

Eco Green Turtle Unleashes Bold Campaign: Every Instagram Follower Fuels 1 KG Ocean Plastic Removal

UK-Based Eco-Retailer Challenges Greenwashing Fatigue with Tangible Action, Offering £500 Eco-Product Giveaway and Free Bamboo Toothbrush with July Orders



London, United Kingdom Jun 15, 2025 ([Issuewire.com](https://www.issuewire.com)) - Eco Green Turtle, the UK's fastest-growing zero-waste shop, today supercharges its mission to turn every social click and purchase into actual ocean cleanup. In a direct rebuke to empty "greenwash" marketing, Eco Green Turtle now pledges to remove **1 KG of plastic** from the ocean for **every new Instagram follower**, and even more for every order placed on their site.

The Plastic Crisis: Why We Can't Look Away

Our coastlines are drowning in waste. Studies show up to **5,000 pieces of plastic** lie strewn across each mile of UK beach, from Cornwall's rugged coves to Scotland's windswept shores. Globally, **8 million tonnes** of plastic enter the world's oceans each year—enough to fill **a garbage truck every minute**. Projections warn that by **2050**, plastic could outweigh fish by mass if nothing changes.

In the face of this tsunami of waste, public trust is eroding. Recent surveys reveal **over 50% of UK adults** now distrust broad "eco-friendly" claims, and two-thirds would desert a brand caught in greenwashing. Consumers are tired of buzzwords without backing. They want **proof, transparency,**

and **action**.

Real Proof: 1 Follow = 1 KG Removed

Eco Green Turtle's founder, Nouredine Belhoumch, says:

"We needed a way to show impact beyond a label. By tying every new Instagram follow to 1 KG of plastic removed, we turn a simple tap into tangible change. No offsets. No vague promises."

How it works:

- **Follow the Movement:** Visit @ecogreenturtleuk and hit "Follow." That one click funds the removal of **1 KG of plastic** from beaches, rivers, and coastal cleanup sites.
- **Shop with Impact:** Every purchase at ecogreenturtle.co.uk triggers at least **2 KG of plastic** removal—double your cleanup power.
- **Track Progress:** Weekly updates on Instagram and Facebook show exactly how many kilos have been lifted from the water.

This summer, the goal is ambitious: **remove over 50 000 KG** of plastic by July 31st.

From Heartbreak to Hope: A Story That Resonates

It all began when ten-year-old Harriet discovered a dead sea turtle on her local Dorset beach, its flippers bound by discarded plastic. Her family photo went viral among neighbourhood clean-up groups. Strangers posted their own photos of children filling bin bags with plastic on Brighton, Swansea, and Whitby sands—"Our turn to help the turtles," they wrote.

These everyday heroes—from grandparents to school kids—demonstrate that real change starts when people feel personally connected. Eco Green Turtle amplifies these stories, turning local cleanups into a national movement.

Beyond Clicks: Products That Walk the Talk

Eco Green Turtle's carefully curated range eliminates single-use plastic in daily life:

- **Kitchen & Home:** Beeswax wraps, compostable liners and bin bags, recycled-aluminium kitchen foil
- **Beauty & Bathroom:** Bamboo toothbrushes, solid shampoo bars, refill pouches
- **Pet Essentials:** Biodegradable waste bags, natural cotton toys

Each item is shipped in **100% recycled packaging**, further reducing waste. And to sweeten the swap:

- **Free UK Delivery** on all July orders

- **Complimentary Bamboo Toothbrush** with every first purchase

Join the £500 Eco-Giveaway

To celebrate supporters, Eco Green Turtle is giving away **£500 worth of premium eco-products**. Entry is automatic for anyone who follows @ecogreenturtleuk or shops at ecogreenturtle.co.uk by **July 31st, 2025**.

How You Can Make a Difference Today

- **Follow** @ecogreenturtleuk on Instagram.
- **Shop** zero-waste must-haves at ecogreenturtle.co.uk.
- **Share** your own cleanup photos with **#OceanRescue** on Facebook: [Eco Green Turtle UK](https://www.facebook.com/EcoGreenTurtleUK).
- **Watch & Learn** on YouTube: [Eco Green Turtle UK](https://www.youtube.com/EcoGreenTurtleUK).

Each action—follow, share, purchase—has real world impact.

About ECOGREENTURTLE LTD

Based in London, ECOGREENTURTLE LTD is on a mission to make sustainable living simple and powerful. Specialising in plastic-free, compostable, and reusable home, beauty, and pet products, the company donates a portion of every sale to certified ocean-cleanup initiatives. Eco Green Turtle proves that **small brands can drive big change**—because when people unite, the impossible becomes possible.



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Source : ECOGREENTURTLE LTD

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