

Refuse Disposables - #MyChoice Campaign



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Campaign Objectives

- Spread awareness about ill effects of plastic carry bags and disposables.
- Promoting Zero Waste parties/events in communities.
- Reaching out to neighborhood shops to reduce single-use plastics.

Initial Planning

Standard Communication

Send out a mail to all residents calling out for volunteers.

Hello all,

As you all are aware throughout the world different groups are working together to make people aware about the plastic pollution and the devastating effects which the plastic usage is causing to our environment and our health.

Please have a look to one such video:

<https://www.youtube.com/watch?v=koETnR0NgLY&feature=youtu.be>

To do our bit, few of us volunteers are planning to kick off "Anti-Plastic Awareness Campaign" in our apartment and nearby shops. We plan to have multiple activities to reinforce the concept which we will be publishing later.

Please join us for a first round of discussion to understand the concept at.....

Request parents, please pass on the message to the kids and encourage them to participate in this cause.

Thanks for your support!



Number of Volunteers needed

The number of volunteers depends on the apartment size and number of blocks. Ideally there should be 4-5 kid volunteers supervised by 2 adult volunteers per block.

Duration of the campaign

Ideally the main campaign should run for about 2 weeks.

Activities for the campaign

First Meeting:

- Screen a movie:
 - During the initial meeting, movies should be screened for both kids and adults to make them aware about the concept. Any of the below mentioned movies can be screened
 - https://www.youtube.com/watch?v=xLokST_KF64
 - https://www.youtube.com/watch?v=tZnw-d_Axy8
 - <https://www.youtube.com/watch?v=73sGgmZoMBQ>
- “Recycling Facts” should be emphasized
 - Emphasize the need of creating this awareness. Most commonly people say plastic is recycled, but the fact is most plastic bags are not recycled because it costs more to recycle a bag than to produce a new one. It is estimated that only 1% of plastic bags are recycled.
 - Average family of 4 uses 500 plastic bags per year (includes produce bags in which packaging comes), so we can avoid things which we can easily.



- o Typically a plastic bag is used for 30 minutes to carry groceries home. Single use plastic bags end up in our landfills and take 1000+ years to decompose. Most likely, the bag you use today will be lying somewhere for the next ten generations!
- o Emphasis on 4R's Refuse, Reduce, Reuse and Recycle
- o Put some open questions to kids if the paper cup and Styrofoam cup is Safe? Then show how even paper cups have plastic layers...If we drink hot tea...Plastic melts and enter our systems...Switch to eco-friendly options like steel glasses

Door to Door Campaign

- Form teams of 4-6 kids per block
- Kids make posters on old newspapers explaining which products residents should 'Say NO' to and also give options about their alternatives
- Target 4 things:
 - o **Plastic bags** : Suggest to replace it with cloth bags
 - o **Styrofoam cups and plates** : Suggest to use eco-friendly options like donna, Arecanut
 - o **Paper and plastic glasses**: Suggest to use reusable glasses
 - o **Gift wrapping paper** : Suggest to wrap gifts in newspaper instead of the shiny non-recyclable paper



- **Pledge Document**

Every resident can be asked to sign a pledge document as shown below:

#MyChoice to #RefuseDisposables

For the cause of a clean and healthy planet and future.

REFUSE

to accept PLASTIC CARRY BAGS
to wrap gifts in SHINY LAMINATED PAPER
to eat/drink in STYROFOAM, PLASTIC, PAPER tableware



will strengthen the cause by ADDING 3 FRIENDS to this campaign






I, wholeheartedly, PLEDGE my commitment to the cause of reducing trash wherever and whenever possible.

Flat No.	Resident Name	Signature of Commitment	Want to be a Green Volunteer? Give phone no.
004			
005			



Follow-ups with residents

- Keep some cloth bags at the security for those residents who forget to carry shopping bags for nearby grocery stores.
- Kids campaign at the gate and changed duties for every two hours in the morning and evening and reminded all residents who were passing by to carry cloth bags.
- Every day some facts about plastic pollution should be mailed to residents via the e-group.
- Put up posters on the notice boards about this environmental issue (Given in the references)

Weekend activities

1) Paper bag making workshop

Organize a paper bag making workshop for kids, which will help them to learn how to easily make paper bags from Newspapers.

2) Green Run

A run can be organized by volunteers inviting all kids and adults of the apartment. The kids should display environmental messages on placards and bibs and run for the cause. Kids should brief all adults about the harmful effects of plastic bottles and insist all runners to use their own reusable bottles. The whole event should be a zero waste with no disposables.

3) Cloth bag sale

Organize a cloth bag sale with “Gift a Bag” or “Donate a Bag” concept. (Contact of the cloth bags vendors listed in references)



Neighbourhood Outreach Program

Grocery store

- An initial informal communication has to be done with the owners of the shop and request to stop giving single use plastic carry bags.
- Kids should carry small placards with environment friendly messages urging people to say no to plastic bags.
- Each consumer was given an option to wrap individual vegetables in newspaper or put stickers directly on the vegetables so that plastic wrapping can be avoided.
- Paper bags can be used to wrap loose eggs
- Store can start “Rent a Bag” campaign and keep some cloth bags for sale. Give home deliveries in cloth bags.
- Kids can continue Campaign at the store for two weeks.
- Display a banner on plastic ill effects.
- Perform surprise visits and talk to customers and the staff

Eating joint

- Choose a food joint who serve in disposables/Styrofoam.
- Kids and adults from apartment can gather and eat from steel plates with banana leaves and refuse to eat in their disposable plates to give a clear message to the owners that consumers are aware and want to change
- Communicate the same to the shop owners and request them to switch to eco-friendly products and/or steel plates
- Kids should shout the slogans ‘Say no to plastic’ and ‘Say no to disposables’ to call attention to the cause



- Every consumer who are eating from Styrofoam plates should be educated about its harmful effects and urged to demand for eco-friendly options of cutlery from such eating joints

A formal letter in English and Kannada with your request should be handed over to the shop owners as shown below:

Dear Owner of Eating Joint,

We are a group of volunteers working actively in the area of waste management for past 4 years. Our best practices for Solid waste management have been acknowledged by many communities (70,000 households) and we have successfully converted many communities as zero waste communities.

As you know there are no more landfills in the Bangalore, and going forward Bangalore will have only processing centers. The Styrofoam/paper cups material in which you serve currently adds to reject waste which cannot be recycled and has lot of health impacts.

Styrofoam which is made of polystyrene and benzene breaks down when it comes in contact with hot foods and liquids, causing some toxins to be absorbed into our bloodstream and tissue.

This small initiative by the kids of our ward is a way for the world to know that your customers are well aware of the harmful effects of disposable cutlery and will support you wholeheartedly if you start using eco-friendly cutlery or reusable plates.

If you agree to use eco-friendly cutlery/reusable plates we promise you full support and will publicize your outlet through social media.

Best Regards,

2bin1bag team

www.2bin1bag.in



ಆತ್ಮೀಯ ಮಾಲೀಕರೇ,

ನಾವು ಸ್ವಯಂಸೇವಕರ ಒಂದು ಗುಂಪು ತ್ಯಾಜ್ಯ ನಿರ್ವಹಣೆಯ ಮೇಲೆ ಕಳೆದ 4 ವರ್ಷಗಳಿಂದ ಸಕ್ರಿಯವಾಗಿ ತೊಡಗಿಸಿಕೊಂಡಿದ್ದೇವಿ. ಘನ ತ್ಯಾಜ್ಯದ ಬಗೆಗಿನ ಅತ್ಯುತ್ತಮ ನಿರ್ವಹಣೆಯನ್ನು ಸುಮಾರು 70,000 ಸಮುದಾಯಗಳು ಶ್ಲಾಘಿಸಿದೆ ಇದರಿಂದ ಈ ವಾಡ್ಡು ಮಾದರಿ ವಾಡ್ಡು ಎಂದು ಸ್ವೀಕರಿಸಲಾಗಿದೆ.

ನೀವು ತಿಳಿದಿರುವಂತೆ ಬೆಂಗಳೂರಿನಲ್ಲಿ ಇನ್ನು ಮುಂದೆ ಯಾವುದೇ ಡಂಪ್ ಯಾರ್ಡ್ ಇರುವುದಿಲ್ಲ ಹಾಗೂ ಮುಂದಿನ ದಿನಗಳಲ್ಲಿ ಬೆಂಗಳೂರಿನಲ್ಲಿ ಕೇವಲ ತ್ಯಾಜ್ಯ ಪ್ರಕ್ರಿಯೆ ಘಟಕಗಳು ಕಾರ್ಯನಿರ್ವಹಿಸುತ್ತವೆ. ನೀವು ಇಗ ಬಳಸುತ್ತಿರುವ Styrofoam / ಕಾಗದದ ಲೋಟಗಳನ್ನು ಮರುಬಳಕೆ ಮಾಡಲಾಗುವುದಿಲ್ಲ ಹಾಗೂ ಇದರಿಂದ ಆರೋಗ್ಯದ ಮೇಲೆ ದುಷ್ಪರಿಣಾಮಗಳು ಉಂಟಾಗುತ್ತದೆ.

ಪಾಲಿಸ್ಟೈರೀನ್ ಮತ್ತು ಬೆಂಜೀನ್ಗಳಿಂದ ಮಾಡಲಾಗಿರುವ Styrofoam ಬಿಸಿ ಆಹಾರ ಹಾಗೂ ಬಿಸಿ ನೀರಿನ ಸಂಪರ್ಕಕ್ಕೆ ಬಂದಾಗ ವಿಷಕಾರಿ ರಸಾಯನಿಕವಾಗಿ ಮಾರ್ಪಾಡಾಗುತ್ತದೆ. ಈ ವಿಷಕಾರಿ ಅಂಶ ನಮ್ಮ ದೇಹದ ರಕ್ತನಾಳಗಳ ಮತ್ತು ಅಂಗಾಂಶಗಳಲ್ಲಿ ಬೆರತು ಆರೋಗ್ಯವನ್ನು ಹದಗೆಡಿಸುತ್ತದೆ.

ನಮ್ಮ ವಾರ್ಡಿನ ಮಕ್ಕಳ ಈ ಸಣ್ಣ ಉಪಕ್ರಮ ನಿಮ್ಮ ಗ್ರಾಹಕರಿಗೆ ತ್ಯಾಜ್ಯ ಬಿಸಾಡುವುದರಿಂದಾಗುವ ಕೆಟ್ಟ ಪರಿಣಾಮಗಳನ್ನು ತಿಳಿದುಕೊಳ್ಳುತ್ತಾರೆ ಮತ್ತು ನೀವು ಪರಿಸರ ಸ್ನೇಹಿಯದ ಪುನರ್ಬಳಕೆಯ plateಗಳನ್ನು ಉಪಯೋಗಿಸುವುದನ್ನು ಗ್ರಾಹಕರು ಕೂಡ ಹೃದಯದಿಂದ ಬೆಂಬಲಿಸುತ್ತಾರೆ.

ನೀವು ಪರಿಸರ ಸ್ನೇಹಿ cutlery/ ಪುನರ್ಬಳಕೆಯ plateಗಳನ್ನು ಬಳಸಲು ಒಪ್ಪಿದಲ್ಲಿ ನಾವು ನಿಮ್ಮ ಔಟ್ ಪರವಾಗಿ ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮಗಳ ಮೂಲಕ ಪ್ರಚಾರ ಮಾಡುತ್ತೇವೆ.



Certificate

The Kasa Muktha Bengaluru certificate could be handed over to the commercial establishments that are complying with this green initiative. Please send an email to 2bins1bag@gmail.com with the commercial establishment name and we will send the certificate over.



Resources

Zero Waste Guidelines/Posters

For details and posters - www.2bin1bag.in

Useful Contacts

1. Cloth Bags - Priyadarshini Handloom, Bengaluru: 9900017263
2. Cloth Bags - The yellow bag, Gowri, Chennai : 8124337593
3. Paper Bag Workshop - BluemadeGreen, Ms. Prabha - 8547648861
<https://www.facebook.com/bluemadegreen?fref=ts>
4. Support Group on Facebook -
<https://www.facebook.com/groups/kasamukthabellandur>
5. Support Page on Facebook - <https://www.facebook.com/2bin1bag>.

Media

<http://bangalore.citizenmatters.in/articles/children-pave-the-way-for-a-plastic-free-bengaluru-sjr-verity>

<http://bangalore.citizenmatters.in/articles/children-urge-eatery-owners-to-say-no-to-plastic-and-disposables>

<http://epapervijayavani.in/Details.aspx?id=20922&boxid=135655515>

Video - <https://youtu.be/hHQv3yC75k4>

