

# COLLECTIVE ZERO WASTE

## WHAT IS IT?

It is an event open to the public, with a multidisciplinary, cultural and artistic scope, organized by Zero Waste Youth and held in a public space.

## GOALS

- Advertise the Zero Waste concept in your town;
- Gather changemakers to enhance and solidify a network;
- Link the Zero Waste Concept to leisure, art and nature;
- Enhance the name of Zero Waste Youth Movement in your town;
- Provide to your community a leisure day associated with a public interest matter.

## METHODOLOGY

**1.Date:** the date should be set according to your location's agenda, should be a date connected to the environmental activism cause, like Earth Day or something similar, according to your region's culture and traditions.

**2. Location:** you better than no one knows your town, you should pick a beautiful and pleasant spot to do the event. We suggest a park, or an open space surrounded by nature with public access. Also, a place with intense flow of people to engage as many as possible.

**Obs.:** get in touch with your city council to get previous authorization, they will probably like your idea and might help you organizing it.

**3. Physical Structure:** to help define the site, pick a place that has good lighting at dusk and also electric power points – some workshops require sockets and if you put live music to animate the sunny afternoon, the musicians will also need it.

**4. Waste Management:** Important to make available – if there are not public ones – collectors for RECYCLABLEs, ORGANIC and REJECT, make explanatory materials with examples of each of the types of waste, to make it easy to separate the waste correctly.

**Tip 1:** Separate a collector for organic waste and at the end of the event make the composting workshop with this material, and in the case of a significant amount of waste, look for community gardens or divide the members with the residue to be composted. Make sure that all organic residue will be separated and used correctly.

**Tip 2:** Make sure that the solid waste sorting cooperative, or the company that collects it in your city, is present to receive the recyclable material generated at the event or create a way for the collection to be done.

**Tip 3:** Weigh the waste and advertise the amount, raising awareness about the need for conscious consumption and the choice for environmentally correct products, thus avoiding the generation of waste.

**5. Workshops:** It is mandatory that at least 4 workshops take place on this day. Workshops should be focused on the Zero Waste Concept and can be taught by Zero Waste Youth members or third parties. Invite people from your city to teach the workshops, call the artist who does Eco jewelry and waste crafts, the farmer who specializes in composting to talk about the domestic compost, also call a full-hand cook to talk about the use of the remains of food and do not forget to invite someone to talk about vertical gardens. Anyway, use creativity to have smart and useful workshops on the day of the event. People will participate, you can be sure!

**6. Music:** A day in the park asks for a pleasant and relaxing sound. How about putting a band to play for an hour and make the event even more interesting? Make sure that while the band presents itself, there is no workshops happening – good not to conflict the attractions. If the band or any musician is not possible, make a playlist with quiet songs and place an outdoor sound box, it will surely be very nice.

**7. Exhibitions:** Every city has artists. Sometimes they're a little hidden, but if you look for the cultural foundation, they'll help you. Invite artists to show their works on this day. There are beautiful works made by reused materials.

**8. Selective Collection Point:** Do you know that "junk mail" that's thrown into a corner of the garage? So, run a selective collection campaign this day and encourage people to take them to be routed correctly. Ideally, you invite an organization that works with recycling materials to go to the event to receive the materials. Doing so the waste will be received by those who are interested recycling it. It can be junk mail, batteries, used clothing, toys to be donated... Create multiple campaigns.

**9. Zero Waste Youth Counter:** Make a flag or poster identifying The Zero Waste Youth and always keep a person at that point in the event venue to give more information. It is important on the day of the event the movement have a fixed place so that everyone can go there to clarify any questions and to learn more about the concept. Get ready for the questions! People will want to know all about recycling and some municipal recycling data. We can't know everything, so if any questions can't be answered on time, take the person's contact and then return with the desired information.

**Another detail:** take advantage of the counter to enhance your network, many interesting people will talk to you this day and share great experiences related to the Zero Waste Concept.

**10. Event Advertising:** Super important! Advertising needs to be massive and very well structured.

1. Create an event on Facebook.
2. Make posts on Instagram and ask who you're next to share;
3. Use the event description to inform about the Zero Waste Youth Movement, the event schedule and all the cool things planned.
4. Make the event on Facebook open to the public, so participants can invite more people.
5. Invite as many people as possible, share and sincerely, take over Facebook with daily posts during the week of the event.
6. Use the Facebook event to publicize the attractions. It's interesting to create posts talking a little more about each workshop, campaign and attractions.
7. Local TV stations can also support the dissemination of the event, seek the contacts needed to enable this communication.
8. Use the radios, most are open to the dissemination of events like this, it is also not difficult to get an interview.
9. Search for contacts in local newspapers, The Zero Waste Concept is an excellent agenda. - Use the communication offices of universities, they can publicize the event to all students.
10. Websites and other local pages are also a good way to help with marketing.
11. If you want, create some posters to put in strategic spots like university and schools, but remember, without wasting paper! After the event pick them up and forward them to the correct destination.
12. In case of interviews, always attend it prepared to talk about the problem of waste generation in the world and show that it is possible to create a new world if we change our attitudes as simple as they may be.
13. Count on the National Team (Zero Waste Youth Brazil/Portugal/...): We are always available to help as much as possible.

## REPORT

From the moment you organize and deliver an action of The Zero Waste Youth, it is important that you inform the National Team so we can advertise to the rest of the country and give you all the support we can afford.

**Records:** Be sure to photograph the entire event so we can make the photos available on the Movement page. If possible, film and document the event, or seek a partnership with someone who can film the event and then make a cool video. After the event please inform:

1. Estimated public;
2. Number of workshops held;
3. Exhibitions held;
4. Send 10 photos of the event in high resolution;
5. Final impressions, feedbacks and comments.

Thank you!

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