continues...

■ **What was the brief/key insight?**

The key insight was to make consumers aware that single-use plastics are a danger to our oceanic environment and wildlife. SodaStream wants to highlight that there are alternatives that are not damaging. People need to take responsibility, and a simple and meaningful life change of switching to reusable plastics will make a positive impact.

■ **How did you come up with the idea?**

The campaign idea was conceptualised by our global marketing team and executed across all of Sodastream's international offices. SodaStream has always encouraged consumers to switch to reusable bottles for the sake of the environment.

■ **What is the current state of single-use plastic pollution and the potential implications if awareness doesn't lead to change?**

According to research, up to 80% of all litter in our oceans is made of plastic.

“ At the rate at which we are dumping items, such as plastic bottles, bags, cups and straws after a single use, by 2050 we will have more plastics in the oceans than fish – Erik Solheim, head of United Nations Environment ”

The demand for plastic has increased dramatically over the last 70 years. Half of the plastic is used only once and then disposed of, the remaining 86% ends up in the ocean, environment or landfills. Plastic pollution in the seas also impacts human beings like people who eat marine food.

■ **How is SodaStream taking a stand on addressing this issue through this campaign?**

Plastic has become a pandemic threat with its impact upon human health still to be fully revealed. It has devastating environmental consequences to our oceans and marine life. In this campaign, we wanted to give a voice to marine animals, making them more relatable, and together with them encouraging people and corporations to switch from single-use plastic to reusable packaging.

■ **Who wrote the song, 'Ocean for Change', for the campaign? Why did you decide to ask Sir Rod Stewart to lead it?**

As mentioned, it was a collaborative effort conceptualised by our global marketing team, so this included the song *Ocean of Change*. Sir Rod Stewart is a musical legend and Sarah Catherine Hook a rising star – both believed in our core message that change is possible through the choices we make.



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■ ■ ■ **What was/is the objective?**

To change the way people think about how they use plastic. We wanted to get people's attention in a way that was easily relatable and fun to share so we could reach more people and let them know that they can change and make a positive impact on the environment.

■ ■ ■ **What has the response been?**

The global response to the campaign has been very positive. We always try to appeal to consumers as people to make sure that we reach a person's heart.

Go to [FightPlastic.com](https://fightplastic.com) to be a part of the change and take a stand against single-use plastic.

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