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**IMPERFECT
ENVIRONMENTALIST**

A Global Environmental Nonprofit

Media Press Kit



About Habits of Waste

Imperfect Environmentalist is a movement by Habits of Waste to fight climate anxiety and encourage individuals towards meaningful climate action. You don't have to be perfect to make a difference.

*JOIN US IN LIVING MORE SUSTAINABLY TODAY
AND CREATING POLICIES FOR A BETTER
TOMORROW.*

HOW is catalyzing the general public to reduce waste and lower emissions while compelling business and elected leaders to introduce new policies and practices for a more sustainable future. How we lead our lives makes a difference. Let's do it together.

Our Campaigns



LIGHTS, CAMERA,
PLASTIC?



CARBON OFFSET
CHALLENGE



BARS OVER
BOTTLES



SHIP NAKED



CUT OUT
CUTLERY



RETHINK TAP



LA GREEN TEEN



8 MEALS

Facts Sheet

1B

pieces of single use plastic cutlery prevented from entering the waste stream as a result of our #CutOutCutlery initiative.

5M

dollars won for clean drinking water at local schools.

3M

dollars saved in one year by Postmates restaurant partners by changing plastic cutlery default settings with our #CutOutCutlery campaign.

150K+

students reached in 2023 through our community outreach programs.

25K+

petition signatures for our campaign initiatives.

27

cities that have passed sustainable legislation to ban single-use plastic cutlery inspired by #CutOutCutlery.

9

globally impactful environmental campaigns launched since 2016.

5

Hollywood studios committed to replacing single-use plastics on-screen through our #LightsCameraPlastic campaign.

Case Studies

CASE 1: #CUTOUTCUTLERY

Harnessing sociological research on the power of default settings, Habits of Waste successfully campaigned for major food delivery apps such as Grubhub, DoorDash, UberEats, and Postmates to only provide plastic cutlery upon request. HOW is currently working to expand this program to other fast food restaurants, with Chipotle recently signing on to our opt-in for plastic cutlery guidelines.

- Our efforts have saved over a billion pieces of plastic cutlery from entering the waste stream
- Cities and states across the country are creating legislation to ban plastic cutlery as part of the movement

CASE 2: #LAGREENTEEN

Habits of Waste's #LAGreenTeam program at Los Angeles High School provided an opportunity for our organization to give back to the community and fight for climate justice. Yet what began as an effort to bring climate education to underprivileged schools soon became a fight for the basic necessity of clean water. While visiting LAHS, our founder Sheila Morovati found that students had no place to fill up reusable bottles we donated, as their water fountains were in a state of disrepair. Our efforts, along with those of the students at Los Angeles High School, helped to pass Bill AB 2638, which requires schools to provide fresh, clean drinking water for students.

- 5 million dollars were allocated to providing clean water to local schools in California, and water fountain and bottle filler construction was made mandatory for schools undergoing modernization and construction throughout the state.

Awards and Honors

Anthem Award Winner, 2023

Anthem Award Winner, 2022

World Economic Forum Nutrition Disruptor, 2022

World Economic Forum Consumers for Climate Action, 2022

UN Women and AIWA Women Drivers in Climate Change, 2022

CRRA Outstanding Waste Prevention Award Winner, 2020

TIAA Difference Maker 100, 2018

Guinness World Record, Most Crayons Donated in a Day, 2018



read more about our wins and view press coverage [here](#).

Our Team



Sheila Morovati
Founder



Heather Lazarus
Marketing & Strategy



Jasmine Resendiz
Chief Administrative
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Anjali Singhal
Digital Communications
and Grant Manager



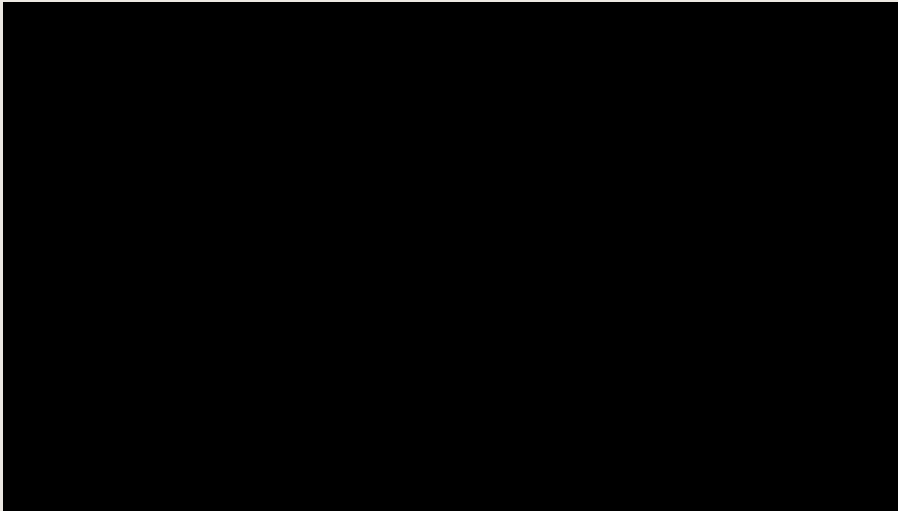
Chloe Patterson
Imperfect Environmentalist
Program Director



Devin Adas
Database Coordinator

Media Videos and Photos

OUTR PSAs



Click [here](#) to access our full album of videos.

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OUTR PHOTOS



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Contact Us

We are happy to hear from you! Please reach out using the information below.



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