



ACTION MANUAL FOR THE GLOBAL NORTH

Transforming your Congregation and the World





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INTRODUCTION

LOCAL ACTION FOR GLOBAL IMPACT



This manual is the practical part of helping your congregation or group to engage with the Social Plastic Rebellion. It contains all the necessary tools for you to set up your group to actively reduce ocean plastic and to make an impact locally and globally.

It should be used by the team of volunteers implementing the program on site. The composition of the team is described in more detail below. This is the practical "How-to" part teaching the nuts and bolts of running the activities and to make your initiative successful.

This Tool Kit has the following parts:

- **Call to Action- Getting Organized:** This includes starting and running a committee, working with volunteers and the basics of action planning
- **Mobilizing your group and community:** To make an impact you will mobilize hundreds or even thousands of people transforming their plastic into a conduit of change for the poor and for the ocean. We help you how to reach them with your message and to move them into action.
- **Doing a waste audit:** Most of us do not know how much waste and what waste we produce. Doing a waste audit in your congregation will help you to better understand your own waste stream. This helps you to find strategies to become less wasteful.
- **Becoming Plastic Neutral:** The final part teaches you to neutralize your plastic and make a difference in the world on a global and local scale practically.

So let's get started!

CALL TO ACTION

MOBILIZING YOUR GROUP OR CONGREGATION FOR THE SOCIAL PLASTIC REVOLUTION¹



ORGANIZING OURSELVES

To become part of the Social Plastic Rebellion, your group needs to get organized. You will need to set up a committee internally and recruit volunteers to help with getting the job done. It also means to network with other important players, e. g. the local government, local recyclers or junk shops, or other local businesses and civic organizations. This helps you to build a strong foundation to sustain the momentum and to create greater impact by establishing strong networks.

The Social Plastic management committee

For most new initiatives, members of a group may look to their leader for help and guidance. However, leaders (or pastors) are not trained in plastic recycling and cannot do everything by themselves. We recommend setting up a Social Plastic management committee, which can prepare and manage the Social Plastic program. This committee should have both male and female members. The group leadership will usually find people in the group with a variety of skills and gifts which are relevant for the different functions. Let's look at this first relationship between creation and humanity more closely:

1. Functions

- **The main functions of the Social Plastic management committee are to:**

- Coordinate an information campaign for all members of the group to get involved in the Social Plastic Rebellion.
- Coordinate the Social Plastic Program and needed resources.
- Coordinate and support teams of volunteers.
- Act as a central decision-making body.
- Establish and maintain coordination between different groups engaged in the program.
- Review progress of the program and seek additional resources when needed.
- Develop the Social Plastic action plans and coordinate implementation.

2. Jobs and responsibilities

- **Some members of the Social Plastic management committee should be given specific jobs and responsibilities:**

- Coordinator
 - » To oversee the activities of the Social Plastic Rebellion
 - » To coordinate an effective information campaign inside the group or parish
 - » To chair meetings and/or keep notes of meetings (although someone else could do these jobs).
 - » NOTE: It is better if the coordinator is not the pastor, priest or president, but the coordinator should communicate regularly with the leader.

- Treasurer
 - » To oversee the use of the group's funds as well as funds donated by other agencies to help with the Social Plastic Program
 - » To ensure there is good stewardship of the resources and money that funding partners have given
 - » To produce simple reports which can be used to demonstrate how the funds are being used and to update the coordinator.
- Logistics person
 - » To oversee the collection, storage, and reporting of plastic
 - » To manage local transport for moving the plastic to the junk shop or processor
- Communications person
 - » To coordinate communications with external agencies and other churches
 - » To communicate with local authorities and government officials.

3. Using volunteers

- **Recruiting volunteers**

- Your Social Plastic Program will need volunteers who are willing and reliable. Here are some key principles that will help you recruit volunteers:
 - » Make a list of the essential characteristics your volunteers must have—for example, they should be people who are well known, reliable, fit and healthy, hardworking, and trustworthy.
 - » Make sure that the roles of your volunteers are clearly defined and written down. This basic job description should include the name of the person who will supervise the volunteer. This will help to motivate the volunteers, ensure he or she gets proper support, and prevent confusion about their role.
 - » If possible, when you are running a Social Plastic Program, make a list of names of volunteers and match them to the specific roles that you have described.
 - » When you are recruiting volunteers, remember that their ability to get on well with others and work in a team is as important as their skills and experience.
 - » If you need a large number of volunteers, look for those who can undertake specific tasks and choose some who can become supervisors or team leaders.
 - » When talking with volunteers, take time to make sure they have clearly understood their roles and have had an opportunity to express any fears or concerns, which can then be addressed.

We also compiled an action planning toolbox for you, which we added into Appendix A.

MONITORING AND EVALUATION

An important part of running a project is being able to measure progress (how are things going?) and to assess the impact of the project on people's lives (what have we achieved?). Measuring progress is called monitoring, and assessing impact is usually called evaluation.

MONITORING involves collecting information regularly from people who are running the project and from beneficiaries. It should assess whether numerical targets are being met, and it should also find out if the work is of good quality.

EVALUATION is usually done at the end of the project by getting feedback from the community, but the community should also have the opportunity to give feedback while the project is in progress. In this way, any complaints can be quickly dealt with and problems can be solved.

MOBILIZING YOUR GROUP AND COMMUNITY²

One major factor for succeeding with a Social Plastic Rebellion in your group or congregation is to be able to mobilize people and enroll them in the program. The vision of the Plastic Bank is to enroll 1 billion people into our movement, and this is exciting. Building momentum and having many people contribute is what will give the program strength. Also, it is awareness-raising and advocacy that moves people to action. Therefore, your program will only succeed if you can mobilize people. Because of that, this section about mobilizing people plays an important role in setting up the program. Furthermore, you can download materials like posters and flyers, as well as email and social media blasts for boosting your campaign.

What does 'mobilizing people' mean?

'Mobilizing people,' also called 'campaigning,' involves enabling people to participate in actions. It engages a larger number of people to achieve the changes we want. The aim is to show that people are concerned about the issue and want to see change on the issue. It involves adopting different tactics, requiring different levels of knowledge, and commitment according to our advocacy issue and context.

While the day to day operations of the program are done by a smaller team of trusted workers, most methods of mobilizing people or campaign actions are open to anyone. If an action is simple and accessible, there is a greater opportunity for more people to get involved. However, while involving large numbers of people can be effective, it is not always necessary or achievable.

There are two types of groups that can be mobilized for action:

- People who are directly affected by the issue, who can be empowered through taking part. (For example, poor people living in Baseco, Philippines, who have lots of plastic waste at their shorelines due to the many plastics floating in Manila Bay and Pasig River).
- People who are concerned for those who are affected by the issue, such as churches, Activists, and supporters of organizations working on the issue. (For example, Ellen MacArthur Foundation advocates governments and the industry to move toward a more sustainable economy through a circular design especially for plastic packaging that is recyclable)

Mobilizing or campaigning is culture-specific, perhaps more so than many of the other types of advocacy activities. What works in one country, such as a street march, may not work in another place where an orderly public meeting might be more appropriate. In some countries, mobilizing people publicly is not possible at all; although it can still happen in a virtual way online, through social media and campaign websites such as online petitions.

Mobilizing can involve dozens of possible activities, ranging from prayer vigils to street marches and demonstrations, from postcards and petitions to internet campaigns.

Whatever activity is chosen, it should be aimed at getting people enrolled and engaged with the Social Plastic Ecosystem. It should also aim to 'change the direction of the wind,' by bringing an issue into the public domain and moving different stakeholders to act.

What are the benefits involved in mobilizing people?

Mobilizing people creates opportunities to:

- Increase involvement of more stakeholders by showing there is public concern, a wide range of interested groups, and a high level of awareness and understanding of the issue.
- Add legitimacy to lobbying efforts by involving the people affected by the issue.
- Use energy in a positive way that will bring about change.
- Bring media attention to the issue and raise the profile of the issue.
- Produce greater commitment to the issue by those involved.

Engaging and clear messages are vital for encouraging people to take part in the campaign. They usually communicate both a vision of how things should be and a specific 'campaign ask' about what should be done to achieve that vision. Mobilizing activity that seeks specific changes tends to be most effective. If any mobilizing activity does not communicate clear messages, then it is significantly less likely to produce any meaningful change. The message must be striking and memorable, whether it is communicated through letters, postcards, placards, social media, or any other method. It should also shape the way people think about the issue.

Messaging must also reflect the mission of Plastic Bank.

Therefore, mobilizing people should not just be free stranding but always connect with wider aims. It should be timely and strategic, linked to key moments coming up such as Earth Day, Season of Creation, and other campaigns. Key dates and decision-making processes should always be considered when planning mobilizing activities. Mobilizing should also be agile and able to provide a rapid response to an opportunity if the situation requires it, like doing a beach clean-up after a storm.

Mobilizing people is essential, even though it can be cumbersome and costly; but, if approached with care, these efforts will not be a waste of time or money.

- Select an activity that is appropriate for the context in terms of success. For example, a social media campaign can be less expensive, while going house to house can bring deeper connections.
- Work in networks, alliances, and coalitions with other groups interested in the issue, and with the media.
- Seek permission from the relevant authorities for any public meetings, marches or events.

- Find out and keep informed about the relevant laws that permit public activities, the restrictions in place, and the rights that protect all citizens, such as the right to peaceful assembly. Seek guidance from lawyers if necessary.
- Keep a close eye on the media to see if there are any precedents, good or bad. Currently, there is a hype around ocean plastic; this hype can be harnessed to motivate people to join.
- Be realistic about what can be achieved. Otherwise, there is a risk that Social Plastic will not be well received by potential supporters or those who disagree.
- Invite public officials to join in activities when appropriate but be aware of the possibility of being used by public officials for political reasons (co-option). If we let public officials take credit for our advocacy message and/or platform, this should be a tactical decision, not an issue of principle. Our job is to persuade them to do their job better, rather than to support or oppose them, so it can be sensible to ensure that they cannot take credit too easily, and that they have to deliver something of value.

How does awareness-raising lead to mobilization?

Awareness-raising is often the first step in mobilizing people to act on a particular issue.

Awareness-raising needs to be done with those who are directly affected by the issue and with others who are concerned for those affected. For example, churches, activists and supporters of organizations working on the issue. These groups can be reached through our sermon series, small groups material and youth curriculum.

If people are not aware of the issue of ocean plastic and poverty, and of the potency of Social Plastic to address the issue, they will be unlikely to act until they are informed and aware. It is also unfair to expect people to act if they have insufficient information or do not understand the issue.

Awareness-raising therefore needs to include an analysis of the local plastic situation that exists and the ways in which change can come about through Social Plastic.

When considering the most appropriate and effective ways of awareness-raising for advocacy, it is important to understand how adults learn. In particular, it has been said that people generally remember:

- 20% of what they hear
- 30% of what they see
- 50% of what they hear and see
- 80% of what they discover for themselves



Given this, awareness-raising activities should stress learning more than teaching, so that people are encouraged to share their own experiences and understanding with each other, and to participate in the planning of any mobilizing and campaigning actions. It is also important to recognize that adults learn quickly about things that are concrete and relevant to their lives, and that their powers of observation and reasoning often grow stronger over time.

One of the best ways that people learn about an issue is when they make lifestyle changes in order to understand and respond to an issue. Examples, depending on the context, this may include: recycling as much litter as possible to promote environmental sustainability; using public transport, cycling, or walking, rather than driving private vehicles, in order to reduce one's carbon footprint; or buying fairly traded products in order to be part of the solution to global trade issues.

Within this dynamic, there is still a clear role for NGOs that have certain technical or political expertise, who can help community

members to understand more about the causes, wider context, and long-term consequences of the issue they are facing.

Useful methods for awareness-raising include:

- Public meetings and rallies
- Information flyers and newsletters
- Radio broadcasts
- Newspaper articles
- Open-air films and presentations
- Community meetings
- Posters

Methods for mobilizing people

There are many ways to mobilize people for action. Choosing a method should depend on factors such as interest and impact. The table below outlines a number of options with some of their benefits and drawbacks.

WAYS TO MOBILIZE PEOPLE	HOW IT IS DONE	BENEFITS	DRAWBACKS
PUBLIC MEETING	People are brought together for a debate. Decision-makers accept public questioning	Might get good publicity Decision-makers hear views directly	Time Consuming and expensive to set up Possibility of disruption
DEMONSTRATIONS, STREET MARCHES, PROTESTS	Group of people gather at a symbolic place as a protest that is visible to decision makers	Can be very visual and powerful Good media coverage Chance for interviews	Might lose access to decision-makers Possible Violence
VIGILS, OUTDOOR CHURCH SERVICES	Group of people gather together to make a point about something through a public church activity	Peaceful Engages church through their familiar activities	Difficult to get media engagement Challenging to work with people from other faiths
SUPPORTERS MEETING DECISION-MAKERS	Groups of concerned people meet with decision makers—often their local officials—to reinforce the message	Decision-makers hear directly from those affected Builds local support for campaign	Often too many issues included and difficult to coordinate messages
MARCHES	Group of people walk through the street, possibly with a meeting at the end and/or symbolic action	Visual and fun Easy to participate for a wide range of people including children	A lot of effort to organize Prone to being hijacked by more extreme groups
STUNTS	Unusual actions, such as a street drama, draw media attention to your cause	Good media attention Powerful for getting message across to the public and decision-makers	Can go wrong and look unprofessional If very controversial, public may be hostile
POSTCARDS AND PETITIONS	People sign a sheet or paper or write a message on a postcard or email to a decision-maker	Quick and easy to do Many people likely to act Can be a good starting point for mobilizing the public	Impersonal and possibly ignored by decision-maker

Good practices when mobilizing people

Some general considerations to bear in mind when mobilizing groups of people:

- Include those who are affected by the problem, so they take responsibility for advocating for their own issues. For example, if there is contamination of plastic at the beach of a city, work with the schools and community groups there so that they coordinate and lead a march through the streets.
- Choose your methods carefully by considering 1) what will be effective and appropriate, and 2) what people are likely to be willing to do. For example, people may be willing to sign a petition or attend an orderly public meeting.
- Have a clear message, knowing what you are asking for, so that it can be used in a variety of ways; e.g. in radio interviews, placards, posters, or slogans. Make it punchy, striking, and memorable. Put your issue in context. Link it with the wider policy and lobbying work you are doing.
- Make events fun because this builds solidarity and support. For example, you could hold a carnival or a march. Encourage color, creativity and variety.
- Encourage easy actions so that people will readily become involved and act. With incentives, many people can do basic actions such as starting to segregate waste at home.
- Use novelty and surprise, even in conventional settings such as public meetings, as this engages people with your actions and appeals for change.

- Maintain momentum by planning several mobilization tactics or activities ahead of time and thinking of them as scenarios for use in response to events, rather than as a set sequence.
- Think about how the media will respond and plan actions that will attract media attention. In doing so, you can get your message to a wide audience—for example, visual stunts that provide photo opportunities.
- Consider the potential effects on your relationship with decision-makers. If you are in discussions with decision-makers about changes that they can make to their policies or practices, then you need to consider whether mobilizing people will increase or decrease your chances of success.
- Work with your allies to reach the widest group of concerned people as possible. This may include allies from other countries who could send letters and emails to government officials to show that there is international concern for the issue you are addressing.
- Identify mobilisers who will get your message out, and persuade others to join your mobilizing actions. Those can be circulating a petition, bringing friends to a march, etc. Think about who these people are, how you communicate with them, and how they communicate with each other, making it as easy as possible for them to get involved.

We hope these ideas help you to get organized for joining the Social Plastic Ecosystem and also to mobilize your group, parish, or community to join in becoming part of this powerful vision.



WASTE AUDIT

OF YOUR CONGREGATION,
SCHOOL OR HOME³



Summary

A waste audit is intended to give you an idea about the volume and composition of the waste you produce. It further helps you decide on better waste avoidance and reduction strategies. Finally, it will help you to determine your plastic footprint as a starting point, to then reveal the value of your plastic waste through recycling and neutralization. Practically, it involves collecting all the garbage and recycling within the facilities of your group for a certain time, separating it into categories, measuring each category, and documenting the findings.

Background

In a perfect world, we would not throw anything away. We would use less and then reuse or recycle the remainder. To help people understand why waste reduction is important, they need to understand that waste is a big problem. Just one milk carton or plastic water bottle may not seem to make a big difference, but when they see the cumulative impact of all the waste over time, we begin to see why things need to change. Conducting a waste audit provides you with information about what is in your waste stream and where it is going. This information can also identify resources

that could be reduced or recovered through reusing, recycling, and composting. The Plastic Bank shows you how much plastic you are consuming. If you know what is being thrown out and where it is coming from, you can design and implement solutions to reduce waste.

A waste audit sounds like a messy, smelly job. The surprising thing is how much fun both adults and children can have sorting, measuring, extrapolating, reporting, and coming up with a plan for change! To see a waste audit in action, check out this video from D97Holmes Elementary School: <http://vimeo.com/17296019>

The waste audit can take two to three hours depending on the size of your group and your activities. It will provide valuable information for planning waste reduction strategies. Take the time to plan a thorough audit and gather detailed information.

Begin by completing the worksheet "Exploring Our Waste Stream". You will use the Waste Audit Forms to document all the data collected during the audit.

You can find a detailed work-plan on how to conduct a waste audit in Appendix B.



RUNNING THE PROGRAM

CHANGING THE WORLD: STARTING A CROWDFUNDING PROGRAM TO MAKE YOUR CONGREGATION OR ORGANIZATION PLASTIC NEUTRAL

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Introduction

You live in a place with little mismanaged plastic, but you and your group want action to reduce ocean plastic globally. You are also concerned about the plastic you consume and want to compensate for your own plastic consumption through supporting the reduction of ocean plastic somewhere else.

Plastic Bank can match you to a partner congregation in the Global South fighting the huge amounts of ocean plastic in their place. All your neutrality funds will help their group to set up their recycling program and stop ocean plastic. You can also support the Plastic Bank to expand our collection of ocean plastic at large through neutralizing your plastic. Either way, you will get updates on how much impact your group is achieving.

Implementing this program

There are three possible ways to do it, depending on how much time and how many volunteers you have available, and whether there are recyclers buying plastic nearby.

- **Direct Plastic Neutralization:** The easiest and fastest way is to join our Plastic Neutrality Program, based on the plastic footprint of your group and your members. The average person consumes 84 kg of plastic per year. The value of this plastic in cash is 44\$USD or 52 cents/kg. Remember through the waste audit, you calculated the yearly plastic footprint of your church. This should be the minimum target for your group to neutralize. For example, if your congregation has a plastic footprint of 1000kg annually, then your plastic neutrality target is 520 \$ USD. Each of your members is also consuming plastic at home, which amounts to an additional 84kg of plastic per head. If your congregation has 100 members, this adds another 8400 kg of plastic to your footprint. You will not be able to get everybody on board and not everybody will be able to afford it. That is okay. There may be some who want to do even more and they can become Ocean Neutral Heros by giving 88 USD or even Ocean Neutral Champions for 200 USD. We encourage you to aim high, but also it is better to do little than nothing at all, as every bottle we can stop from entering the ocean counts. The multiplier effect of this neutralization is immense. For each kilogram you neutralize, you prevent 50 plastic bottles from entering the ocean.
- **Plastic Bottle Deposit Neutralization:** If there is a plastic bottle deposit program in your country or state, you can mobilize your members to collect the funds from their bottle deposits returns and donate these. You can have a special collection during the worship service weekly or once a month for the funds from each individual's plastic deposit returns. It is important that you keep announcing these and set targets, which should be celebrated once reached, so that it remains present in the members' minds. Optionally, if you have volunteers, space, and transportation, your group can also collect plastic bottles from your members and deposit them in bulk at the reverse vending machines. Each Dollar from your plastic deposit returns is multiplied immensely by enabling us to collect 100 bottles. This is a great way to neutralize the plastic you consume. You

can maximize your impact by going beyond your church and run bottle drives in your community or your town. We are also working with the operators of the Plastic Deposit Programs for direct donation options to Plastic Bank at the Reverse Vending Machines. Please write us for information on the locations where this is operational.

- **Recycled Plastic Sales Neutralization:** Collecting plastic for recycling at your location is an option if there is a Recycling Company nearby that buys plastic waste. Your income will be a great contribution to help others to collect even more plastic. As already mentioned, with every dollar you generate, 100 fewer bottles will pollute the ocean through our Social Plastic Rebellion. Write us for help with locating a possible recycler. For instructions on how to run a collection point, please download the "Action Manual-Global South" and review the last section. There might be more opportunities for this option in the USA and Canada, but less in Europe. Please let us verify that this is a possibility at your location, before you start planning. If it is not possible, you can have a great impact by using either one of the two options described above.

Processing your Plastic Footprint Neutralization:

- **Step 1:** Identify the amount of plastic to be neutralized: Go to https://www.plasticbank.com/plastic-neutral-groupprogram/#.XSmpEo_grIU. Sign up and register the number of your members going plastic neutral, based on the funds you collected through one of the three implementation options above. As already mentioned, the amount of 44\$ USD neutralizes 84kg of plastic per annum. So, if you collected 440\$ USD, you can neutralize 840kg of plastic.
- **Step 2:** Impact and authentication: After we receive your submission, we will send you an invoice. After receiving the payment, we will email you a certificate with the name of your group and/or individual certificates for the members who contributed and the amount of plastic you have neutralized. These you can print out, display in your building and CELEBRATE!
- **Step 3:** Ongoing information and mobilization drive: Keep your members updated and encouraged via Social Media about the volume you are collecting. Expand the program further into your community, work, friends, and school. For suggestions, check our homepage and sign up for our newsletter. We are running several campaigns - like Season of Creation, World Ocean Day, and more throughout the year—and will have material available for you to download and use.

Congratulations:

You have now reached the end of this tool-kit. As you start implementing the program, you will run into roadblocks and encounter frustrations. Changing the world is not easy. But if we do not do it, who else will? Moving forward with this initiative is absolutely important for the ocean, the poor and future generations. Please keep this in mind when you run into difficulties. Don't give up. It is totally worth it. We are here to help and support you. Join our online platform to connect to other groups that are part of the Social Plastic Interfaith Rebellion or contact us at interfaith@plasticbank.com.

APPENDICES

APPENDIX A: ACTION PLANNING TOOLBOX⁴

Managing meetings

Meetings to plan and coordinate activities are necessary. Invite people who have particular skills, knowledge, or influence in the community. Open discussion helps to avoid misunderstandings or duplication of effort.

Because situations change, regular meetings are needed to review progress and reassess the needs of your program. Sometimes you might need to have several meetings in one day. If government or NGOs call a meeting for coordination purposes, try to send a representative to attend.

It is important to run meetings efficiently. The following tips are given to help make your meetings effective.

- Before the meeting
 - Make sure everyone knows why they are meeting.
 - Make sure everyone knows the day, time, and place of the meeting.
 - There should be a simple and clear agenda.
 - Sufficient notice should be given to those who need to prepare papers or a speech.
 - Provide food and drink, if appropriate, and plan breaks.
- During the meeting
 - Start and finish on time.
 - Make sure visitors and new members are welcomed and introduced.
 - Make sure everyone has a chance to contribute, to speak, and to listen.

- Make sure the agenda is followed.
- Before making a decision, ensure that all the key points are summarized and understood.
- Make sure a record is kept of the decisions made. Actions should be assigned to specific people with completion dates.
- After the meeting
 - If possible, people who come to the meeting should receive a record of decisions made and actions planned.
 - Everyone should be made aware of when the next meeting will be held.
 - If appropriate, make sure everyone has a list of contact details which can be used if there is a need to call an emergency meeting.

A simple guide for making decisions

- One of the challenges of running a Social Plastic management committee is making good decisions. There should be good preparation beforehand, and people should be given plenty of information on which to base their decisions. The following questions are designed to help the coordinator facilitate good decision making:
 - What are we trying to decide? Be sure this is clear to everyone.
 - What are the different possibilities? Consider as many as possible. Write them on a board or flip chart.
 - How might each possibility work? Consider the positives and negatives.
 - What suggestion, or combination of suggestions, do we choose?
 - What do we need to do to carry out the decision?
 - Who will do what, when, where, and how?

Securing additional help

- There are some situations in which the church may not feel it has all the expertise to prepare for and execute the Social Plastic program. At such times the group may need to seek external technical advice. The specific areas of advice might include the following:
 - Rules and regulations of waste management of local and national government
 - Local recyclers and junk shops you can partner with
 - Government permits and regulations in running a collection point

Sources of help

- There are several potential sources of help:
 - Members of the church who have the specific skills you need
 - Neighboring churches and faith groups which have people with relevant skills
 - Local NGOs which specialize in areas such as environment and waste management, zero waste
 - Local publications on waste management
 - Local government officials or a lawyer

Basic planning and monitoring skills

Leaders know the importance of preparation and planning. Services for worship, special one-day programs, soccer games, or children's Bible classes all require careful thought and attention to detail.

The same applies when we are planning to eliminate Ocean Plastic. This section gives some guidance on how to plan well and how to monitor the progress of a project. It is relevant for successfully running a social Plastic program.

The following exercise is a simple tool that will help a Social Plastic management committee to plan its work. It includes some ways of addressing the problems which could arise and hinder the progress of the project.

The minibus exercise⁵

If possible, ask someone to draw a minibus similar to the picture below and display it somewhere where everyone can see it. Then discuss the questions that surround it. The answers to the questions then become your project plan.



1. What are we going to do?

- This is about deciding what is the main objective of the project. The objective might be to collect all plastic from our community.

2. How are we going to do it?

- This is about identifying the tasks that people involved in the project will have to do to make sure it fulfills its objective. For example, in the collection project, tasks could include weighing and recording the plastic, and contacting the local junk shop to pick it up.

3. What resources do we have?

- Consider all the different resources that you already have and that you can use for this project. This could include people's labor, time, experience, or skills, as well as natural resources, relationships with other organizations, money, and prayer. There could be a church member skilled in accounting or designing the compartments for the recycling booths.

4. Who do we need on board?

- Think about the various people who should be involved in designing and operating the project. This should include church leaders, volunteers, and representatives of local partners and the local authorities.

5. What could hold us back?

- The purpose of discussing this question is to identify the things that could possibly prevent your activities from happening. This might be opposition from other members of the community, lack of funding, or lack of skills and experience.

6. What could get in our way?

- This is about all the things that could disrupt the project after it has started. These could be local conflicts, bad infrastructure, sickness among workers in the project, or uncooperative local officials.

7. How much will it cost?

- When you have identified all the different activities, you will need to work out how much these activities might cost in order to prepare a simple budget. Members may be able to contribute something, but other sources may be needed.



Use the following table to convert the information from the minibus exercise into a plan which can be used by group.

NAME OF THE PROJECT	
SITUATION:	
1. WHAT ARE WE GOING TO DO?	
2. HOW ARE WE GOING TO DO IT?	
3. WHAT RESOURCES DO WE HAVE?	
4. WHO DO WE NEED ON BOARD?	
5. WHAT COULD HOLD US BACK?	
6. WHAT COULD GET IN OUR WAY?	
7. HOW MUCH WILL IT COST?	

Task planning table

This table is useful for helping a small team to plan the different tasks that the project requires. If you do this on large sheets of paper, it can be used in planning meetings and to review how things are going.

DAY	1	2	3	4	5	6	7	8	9	10
TEAM MEETING		X		X		X		X	X	
TASK 1	START		END							
TASK 2	START		END							
TASK 3			START		END					
TASK 4			START		END					
TASK 5						START		END		
TASK 6							START			END

APPENDIX B: WORK-PLAN ON HOW TO CONDUCT A WASTE AUDIT⁶

Planning

Conducting an audit is a valuable opportunity for educating members, staff, clergy, administration, parents, and the community about waste, resource conservation, and why it is important to reduce how much waste you generate. Planning involves considering who needs to be involved, when to conduct the audit, why you are doing this, what materials you will need, and how your audit will be structured.

- **Who: Your Social Plastic Committee.** Begin your audit with good communication with all stakeholders.
- **Administration:** It is important to discuss this activity with the leadership of your group and receive permission before proceeding. The leadership can also give you a list of key people to involve in the audit.
- **Custodial and kitchen Staff:** Introduce yourself to the custodial staff and kitchen staff/volunteers. Discuss the audit with them, explain what is involved, why the organization or group is doing this, and learn what the schedule is for collecting waste/recycling throughout the facilities. Invite their input on organizing the pre-sorting station, meal times, and kitchen communication.
- **Members of the group:** Scheduling the audit to occur when you are learning about concepts related to waste and recycling (e.g. natural resources, nature's decomposers, or climate change) provides a hands-on experience to complement learning. It is recommended that the attached Questionnaire, Exploring Our Waste Stream, is completed prior to the audit by all members.
- **Everyone Else:** Make sure everyone in the facility is aware of when the audit will occur. A waste audit can be conducted with only a few people. Getting more people involved (members, staff,

and clergy) makes it easier and a better opportunity to engage others in waste reduction. Having members involved in the sorting, weighing, documenting, and discussion is an important aspect of conducting a waste audit. The same people who help with the pre-sorting in the kitchen can help with the final sorting and weighing. Try to involve 10-20 volunteers.

- **When: Setting the Date.** Choose a typical day with activities in your facility in order to capture a true representation of the waste generated. Avoid holidays and days when special celebrations will occur. Do not plan a waste free lunch day on the date of the audit. The audit can be very messy depending on what is served for hot lunch. Choosing a hot lunch day where a piece of fruit is served instead of fruit salad, pizza instead of spaghetti, a cookie instead of pudding will make sorting easier.
- **Why: Tell People Why You Are Doing This.** Communicate why and when you are performing a waste audit with the entire group and community. Create an electronic flyer, post information on the website, make announcements in services, gatherings or in the auditorium, and show the Holmes Zero Waste video depicting a waste audit (www.sevengenerationsahead.org). Generating awareness and excitement about this event will be helpful in garnering cooperation and support on the day of the audit.
- **What: Materials Needed for the Waste Audit.** This list of materials is a general guide as to what you may need to perform a waste audit. When including kitchen waste in the audit, it can be helpful to have members pre-sort their waste into labeled receptacles after they eat. Additional garbage/recycling receptacles, bags, and signs may be needed for this process. If you plan on having members involved in the waste audit, then you may choose to have those people coordinate in some way (e.g. wear the same colored bandana or wear a safety vest) so others know who to ask for help.

SPACE FOR SORTING WASTE	WEIGHING SCALE -NURSE/DOCTOR TYPE, POSTAGE, KITCHEN, BATHROOM
ROLL OF DISPOSABLE PLASTIC TO BE LAID ON	PROVIDED AUDIT WORKSHEET(S) TO RECORD AUDIT DATA
FLOOR OR PLASTIC TARP	CAMERA
SCISSORS AND TAPE FOR CUTTING AND SECURING PLASTIC TO FLOOR AND POSTING SIGNS	PAPER AND MARKER FOR LABELING BINS/CANS
TRASH BAGS AND PAPER GROCERY BAGS	DISPOSABLE PLASTIC GLOVES FOR EVERY PARTICIPANT
SIGNS FOR BINS AND SORTING AREAS ON THE FLOOR	5-GALLON BUCKETS 2 TO 4 FOR LIQUIDS
WHITE BOARD OR CHALKBOARD FOR RECORDING	BINS/CANS FOR RECYCLING, LANDFILL, COMPOST

Consider having a couple of photographers document your waste audit. The photos can really give you an idea of the amount of waste generated in one day at your location as well as the volume of resources that are being wasted rather than recovered. For example, people are always surprised to find out how much paper is being thrown away rather than recycled. These photos are also a lot of fun for the group to see as they begin to realize that the choices they make each day are part of a larger collective impact that their entire group has.

Zero Waste Signage



www.sevengenerationsahead.org

How:

- Audit Structure
 - Audits can give an overview or provide detailed information. They can be a simple measure of how much recycling you generate, or they can give a detailed look at what resources can be recovered (metal, glass, paper, etc.) in different parts of the organization. They can take an hour or two, or they can take a whole day to complete. It is important to understand how the data collected will be utilized when planning how to structure the audit. Discuss and review the waste reduction strategies you plan on implementing. Think about what type of information needs to be captured in order to best measure waste reduction after the strategy is implemented. If you will need to conduct follow up audits to submit with a grant report, then review how that information needs to be measured and documented.
 - Work closely with custodial staff, building engineers, and kitchen staff. Request that on the day of the audit, no waste or recycling be removed from the premises. Establish a location for custodians to deposit and save any waste that must be collected before the scheduled audit so that it can be measured and documented as a part of the audit.

Options for conducting a Waste Audit:

- Option A—Kitchen: The kitchen waste audit can give you great information on not only opportunities for reduction and recycling, but also composting. Collect, sort, weigh, and document the kitchen waste and recyclables. Use worksheet Kitchen.

- Option B—Overview: Use this option for looking at overall recycling and waste reduction, but not composting. Collect and combine 1) waste from all rooms, 2) recycling from all rooms, and 3) only recyclables from kitchen (and not organic waste). Sort, weigh, and document. Use worksheet Overview.
- Option C—Room by Room Audit: Use this option to develop area-specific strategies for waste reduction. For all waste and recyclables: collect waste and recycling from throughout the building, but keep it organized by classrooms and office/staff rooms (containers can be temporarily labeled before being brought to a central sorting area). Sort each "room," weigh, and document. You can also plan your audit as waste reduction games between rooms, grades, or students and faculty. Have each classroom, office, staff room, etc. sort, weigh, and document their own waste. Use worksheet Overview.
- Pre-Sorting: Setting up Sorting Stations
 - Imagine the mess as you dump out many large garbage cans filled with smelly garbage and then don your gloves to sort it into your waste audit categories. A little bit of advance planning can not only keep you from having to perform this foul task, but also provide a perfect opportunity to get the members involved in the waste audit process. Plan to set-up one or more waste sorting stations in the lunchroom. Each station should be identical, with receptacles well labeled. Assign a member to each receptacle or sorting station and explain to them that their job is to help the other members sort their lunch waste into the proper receptacles when

they are done eating. It is also important to have extra volunteers on hand to assist. Each audit volunteer should have plastic gloves and have their hair tied back. Spend time explaining their duties and remind them of the important job they have. Announce to the kitchen that when they are leaving their tables, they are to go to a sorting station and will be helped by volunteers. Have extra garbage bags handy, as volume will increase rapidly as lunch comes to a close. Usually sorting is completed in the allotted time for lunch, but a lot depends on the number of volunteers available to help.

- Sorting Area
 - Set-up the sorting area where
 - » You have adequate space and time to conduct the waste audit, and
 - » It will require only limited transport of liquids and food scraps. This can be done in the lunchroom after all lunches are over, in the auditorium, an unused classroom, or the hallway. If needed, prepare the room by covering the floor

with plastic tarps or sheeting. Tape the plastic down to the floor on all sides to prevent slipping and tripping.

» Request to borrow a scale from somebody. Postal scales and home bathroom scales work as well. A digital readout is preferred. The size and type of scale that you use may determine whether you can weigh items in their container/bin or need to remove the bag and weigh items in a different manner. Have a large chalkboard or whiteboard for charting information and taking notes.

- Sorting Area for Rooms and Offices
 - A waste audit can be done by as few as 2-3 people. That being said, getting others involved helps this to become a visible kick-off for your waste reduction efforts as well as a way to help engage students and adults. The following chart gives an idea of a variety of ways you might use volunteers during the waste audit. When you have a good number of volunteers, it is important that each be a useful part of the audit; assigning a task or assignment can assure that everyone plays a role.

TASK	DESCRIPTION	VOLUNTEERS
RECORDER	Records all data from audit on the recording sheet. This includes weights and counts for all waste streams that are measured. recorder will know which streams require counts in addition to weights (see recording sheets), when asked by the recording team	Sandy
COUNTER	Counts the items requiring counting. Use tarp in designated location. Report final data to Recorder and discard into proper receptacle	Karl
SORTER	Receives all contaminated bags and discards into proper waste streams. Use tarp in designated location. Label new bags with its waste streams and give to receiver	Maria, Carlos, Michael
WEIGHER	In charge of the scale and making sure all bags are weighed properly. Needs to report all data to the recorder. After data is recorded, discard bag into proper receptacle	John
RECEIVER	Receives all bags coming in to be weighed for the audit. Make sure the runner has indicated what waste stream is inside. If the bag is not contaminated, give to the counter if it must be counted or to the weigher if it does not need counting. If it is contaminated, give it to the sorter. Help counters and sorters during downtime.	Liz
BAG RUNNER	Floats around each station picking up full bags that are ready to be weighed. As you check each station, also look within each receptacle to make sure streams aren't being contaminated. if you see items that are being discarded improperly rescue the material (with gloves) and put it into its proper place.	David, Noah, Rob
EDUCATOR	Educate people about how to properly discard their items. Each receptacle is designated to collect a particular waste stream (see signage. Make sure whatever item is being discarded is going into its proper receptacle. It is isn't properly discarded, rescue the material (with gloves) and put it into its proper place.	Taylor, Kareem, Christine, Paola

Measuring and Recording Waste

- Weigh all empty collection containers before you begin, including empty recycling bins, buckets, boxes, or other containers. Remember to deduct this weight from the final weights you record for your waste audit.
- Waste from rooms and offices can be dumped onto the tarp/plastic where volunteers can sort it into general piles of paper, plastic, metal, food, and miscellaneous.
- Once a “room” has been sorted, start to weigh the individual categories of waste, document it on the Waste Audit Form, then move on to the next category.
- Once all the waste from a “room” has been sorted, weighed and documented, all the landfill waste can be set aside to be transferred outside. The recyclables can be dumped into a box (or the receptacle the custodial staff uses for recyclables) and set aside.
- The next “room” can now be sorted, weighed and documented.

For kitchen waste that was pre-sorted, much of it can be weighed as is and documented. The recyclables and miscellaneous waste may require further sorting. For kitchen waste that was not pre-sorted, dump it out onto a tarp to sort into separate bags/bins for fruit, veggies, meat, bread, and miscellaneous items.

Take note of items that are not on the waste audit form but are a regular waste item at your place, such as plastic straws, plastic utensils, condiment packets or chip bags. If possible, weigh or count these items, document them on the Waste Audit Form under Miscellaneous, and write in the item name, count, and/or weight. This information can be used to advocate for less wasteful alternatives.

Learning Opportunities

A committee member should be assigned to engage the members in educational activities during the waste audit.

Estimate and Measure: When a category is brought to the scale for weighing, ask a few members to lift the bag or bin and estimate how much it weighs. Assign another volunteer to weigh the bag, operate the scale, announce the true weight, and figure out whose estimate was closest. Have volunteers take turns weighing and estimating.

Discuss how you deal with waste in your community: Talk about the waste and discuss why sending it to the landfill is a problem (waste of natural resources, lifespan in a landfill, pollution caused by landfills, shortage of landfills in area). Question members about solutions for reducing the amount of waste generated and sent to landfills. If some items are recyclable at your facility but are not being recycled, ask them why they think those items are not being recycled and ask them for possible solutions. Take notes of the responses and keep them involved in the waste reduction strategies.

Extrapolate: Use the data gathered at your audit to extrapolate and determine the total amount of waste generated for your place during one year. How much of that waste should be recycled? Extrapolate to determine how many pounds of recycling can be recovered in one year.

- Clean-up
 - It is important to discuss clean-up of the Waste Audit with the custodial staff. Determine if the custodial staff will still be working at the end of the audit and if they can assist with clean-up. It is important to remember that the custodial staff will play an integral part in the success of any newly implemented waste reduction strategies, so be aware of any extra help that is being requested of them and acknowledge the efforts they make.
 - Know ahead of time what the custodial staff can do and what you need to be prepared to have volunteers do.
- Tasks:
 - All of the waste and recyclables will need to be transported to the dumpsters outside at the end of the audit. The bins and receptacles need to be put away.
 - The plastic tarp (if reusable) will need to be cleaned, removed from the floor, and stored. If plastic sheeting is used, then carefully remove it from the floor and add it to the landfill waste.
 - The liquid buckets will need to be emptied and cleaned.
 - The floor will probably need to be mopped and cleaned.
 - Return the scale and the chalkboard.

- Waste Audit Results
 - Once your waste audit is complete, the data you have gathered needs to be summarized and reported. If students were working on chalkboards or whiteboards, consider taking photos of their calculations. Come up with a summary report that shows what you have learned. This may be a data table or a pie chart—something that can show the total amount of waste generated, what the group is currently recovering (usually through recycling), and what else could be reduced or recovered.
 - Note that your charts or tables do not need to be created on a computer. It is even more powerful to have one of the volunteers create the chart on a large piece of paper (flip chart) or the board. It also shows your plastic footprint.

Waste Extrapolation

ORGANIZATION	# MEMBERS	WASTE PER DAY (KG/DAY OR WEEK)	WASTE PER YEAR (KG)	KG OF PLASTIC/YEAR (ESTIMATED 10%)
GRACE ELEMENTARY	900	584.25/day	102,810	10,281
ST. JOHNS CHURCH	400	519.4/week	27,040	2,704
GORDON SOCCER CLUB	1,100	2,144.86/week	111,540	11,150

Audit Data Extrapolation: Hobbes Elementary

ITEM COLLECTED	RECOVERED PER DAY (COUNT OR LBS./DAY)	RECOVERED PER YEAR (COUNT OR LBS./YR.)
MILK CARTONS	301 per day	51,113 per year
LIQUID	99.6 lbs./day	16,932 lbs. per year
PAPER BAGS	398 per day	67,660 per year

Data from your waste audit can help you to see the impact of their collective efforts. One decision about where to put a milk carton is part of a big solution.



The worksheets are helping you to run the waste audit and collect the data and summarize the findings. We suggest you have them photocopied when using them on site.

Worksheet 1: Exploring Our Waste System

- How many garbage dumpsters do you have?
- How much garbage does each dumpster hold?
- How often does the garbage get picked up?
- How full are the garbage dumpsters at collection time?
- What company collects the garbage?
- Where does the garbage travel to?
- How much money does it cost for the garbage to be picked up?
- How is the garbage cost determined (# of dumpsters, weight of garbage, etc.)?
- Does your organization recycle?
- What items does your group recycle?

- Do you have a recycling dumpster or container outside?
- What company collects the recycling?
- How much money does it cost for the recycling to be picked up?
- What are all the items your recycling company will collect?
- Does each room have a recycling bin?
- Does the office, library and resource center have recycling bins?
- Do you recycle in the kitchen?
- What do you recycle from the kitchen?

Worksheet 2: Kitchen Waste Audit Data

- Group's Name:
- Date:
- Person in Charge of Audit (Pastor, Administrator, Board Member):
- Have Volunteers sort items into collection containers (cans and buckets with signs) as they finish eating lunch. All weighing, counting and recording will be done after lunch.

ITEMS	COUNT	WEIGHT	CURRENTLY RECYCLE/ COMPOST/COLLECT	TOTAL
RECYCLING				
Plastic			<input type="checkbox"/> yes <input type="checkbox"/> no	
All Other Recycling			<input type="checkbox"/> yes <input type="checkbox"/> no	
Total Recycling in Weight			<input type="checkbox"/> yes <input type="checkbox"/> no	
LIQUID				
All Liquid (mild, juice etc)			<input type="checkbox"/> yes <input type="checkbox"/> no	
COMPOST				
Food scraps			<input type="checkbox"/> yes <input type="checkbox"/> no	
LANDFILL				
Landfill: straws, styrofoam				
TOTAL WEIGHT				

Worksheet 3: Recycling Waste Audit

- Group's Name:
- Date:
- Person in Charge of Audit (Pastor, Administrator, Board Member):
- Waste recycling will be collected, sorted and measured from all parts of the building except the kitchen (for a kitchen audit, use Worksheet 2). Determine if there is a need to audit by room/office. If so, use a separate Worksheet for each area. Otherwise, have all recycling and waste transported to a central measuring area. Sort into categories and record below.

BACKGROUND INFORMATION		
ITEMS		COMMENTS
Is classroom paper recycled?	<input type="checkbox"/> yes <input type="checkbox"/> no	
Is office paper recycled?	<input type="checkbox"/> yes <input type="checkbox"/> no	
Can printers print double-sided?	<input type="checkbox"/> yes <input type="checkbox"/> no	
Can copiers copy double-sided?	<input type="checkbox"/> yes <input type="checkbox"/> no	
Are announcements sent home electronically?	<input type="checkbox"/> yes <input type="checkbox"/> no	
Do bathrooms have hand-dryers?	<input type="checkbox"/> yes <input type="checkbox"/> no	

WASTE AUDIT DATA				
ITEMS	COUNT	WEIGHT	CURRENTLY RECYCLED?	TOTAL
RECYCLING				
White Paper, Used on One Side			<input type="checkbox"/> yes <input type="checkbox"/> no	
White Paper Used on both Sides			<input type="checkbox"/> yes <input type="checkbox"/> no	
Total in White Paper			<input type="checkbox"/> yes <input type="checkbox"/> no	
CARDBOARD				
Cardboard			<input type="checkbox"/> yes <input type="checkbox"/> no	

WASTE AUDIT DATA				
ITEMS	COUNT	WEIGHT	CURRENTLY RECYCLE/ COLLECT?	LIST ITEMS
OTHER PAPERS				
Magazines			<input type="checkbox"/> yes <input type="checkbox"/> no	
Bills, Mail, envelopes			<input type="checkbox"/> yes <input type="checkbox"/> no	
White Paper			<input type="checkbox"/> yes <input type="checkbox"/> no	
TOTAL OF ALL PAPER			<input type="checkbox"/> yes <input type="checkbox"/> no	
OTHER RECYCLING				
Plastic			<input type="checkbox"/> yes <input type="checkbox"/> no	
Metal			<input type="checkbox"/> yes <input type="checkbox"/> no	
Others			<input type="checkbox"/> yes <input type="checkbox"/> no	
TOTAL OTHER RECYCLING			<input type="checkbox"/> yes <input type="checkbox"/> no	
LANDFILL				
Landfill (Plasticbags, styro etc)				
TOTAL WEIGHT				

REFERENCES:

¹ Adapted from Disasters and the local church: Guidelines for church leaders in disaster-prone areas, Tearfund UK 2011, pp 37-54

² Adapted from Advocacy Toolkit, Second Edition, Tearfund 2015, pp 161-171

³ Adapted from "Don't Throw Me AWAY!" A Zero Waste Curriculum (2013) by Seven Generations Ahead, pp 90-103, used with permission

⁴ Adapted from Disasters and the local church: Guidelines for church leaders in disaster-prone areas, Tearfund UK 2011, pp 37-54

⁵ Graphic from from Disasters and the local church: Guidelines for church leaders in disaster-prone areas, Tearfund UK 2011

⁶ Adapted from "Don't Throw Me AWAY!" A Zero Waste Curriculum (2013) by Seven Generations Ahead, pp 90-103, used with permission



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