

Habits of Waste Launches Innovative Campaigns to Reduce Plastic Waste and Promote Sustainable Living



Los Angeles, California Jun 21, 2025 ([Issuewire.com](https://www.issuewire.com)) - [Habits of Waste](#), a leading non-profit organization dedicated to reducing waste and promoting sustainable habits, is excited to announce the launch of groundbreaking campaigns aimed at tackling plastic waste and encouraging sustainable living. With a focus on community engagement, education, and impactful initiatives, Habits of Waste continues to lead the charge in fostering a culture of environmental responsibility.

Campaigns and Initiatives

In alignment with its mission to inspire positive environmental action, Habits of Waste is rolling out the following campaigns:

- **Imperfect Environmentalist**

The world doesn't need a few **perfect** environmentalists, but many **imperfect environmentalists**. Imperfect Environmentalist is both a book by Habits of Waste founder Sheila Morovati and a movement aimed at creating widespread, structural change to combat the climate crisis in the face of climate anxiety and fatigue.

- **Carbon Offset Challenge**

Carbon offset challenge is a tool created to track the small changes you make and show how they add up to a big impact.

- **Cut Out Cutlery**

Cut Out Cutlery (also known as Skip the Stuff) encourages delivery services and restaurants to provide plastic cutlery only by request. With its adoption by Grubhub, Uber Eats, Postmates, and Doordash; every year, Cut Out Cutlery keeps millions of plastic utensils out of the landfill and saves restaurants millions of dollars. We continue to grow this campaign, with our sights now set on McDonald's, Wendy's, and Burger King.

- **8 Meals**

A 2020 study at the University of Michigan and Tulane University shows that if the United States decreased our animal protein intake by 40-50%, we could make significant progress in reversing climate change. The 8-meals campaign and free app inspire users to do just that: eat 40%, or 8 meals, each week plant-based.

- **Bars Over Bottles**

For many cosmetic products - including shampoo - bar options are just as effective as bottled versions and use significantly less, often zero, plastic. In addition, up to 95% of the bottle is filled with just water - with only 5% being the product you are buying. We encourage individuals to make the switch to bars rather than bottles and the beauty industry to make these options more widely and readily available to consumers.

- **reThink Tap**

Studies show that most people do not trust tap water. This is more a testament to the marketing prowess of plastic water bottle companies than a real reflection of the quality of tap water. Studies show tap water is by and large safer than bottled water. In this campaign, we encourage people to research the quality of their local tap water and opt for safe tap water over plastic bottles of water.

- **Ship Greener/Ship Naked**

Many of the products we buy from online retailers are packaged twice - once in the manufacturer's

packaging and again in a larger cardboard box, often with plastic fillers. Products with their own rigid packaging don't need to be packaged again. In Ship Greener/Ship Naked, we put pressure on Amazon, Walmart, and Target to ship without the use of additional packaging when possible and with as little plastic as possible.

- **LA Green Teen**

LA Green Teen began as an educational program for high school students. Upon discovering unsafe drinking water at LA High School, it grew into an advocacy program to bring safe and accessible drinking water to schools. LA Green Teen led to the passage of AB2638, guaranteeing one hydration station for every 350 students in California schools. We continue to provide education and advocacy for high schoolers through this campaign.

- **Lights Camera Plastic (and beyond...)**

Inspired by the movement to promote healthier behaviors by not showing smoking on screen, Lights, Camera, Plastic? began as a push to encourage Hollywood to avoid showing single use plastics on screen and has been adopted by the likes of Universal. We have grown this campaign to include an exhaustive list of swaps we are pushing Hollywood to make in films and TV shows to promote sustainability to their millions of viewers.

- **Lights Camera Plastic (Sports edition)**

Born from the Lights, Camera, Plastic? Campaign - Lights, Camera, Plastic? (Sports Edition) plays on the same idea of promoting sustainable practices through TV - encouraging athletes to opt for refillable water bottles rather than single use plastics and sports leagues and organizations to make water filling stations easily accessible to athletes and encouraging their use.

- **Clean Beauty for All**

Many of the beauty products available in the US contain toxic chemicals banned in many other parts of the world. Clean Beauty for All encourages individuals to seek out products that are cleaner for the environment and for themselves in addition to pushing suppliers and pharmacies to make these options more easy to find and accessible to all consumers.

Quote from the Founder

“What we understand to be ‘normal’ can be changed. This world is a social construction and it can be reconstructed and rebuilt to become the world we imagine.” said Sheila Morovati, Founder and President of Habits of Waste. “Through our new campaigns, we aim to make it easier for people to adopt sustainable habits and contribute to a healthier planet.”

About Sheila Morovati

Sheila Morovati is the founder and president of Habits of Waste, a non-profit organization focused on reducing waste and promoting sustainable living. With a background in sociology, Sheila leverages her understanding of societal behaviors to drive impactful environmental change. Her innovative approach and dedication have made her a recognized leader in the sustainability movement, inspiring individuals and communities to adopt eco-friendly habits.

About Habits of Waste

Founded in 2018, Habits of Waste is dedicated to eradicating waste by encouraging small but meaningful changes in daily habits. The organization leverages social media, public campaigns, and partnerships to raise awareness and drive action on critical environmental issues. Habits of Waste is committed to creating a sustainable future through innovation, education, and community involvement. For more information, visit www.habitsofwaste.org.

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Social Media Links

- Facebook: <https://www.facebook.com/HOWchangers>
- Twitter: <https://twitter.com/howchangers>
- Instagram: <https://www.instagram.com/howchangers/>
- LinkedIn: <https://www.linkedin.com/company/habits-of-waste/>
- YouTube: https://www.youtube.com/@habits_of_waste
- TikTok: <https://www.tiktok.com/@imperfectenvironment>

For additional information, high-resolution images, or to schedule an interview with Sheila Morovati, please contact Habits of Waste at the information provided above.

Habits of Waste is a 501(c)(3) non-profit organization that focuses on environmental education and waste reduction. Its mission is to empower individuals and communities to adopt sustainable practices and reduce their environmental footprint through innovative programs and community engagement.

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Source : Habits of Waste

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