

Zero Waste Challenge Week

26th January - 1st February 2009



HOW
LOW CAN
YOU **GO?**

Guide For Community Groups

www.recycleforgloucestershire.com

 **recycle**
for Gloucestershire

Guidance for Community Groups

Contents

- **Guidance sheet**
- **Text (for newsletters etc.)**
- **Monitoring and Feedback form**
- **Poster**
- **Zero Waste Challenge Guidance Pack**

Guidance

What is the Zero Waste Challenge about?

We all need to do our bit to reduce the amount of waste that we are sending to landfill. Each year in Gloucestershire we send about 190,000 tonnes of waste to landfill. With the introduction of improving recycling facilities this figure is reducing, but there is still much more we as individuals could do to help reduce the amount produced.

The Zero Waste Challenge Week is a fun opportunity for you to see how much you can reduce what you throw away over one week by making an extra special effort to:

- **Reduce** – e.g. buy food with less packaging;
- **Reuse** – take a reusable shopping bag with you;
- **Recycle** – buy things that are easy to recycle;
- **Compost** – buy a compost bin, join a community-composting scheme or join up with a neighbour.

It's not the winning but the taking part that counts so it does not matter if you don't reach zero (we'd be surprised if you did) but we believe that you'll still be impressed by what you achieve. Some of the changes you make or the ideas you have during this week might even become lifelong habits.

How can I promote this event to my local community?

Your local community can be as big or as small as you like. Make sure that you select an area that is manageable for you. You may choose to promote the scheme to a particular street, village or just the people you know well – whatever works best for you.

Remember that not everyone will want to take part but if every group can encourage just a few people to get involved that will add up to a lot of people across Gloucestershire.

We have tried to include lots of ideas for ways that you could promote the scheme to your local community. Please read on and find out more and if you have any novel ideas please feel free to share them with us.

Remember if you are unsure about anything or want advice or information, please feel free to contact Kim Carpenter-Richards on 01452 427057 or email kim.carpenter-richards@gloucestershire.gov.uk

What do I need to do?

- ✦ Firstly, read through the guidance in this pack and the participants resource pack to familiarise yourself with the information and the aims of the week.
- ✦ Publicise the Zero Waste Week and encourage people to take part – some suggestions of how to do this are shown below.

- ✦ Give a resource pack to anyone wishing to take part or alternatively take their contact details and forward them to Gloucestershire County Council for a pack to be issued.
- ✦ Once the week is over, complete the enclosed questionnaire and return it to the **FREEPOST** address shown below to help us evaluate the week.
- ✦ Finally, don't forget to send in your own record sheet for the week, you will be automatically entered into the prize draw when you return your form.

Ideas for publicising the week.

Word of mouth

- ✦ **Family and friends** – see if you can get the people closest to you involved in the challenge
- ✦ **Key people** – are there a few key people within your group you can encourage to take part and to help promote and encourage others to take part?
- ✦ **Community outlets** – speak to local shops, organisations, schools etc. and see if they can help you to promote the week, put up posters etc.
- ✦ **Events** – publicise Zero Waste Challenge Week at any events, meetings, fetes or sales that you or a group in your area holds.
- ✦ **Talks from the council** – the Recycling Officer from your local Council will be available to give some talks to interested groups.
- ✦ **Share your ideas** with other people and see what ideas they might have, you may find novel ways of dealing with some items that are difficult to recycle.
- ✦ **Encourage people who are interested** to get other people to take part in the week. Direct them to www.recycleforgloucestershire.com to sign up for the challenge or for further advice and information.

Publicity Materials

- ✦ **Posters** – put up posters at local information points, shops, community centres etc.
- ✦ **Local Area** – drop letters and/or information round to local homes.
- ✦ **Write** – to any related organisations, local newspapers, parish magazines to tell them about the week and encourage people to take part. You could always email instead to reduce the amount of paper used; a couple of sample texts are included for you in this pack.

Websites – publicise the event on any community or other relevant websites.

Set a competition

Competition – you could set up a competition in your area e.g. which street can get the most number of people to take part or which street can reduce their waste by the most.

Encouraging people to take part

Not everyone will want to take part in the Zero Waste Challenge Week. However, sometimes a bit of friendly persuasion may help encourage someone who is undecided to take part too.

✦ **Do the challenge yourself** – this is one of the best ways to encourage people to take part, you can share your plans for the week and the ideas you have to achieve zero waste with them.

✦ **Let people know they cannot lose** – trying to reduce what you usually throw away over the week is the challenge, reaching zero or getting close is a bonus. This is a key message for all those taking part in the event, so please remember to keep this at the forefront of your mind when encouraging people to sign up to the challenge.

✦ **It doesn't mean you can't use anything** – remind people that Zero Waste Challenge Week is about reducing what you throw away in the dustbin rather than not using anything at all. So remember that anything that can be reused, recycled or composted can still be used as usual.

Use the ideas from the participant pack to give the people you talk to some ideas on ways that they could tackle the week. You can always include other hints and tips that arise during your chats with other people taking part in the challenge.

Follow someone else's lead

✦ www.myzerowaste.com tells the story of one family's ups and downs of working towards a zero waste lifestyle. The site is full of useful information and also has many useful links, which gives ideas and information about recycling or reusing the more difficult items that we all get in our bins.

✦ You will also be able to follow other case studies on www.recycleforloucestershire.com. These include individuals, families and communities taking part in the challenge week. The website will also have useful hints and tips to help you and your group get even closer to reaching zero waste.

Sample text for Email/Letter

"The Zero Waste Challenge Week is taking place from Monday 26th January until Sunday 1st February 2009. The challenge is about seeing if you can reduce the waste you produce for the week by shopping smarter to reduce packaging and only using things that can be reused, recycled or composted so that you are left with nothing to throw away in the bin.

The aim of the challenge is to see how close you can get, circumstances are different for everyone and even if you don't quite manage to achieve zero waste you will find that you have a dramatic effect on the amount you throw away by reducing, reusing, recycling and composting.

Residents are able to register their interest in taking part in the challenge on www.recycleforloucestershire.com/zerowastechallenge. This site will be developed further with a dedicated sign up & pledge page and additional information, including hints and tips to help people get as close to zero waste as possible.

All the resources produced to support residents and communities will be available as downloads from the website later this year."

Timetable & Advice for Zero Waste Challenge Week

Up to and including: 26th January 2009	<p>Publicise the Zero Waste Challenge Week to your local community utilising as many opportunities and avenues as possible.</p> <p>Talk to as many people as you can about the challenge, its aims and objectives and how they can get involved.</p>
19th January 2009	<p>Measure the amount of rubbish you throw away the week before the Zero Waste Challenge Week. Don't forget to record this on your monitoring sheet.</p> <p>You may also need to offer advice and tips to other people on weighing and recording the waste they produce.</p>
26th January 2009	<p>Zero Waste Challenge Week – reduce, reuse, recycle and compost as much as possible and remember to measure the amount of rubbish you throw away and record it on your monitoring sheet.</p> <p>You may need to encourage others within your group during this week by offering advice, support and tips to help them with reducing their waste.</p>
By Friday 28th February 2009	<p>Please remember to return the completed feedback and monitoring sheet to:</p> <p>Zero Waste Challenge Week, Gloucestershire County Council, FREEPOST NAT8320, Environment Department, Shire Hall, GLOUCESTER, GL1 2BR</p>

Contact Details

As a community group you are able to make direct contact with Kim Carpenter-Richards on 01452 427057 or email: kim.carpenter-richards@gloucestershire.gov.uk for additional advice and assistance.

Please note these contact details are for community groups only and not for the general public. All public enquires should be directed to www.recycleforgloucestershire.com for further advice, information and details of how to sign up to participate in the challenge week.

Zero Waste Challenge Week – sample text for publicity

Join (Insert name of your organisation) for the Zero Waste Challenge Week Monday 26th January to Sunday 1st February 2009.

The Zero Waste Challenge Week is an exciting new challenge and (name of your group) has teamed up with Gloucestershire County Council to encourage as many of us as possible to give it a go and see how little rubbish we can throw away over one week.

The aim of the Zero Waste Challenge Week is to reduce, reuse, recycle and compost as much of our waste as we can instead of throwing it away. You may not reach zero, but if you do that would be fantastic. It's the taking part in the challenge that matters, but you may be surprised at just how much less you can throw away when you make that extra effort to reduce, reuse, recycle and compost.

We are keen for as many people as possible to take part in the challenge so we hope that you will support us by registering to take part in the challenge and encourage your family, friends and neighbours to take up the challenge too. You can register by contacting (name of organisation if you want people to contact you directly... or) your local Council) or visit the website www.recycleforgloucestershire.com

By registering, a pack full of information and ideas will be sent to you to help you get a close as possible to achieving zero waste for a week. Inside the pack will be a monitoring sheet so that you can record the amount you throw away the week before and during the challenge week along with the chance to win an Eco-pack in the prize draw. You are automatically entered when you return your completed monitoring sheet.

The more of us who take part in the challenge week the bigger the impact we can have on the amount of waste we send to be landfilled. If you would like further information about the Zero Waste Challenge Week, please contact (name of your group if you want people to contact you directly... or) Council XXXX) or see the following website for further details: www.recycleforgloucestershire.com

3. Zero Waste Challenge Week Individual Monitoring Sheet and Questionnaire

We have provided you with a daily diary, which we would be very grateful if you could complete each day throughout the challenge week along with the feedback overleaf. Once complete, please post to the following address:

**Zero Waste Challenge Week, Gloucestershire County Council,
FREEPOST NAT8320, Environment Department, Shire Hall,
GLOUCESTER, GL1 2BR**

I would like to enter the prize draw to win a voucher/eco pack		YES / NO Delete as appropriate
How many people in your household took part in the challenge? – Total in household		
Amount thrown away over a normal week (i.e. the previous weeks rubbish). Please record this by weight, number of items, number of carrier bags etc.		
Amount thrown away over Zero Waste Challenge Week. Please record this in the same way as the previous week (e.g. By weight, number of items, number of carriers etc.)		
Day	Please make a note of any particular actions you took during the week to achieve zero waste, listing any specific problems you had, any items you had to throw away and any other observations you wish to make.	
Prior to the week		
Mon		
Tue		
Wed		
Thu		
Fri		
Sat		
Sun		

Zero Waste Challenge Week

Feedback and Suggestion Form

Are you going to make any lifestyle changes as a result of the Zero Waste Challenge Week?

Yes No

If 'yes' what kind of changes are you going to make?

Do you think you would take part in a Zero Waste Challenge again?

Yes No

Did you find the amount of information presented in this pack:

Too much About right Too little

Did you find the Zero Waste Challenge Top Tips useful and informative?

Yes No

Future suggestions:

To enter the prize draw for an eco-pack, please add your contact details below and your preferred method of contact.

Name: _____

Address: _____

Email: _____

Telephone number: _____

Thank you for your feedback and your participation in the Zero Waste Challenge Week.

Please note, we will only use your details for the purposes of this project and will not pass them on to a third party