



# WAR N WASTE ACTION TOOLKIT

FIGHT THE WAR ON WASTE IN YOUR 'HOOD



# WHAT'S IN THIS TOOLKIT?



**Sydneysiders Corina and Jo are two completely average members of their community in Ryde.**

12 months ago they took a War on Waste inspired journey by introducing simple ways to reduce the use of single-use plastics in their community. Now, with the help of the ABC they're here to share the 'hows' of doing good for your 'hood.



## JUMP IN

Find out what the buzz around waste is in your neck of the woods and learn tips on how to address it. Plus, learn how to create a waste warrior identity your 'hood will rally behind.

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## BUILDING YOUR BUDDIES



The who's who of your War on Waste crew and how to make them love you! Tips for working with council and media, group dynamics and getting the most out of your recruits.

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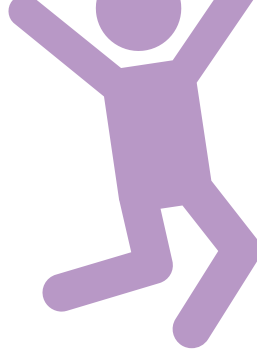


**WAR ON WASTE**  
**ACTION TOOLKIT**

# JUMP IN

**What's the buzz around waste in your neck of the woods and how are you going to address it? Plus, learn how to create a waste warrior identity your 'hood will rally behind.**





# JUMP IN

## WHAT'S THE BUZZ AROUND WASTE IN YOUR NECK OF THE WOODS?



To help you start your War on Waste journey, in this chapter we will:

**UNDERSTAND** the problems and the people in your 'hood

**IDENTIFY** potential resistance you might face and offer solutions

**UNLOCK** some brain juices (legitimate medical term) to creatively solve these problems

**CREATE** a waste warrior identity your 'hood will love, so people can't resist wanting to join in your good 'hood goodness.

Wherever you live, there's no doubt that the War on Waste has uncovered a burning issue for you. We're so proud of you for wanting to do something about it.

But let's be honest, sometimes the journey from an idea to the actual 'doing bit', is a scary one. And others around you may not share the same enthusiasm.

You may be surprised to find out how many passionate people are ready to get involved but just waiting for you to show them the way.

But you know that feeling when you walk down a street and someone is eyeballing you ready to sell you something? You avoid eye contact and maybe even cross to the other side of the road to escape that determined weirdo.

**Ok, we don't want that to happen to you!**

For the record, we're closet weirdos. We're insanely passionate about the waste issues in our world, but we know how to tuck our crazy away (for the most part).

**Why?**

Because it's a lot harder to make change in your community if people are intimidated by your massive commitment. Basically it starts them on the back foot and can make them feel anxious about not being as committed as you.

We'll share some of our own experiences tackling the War on Waste, but our challenges might be very different to the ones in your 'hood... so you'll want to use the templates to work out what might work best for you.



## PRINTING TEMPLATES

We know you care about the environment,  
and worry about using too much paper.  
Don't worry - we've got your back!

As you work through this toolkit, following the  
examples and coming up with your own ideas,  
you may find you want to print the templates.  
We're behind you all the way - so to offset this  
little bit of paper use, send us a message at  
hello@goodforthehood.com.au with "seedling"  
or "litter" (**actually do this!**) and we'll plant  
some trees or run a clean up in your honour.

So let's jump in and  
start by understanding  
what's driving YOU.

FILL IN THE

### WASTE CHALLENGES IN YOUR 'HOOD

Here's an example for  
the City of Ryde



### WASTE CHALLENGES IN YOUR 'HOOD

(5 mins) List as many problems as you can think of. We'll narrow down on these later....

Overflowing bins... Litter... So many cafes / disposable coffee cups / straws  
Large business park = lots of takeaway  
Lots of mums = too busy to care

#### WHY?

Why are you passionate about it?  
Why should others care? Why now?

ME:

I've been through my own  
journey to waste reduction wonderland.  
It's a slippery slope, and very satisfying.  
Once you start noticing it,  
you see it everywhere.  
Want to know how to gently nudge  
people to take that first step...  
Worried about the world if we  
don't make a change.

**OTHERS:** Waste isn't front-of-  
mind for a lot of people  
Too easy to switch off from imagery  
that makes us feel bad (dying sea turtles)  
Find triggers!!!  
Money/social pressure/role model for kids

**WHY NOW?** So much momentum!!!  
And this toolkit is going to hold  
my hand, so let's do this :)

#### BEST POSSIBLE OUTCOMES!



**Dream Big!**  
What do you want people to do as a result?

In Ryde, reusables are welcomed and celebrated  
as the norm. Even at Big Festivals/Events  
(Ban single use?)

Single-use items become the social outcast

Making the right decisions with waste becomes easy

Understanding waste (and then taking some  
effort) becomes second nature

Community has pride in keeping Ryde beautiful



GET THE BLANK TEMPLATE



## JUMP IN

WASTE CHALLENGES.  
KNOW THY NEIGHBOUR.

So, you're passionate about a burning waste issue in your 'hood. How are you going to address this problem? How can you make others care enough to join your War on Waste?

Unless your best possible outcome is to preach to the already converted, you are going to have to do a little more digging into how to rally the masses. Time to play a little bit of make believe, so you can make some big impact in the real world. Imagine someone called Ned.

NAH!



**NED NEVER**  
thinks about waste

And he's not afraid to say "Nah, you've lost me already" when you start talking about dying sea turtles. If you can find a way to make Ned care, your campaign can reach anyone!

He's the Ned in your head. Ned is not you. Ned is the opposite of you.

But it's not just Ned. There are other naysayers who need your help.

MEH



**SONJA SOMETIMES**  
recycles

... if the recycling bin is near enough. But if she needs to walk further, forget it. We suspect she leaves the odd bit of litter when nobody is watching too (shhh!).

BY UNDERSTANDING  
THE DIFFERENT  
TYPES OF PEOPLE IN  
YOUR COMMUNITY,  
YOU CAN WORK OUT  
HOW TO DESIGN A  
CAMPAIGN THAT  
WILL HELP THEM  
CARE AND MAKE  
A CHANGE.

DANG.



**MIKE MOSTLY**  
remembers his  
reusable bags

But today he picked up some milk at the servo. He knew he didn't need a bag to take it 10 metres back to his car, but he didn't want to cause a fuss so he takes the plastic bag the shop assistant gives him.

LET'S  
DO THIS!

**ALI ALWAYS**  
remembers her  
reusable coffee cup

And if she forgets, she'll dine in or go without a coffee (you're so hot right now Ali, just so hot). Ali is a potential influencer. She's what we call an 'early adopter', a changemaker, and someone who is going to listen and get involved quickly with very little persuasion. So the question is - how can we find people like Ali in our 'hood?



Now let's jump in  
and understand what's  
driving THEM.

**FILL IN THE  
KNOW THY  
NEIGHBOURS  
SHEET**

Never Ned  
example below



**BONUS:** If you really want to get serious about understanding your community, you need to set aside your own ideas and really listen. Ask questions and try to be open to what you hear. That's exactly what we did when we started **5 for Ryde**. We thought we knew what the problems were, but really needed to find out more about our neighbours before we could make changes.

**Check out this survey** we used to benchmark waste behaviours in our 'hood. We also went to a local park and had a chat using **this guided interview**. Sure, it took a bit longer, but it uncovered many barriers and opportunities and it gave us confidence that we understood the actual problems in our community (not just our suspected problems).

**WASTE HABITS**

Why should  
I have to pay more  
for plastic bags?

2 coffees a day in single  
use cups with lids  
Bin is always full

Those tree-huggers  
opposed my  
house extension...

**I WANT...**

Council to remove litter  
A bigger bin!



**NEVER NED**

HOME Ryde  
AGE 42  
FAMILY wife + 2 kids (9 and 11)

**FRUSTRATIONS**

Having to pay for  
bags  
CDS on beers  
Tree huggers



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# JUMP IN

## HOW CAN YOU WORK AROUND THE PROBLEM?

Great, so now we know about people like Mike, who have good intentions but sometimes don't take the next step. It's time to ask WWMD?

### What Would Mike Do?

Or perhaps it would be more useful to ask:

Why Wouldn't Mike Do that?

Mike and Ali are the easiest people to persuade 'cause they are already on a waste reduction journey.

Focus on them and get some quick wins.

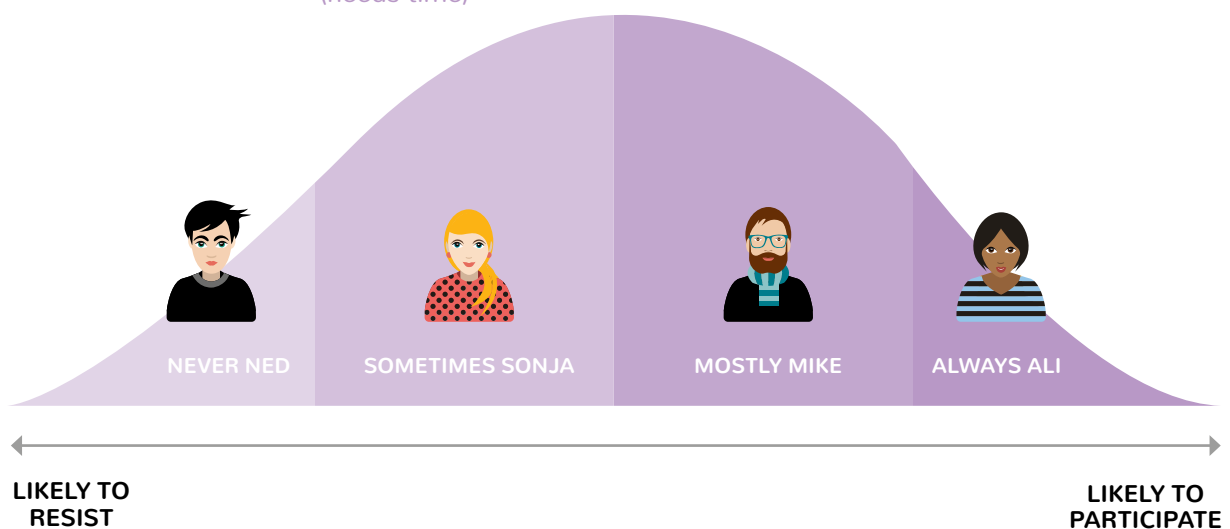


Will resist  
(may never change)

Needs to see others  
doing it first  
(needs time)

Low hanging fruit  
(easy to convert)

Early Adopter  
(quick wins)



Brainstorm as many  
'WHY NOTs' as you can  
in 5 minutes. Ok your  
time starts... now! Go!

**FILL IN THE  
WHY NOT?  
SHEET**

Single use coffee cup  
example below



## WHY NOT?

(5 mins)

If you can think of the reasons someone might resist making a change, you can also work out how to address this.

### CAMPAIGN GOAL

Ban single use coffee cups in Ryde

## WHY NOT?



(Brainstorm as many as you can in 5 mins)



**NEVER NED...** 1. I just don't care.  
2. Not my problem

1. Local cafes stop using single use cups - Ned has no choice but to get a reusable cup or give up caffeine!  
2. Legislation changes!



**SOMETIMES SONJA...** 1. Fear of cafe saying no  
2. Will I be the weirdo?  
3. Don't own a KeepCup

1. Cafe display sign welcoming BYO cup  
2. Launch event that encourages buzz, social pressure  
3. Cafe sell a reusable cup with first coffee free.  
Daughter's school sell branded BYO cups



**MOSTLY MIKE...** 1. Has a cup but often forgets  
2. Pre-orders morning coffee via app

1. Incentivise - discount  
2. Show how to use pre-order with reusable cup



**ALWAYS ALI...** 1. Already brings her own cup...  
BUT 2. Doesn't want to annoy the barista so doesn't make a deal of it

1. Yay!  
2. Hmm...Pretty pics of Ali with her cup on instagram?



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# JUMP IN

## YOU THINK YOU'VE GOT ISSUES?!

Great. So now we know 'why not' and some ideas on how we could overcome resistance. It's time to get the creative juices flowing.

How will you get your community to take the next step?

OK, go forth, be creative. Hmm. No? Got a creative block?

Have a bad ideas party! ➡

Now you've got some seriously bad ideas down. Look again.

Can some of these ideas be flipped on their head?

For example, can a penalty become an incentive?

A tax become a discount?

Could a wall of shame be turned into a wall of fame?

Some of your worst ideas may be hiding some really good ones. Don't worry if you haven't solved everything just yet. Let it brew, sleep on it and see where it takes you.

The important thing is that you want to keep it positive and have fun.

Create an environment where people can enjoy a simple and pleasurable experience so the 'good behaviour' seems more attractive and the bad, less desirable.

Because, like the change guru, **Les Robinson** says:

"People don't need to be told why they should change. They need to be shown how to start".

Bad ideas party to help brainstorm creative ways to (not) solve the problem of disposable coffee cups.

Check out the video: **THERE ARE NO BAD IDEAS!**



THERE ARE NO BAD IDEAS

There ain't no party like a 'bad ideas party'.

This is our favourite way to unblock your brain.

Another technique is the "IF NOT, THEN WHAT?"

GO TO LINK ➡





Trust us, some of the worst ideas can lead to nuggets of creative brilliance. Think of the funniest, silliest, most terrible ideas for 2 mins.

**YOUR TIME STARTS... NOW!**

The worst possible way to remove disposable coffee cups in Ryde example below



## **BAD IDEAS PARTY** (2 mins)

Trust us, some of the worst ideas can lead to nuggets of creative brilliance. Think of the funniest, silliest, most terrible ideas for 2 mins. Your time starts... now!

**THE WORST POSSIBLE WAY TO SOLVE...**  
(The problem)

### **BAD IDEAS**

CAFE HAS NO CUPS. SPRAY COFFEE  
DISPOSABLE CUP TAX 500%  
ALL DISPOSABLE CUPS GET DECAF  
DISPOSABLE ON HIGH SHELF. SHORT STAFF  
WALL OF SHAME (TALLY DISPOSABLES)  
HOLE IN BOTTOM OF ALL DISPOSABLE CUPS  
BAD/EMBARRASSING PUNS ON DISPOSABLES  
"NO THANKS A LATTE"  
"YOU MOCHA ME CRAZY"



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# JUMP IN

## HOW TO CREATE A WASTE WARRIOR IDENTITY YOUR 'HOOD WILL LOVE.

**You probably know that facts alone don't change behaviours.**

If facts had that power, then nobody would smoke, everyone would obey all the road rules and you'd never eat another doughnut again (say it ain't so!).

For more effective change, people also need interactions and human connections to take a leap. This works fine when the people you are influencing know you (and like you!). But what about the ocean of people who live in your community but don't know you? How do you reach them?

Sometimes it's harder to get people on side if they feel intimidated by what you represent (or what they think you represent). Choosing a fun identity is a great way to disarm those fears.

Check out the video:  
**HOW NOT TO LAUNCH A CAMPAIGN**



## NAME YOUR CAMPAIGN.

**First, you'll need to choose a name...**

Here are some ways to come up with a good name for your campaign:

- Write down all the things your campaign stands for
- Use a Thesaurus and look for more words that describe what your campaign stands for
- Choose two independently great things and put them together e.g. STRAWkelling (combining picking up littered straws and snorkelling)



HOW NOT TO LAUNCH A CAMPAIGN

- Choose a name that rhymes (our brains love rhyme all the time) - "Good for the Hood" "Take 3 for the Sea"
- Choose a name with similar starting sounds - "Seaside Scavenge" "Trashless Takeaway"
- Use your community as part of your identity "So Manly" "Plastic Free Kiama"
- Go for a pun "The Last Straw"
- Keep it positive "Keep Australia Beautiful".



This is not one of those annoying middle names you inherited from Great Aunt Gertrude. You get to choose your identity. Yay! Something you can be proud of.

**FILL IN  
CHOOSE A  
CAMPAIGN NAME**

5 for Ryde example below



**CHOOSE YOUR CAMPAIGN NAME (5 mins)**

This is not one of those annoying middle names you inherited from Great Aunt Gertrude. You get to choose your identity. Yay! Something you can be proud of. Something others will get behind.

**PASSIONS**

Jogging  
Kayaking/paddling  
Sewing  
Speaking French  
Cooking

Responsible paddlers

"plogging"

Boomerang Bags

**MASHING** (with the big problems in your 'hood)

Cleanup  
Reduce single-use plastics

1. Coffee cups ✓
2. Water bottles ✓
3. Straws ✓
4. Plastic bags ✓
5. Balloons? (but the kids love them)
6. Takeaway containers / cutlery (next level)

Education  
(recycling is confusing)

5 for Ryde

**WORD PLAY/PUNS**

RydePride  
PRyde  
Free Ryde  
Stop the waste tide in  
Ryde - don't be snide  
WastEd  
Waste / Trash / Bin

Waste No More  
Trashed in Ryde  
Ticket to Ryde

#GetInTheBin

**OOZING POSITIVITY**

Beautiful Ryde  
Cleanup Ryde  
Keep Ryde Beautiful ✓  
Plastic-Free Ryde  
Treasure Ryde  
Live Ryde

Make Ryde great again  
Refresh Ryde  
Revive Ryde  
The Sustainable Strip (no,  
this is too sexy LOL!)

**TAG LINES**

It takes a village: Specifically, Ryde.  
~~Who's Gonna Ryde Your Wild Horses~~ (terrible!!)  
Simple steps to waste less ✓

Keeping Ryde Beautiful  
No waste to water  
Know your waste  
Recycle, Reuse, ReRyde



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# JUMP IN

## NO BRAINER CHECKLIST.

Oh yeah... You've taken the biggest step - you started!




Virtual high five!!


Trust us, it's gets easier from here. All the building blocks are in place, you just need to work on putting them together. Sleep on it. Talk to friends and family (and maybe an Ali and Ned too?) and see what they think.

If you like, put all your scribbles onto one page so you can see them all at once.

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**NO-BRAINER CHECKLIST**  
Summarise your scribbles from SECTION 1 JUMP IN of the War on Waste Action Toolkit

<b>WAR ON WASTE FOCUS</b> Suburb/Region: Focus waste items(s):	<b>WHAT'S DRIVING YOU?</b> Driving me/us: Best possible outcome:
<b>KNOW THY NEIGHBOUR</b>	
 " NEVER NED "	 " SOMETIMES SONJA "
 " MOSTLY MIKE "	 " ALWAYS ALI "
<b>WHY NOT?</b> Identified opportunities:	
<b>BAD IDEAS PARTY</b> Evolved into good ideas:	
<b>CREATE A WASTE WARRIOR IDENTITY YOUR HOOD WILL LOVE</b> Shortlist:	





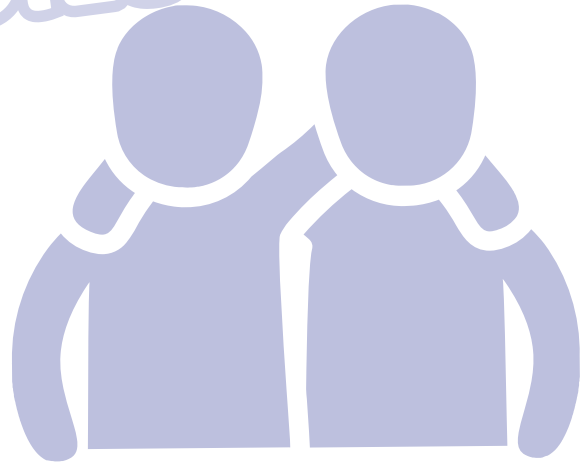
**WAR ON WASTE**  
**ACTION TOOLKIT**



# BUILDING YOUR BUDDIES

**The who's who of your War on Waste crew and how to make them love you! Tips for working with council and media, group dynamics and getting the most out of your recruits.**

# BUILDING YOUR BUDDIES



## PERFECTING YOUR STORY

To continue your War on Waste journey, in this chapter we'll look at:

### WHO'S WHO

in your War on Waste crew (and how to make them love you!)

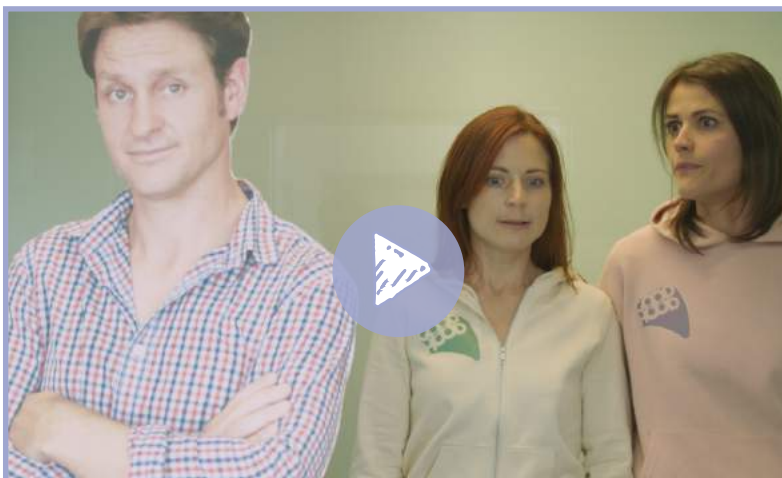
### TIPS

for working with council, media & other people who can help your campaign.

One person can make big waves in their 'hood, but no man (or woman) is an island.

You're going to have much more success if you connect with people in your 'hood who can lend you a helping hand.

When we first started, if someone asked us the 'what' and 'why' of our campaign we'd fumble over our words and create an elaborate backstory. And we'd see Never Ned's eyes glaze over. It was awks.



HOW NOT TO ELEVATOR PITCH

Check out the video:  
**HOW NOT TO  
ELEVATOR PITCH**





Along the way we were lucky enough to go on an amazing Changeology course that helped us nail our story so that people would listen and remember. Here's what our story looks like now:



Hey, we're Corina & Jo,

We're neighbours and have 2 young boys each, so we have plenty of experience with fart jokes.

Disarm

Our kids love playing together. There's a spot near the creek behind our place that the kids call Treasureland. They love to explore and imagine.

About a year ago we heard them talking about the "wishing jellyfish". That was odd. We do get lots of wildlife down there but not jellyfish.

We went down to take a look and it was actually the plastic lining of a disposable coffee cup.

This was at about the same time when the War on Waste show was on the ABC and I'd seen a stunt where they filled a Melbourne Tram with coffee cups. It really showed how many disposable cups are thrown away every day.

helps people participate in conversation if they have seen that same stunt. "Oh yeah, I saw that too"



Craig also asked cafes to do a discount if people bring their own cup. There's a great website called [responsiblecafes.org](http://responsiblecafes.org) that shows all the cafes that do BYO cup discounts. But we didn't have a single cafe like this in our neighbourhood. So we went out, drank a heap of coffee and started talking to cafe owners. And now we have over 100 Responsible Cafes in Ryde.

Do you have a favourite cafe around here?

(Yes, Cav & Co do a 50c discount... oh and their banana bread is so good too)  
Or

(There are a few in Gladesville but not that cafe yet. Barista Haus and Cafe on Monash both do amazing coffee and a 50c discount. But you know what, I'll definitely make sure I get over there and ask. Do you know any of the owners or staff?)

now that barriers are down,  
more likely to participate in convo.



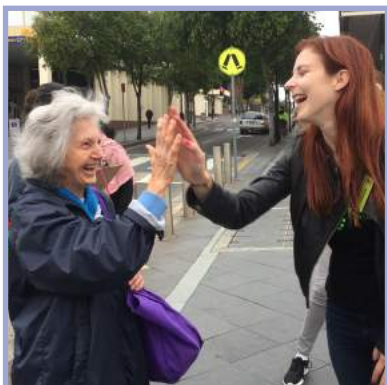


# BUILDING YOUR BUDDIES

## GROWING YOUR CAMPAIGN AND YOUR BUD CIRCLE

Some wise cookie once said, 'If you want to go faster, go alone. If you want to go further go together.'

It's time to recruit some friends, and see where this journey can take you together.



### Recruiting

Social media can be great for growing your campaign (see the next chapter), but it's also great for connecting with other like-minded people. Don't be afraid to connect and share with people you meet along the way. You could also put up flyers on local community boards, ads in the local paper, or approach your local radio to build your buds. You'll also find yourself at a few events with passionate people like you. If you go to an event, make 'like a computer' and (net)work it. Be brave (or at least, try not to be shy) and introduce yourself. If you don't have business cards, make sure you have a simple way of connecting via email or phone after the event.

### Meeting up with People

Social media is great, but nothing beats building relationships with your circle of buds face-to-face to get stuff done. Try to meet up once a month - it could be around your kitchen table, a local friendly cafe or you could contact your local Council to see if there's an available space.

### Finding Skills

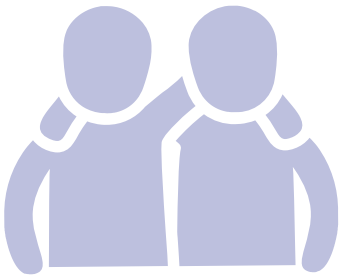
Once you've found a regular crew, it's time to work out what you do!

We started 5 for Ryde as two passionate neighbours, but later found there were lots of people wanting to get involved. Match jobs to what people like to do, because it usually means they'll be good at it too. Can they sew, bake, write or sing? Or are they great at striking up conversations? Find what works best for them, and it will work best for your campaign.

### What actions are you going to take?

Once you've got your campaign name, your buds and your purpose, it's time to focus on the 'How'. **We have some killer resources to help you here**, but have a think about what activities are going to make your cause take off. Some ideas might include: Clean Up events, market stalls, local festivals, school talks, themed movie nights, meeting local politicians...

# BUILDING YOUR BUDDIES



## Join other Grassroots Groups

**If you want to do something cool in your 'hood, find those who have already done their own thing.**

Do a search online for other types of causes in your local area. There may already be an active environment, waste or sustainability group doing some cool things. Is there a repair cafe? Or a **Boomerang Bags community** that upcycles old material into new, reusable bags?

Check out our **directory of community groups here**.

Search Facebook for War on Waste and check whether there's a local online group already up and running.

If there isn't, we'll show you how to set up your own group in **Chapter 3**.

If you find people doing good things in your area, join them! You need to meet these people because, like you, they're motivated, action-taking, go-getters.

**Email them, call them, attend a meeting, join them! Go, Go, Go!**

When you meet other waste warriors, ask lots of questions about their passions and what they do. Tell them your vision and ask for their thoughts. They may have been around a while and they will know things, and more importantly, people. Ask them to put you in touch with people who can help. Get a notebook just for your cause, and take lots and lots of notes. You're like a delicious word sponge of ideas and names right now. **Soak it all in, Spongey!**



# BUILDING YOUR BUDDIES

## GROWING YOUR CAMPAIGN AND YOUR BUD CIRCLE

### Your local council

**If you want to do something cool in your 'hood, find those who have already done their own thing.**

Your local council members dedicate their work to helping your community, so it's time to track those guys down.

#### Why?

Not so you can be an Annoying Annie or a Whingey Wayne (sorry to our mates, Annie and Wayne), but because those council guys are going to be able to seriously help you. For reals!

Firstly, your council has info you won't find easily. They know who's who in the local community. They know more about litter and waste in your 'hood than you can possibly find out, because they've been keeping an eye on it for years. And they have resources that can help you.

So, will they magically give you everything you want for your campaign, if you just give them a call? They might! But here are some surefire tips to make helping you seem as irresistible as that gigantic duty-free Toblerone bar after a long haul flight. Asking for the right person to talk to. The Council Customer Service Centre can tell you who that is.



Ultimately, you'll probably want to talk to someone in the Waste, Environment or Sustainability team, but if you don't know who the right person is, then you need to:

#### BE TRANSPARENT

Explain who you are, what you want to do and why. Openness brings down barriers and gets you to the right person and information.

#### FOLLOW THE 3PS

Be Positive, Polite, and Patient. Personable people are a pleasure to help. Make yourself one of those peeps.

#### BE INVOLVED

Does your council have committees you could join? Waste-related events you could go to? Council likes people who are switched on and want to get involved because it makes their life easier. So be that person who turns up to stuff! It's the role you were born to play. Trust us, some days, just turning up is all we have.

# BUILDING YOUR BUDDIES

## Local businesses

**All businesses great and small, are an important part of your 'hood. They have so much potential for good that it blows our minds.**

But, how do you ask people to get on board when you're asking them to give their time, effort or money?

### Reading a business

Remember on [page 6](#) when we talked about the people in your neighbourhood, and how they feel about waste? Business owners have different motivations and many of them want to do the right thing when it comes to waste.

They may be an Always Ali and jump on board immediately with a campaign to stop selling plastic water bottles. Or they may join in saying goodbye to plastic straws, but only if they see their competitors doing the same. Or will they refuse to ban single-use plastic bags unless the law says they can't.

Social media is a great way to connect with a local businesses. But phone and email are easy too.

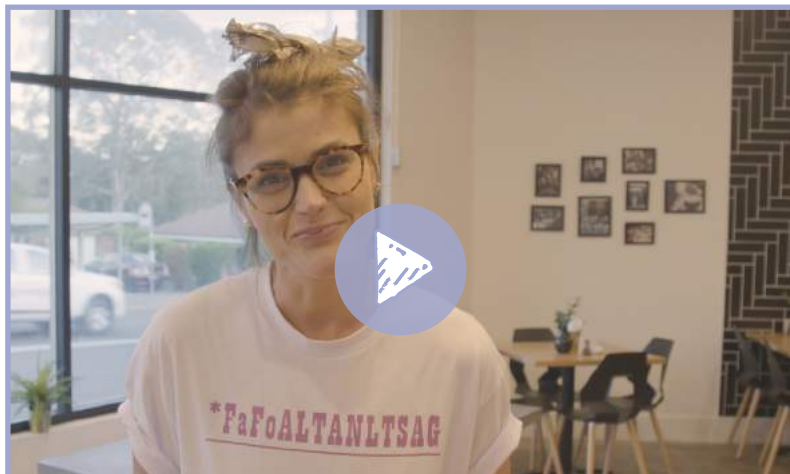
Even better, go into the business and talk to the owner. For many, face-to-face is the only way to really persuade them.

## Celebrate the Successes

If a business agrees to support your campaign, how can you help them in return? We're so glad you asked!

Check out the video:

### HOW NOT TO WIN FRIENDS OR INFLUENCE PEOPLE



HOW NOT TO WIN FRIENDS OR INFLUENCE PEOPLE

### Here are some handy ways:

- Promote their commitment through your own social media mentions, posts or reviews
- Tell your friends and family! Businesses grow when customers keep going back to them or give them a chance because someone said something nice about them
- Give them posters or signs for their business, or add their name to your own campaign posters
- Ask them how you can help
- And say hello when you're passing by and remind them you think they're great!



# BUILDING YOUR BUDDIES

## GROWING YOUR CAMPAIGN AND YOUR BUD CIRCLE

### Media

**Stop Press.** If you want to promote your campaign, and you totally should, then you need to talk to the media.

They will want to hear from you when you have something to share that's newsworthy!



#### Make sure it's:

##### TIMELY AND TOPICAL

Is it significant to people?

##### NEW

Is it new? Or has it never been done before?

##### INTERESTING

Is it a story their viewers, readers or listeners will want to know about?

Well, get your wriggle on and let them know all the good things you're doing (or trying to do!).

Remember, you won't always get over the line. The press may not be able to pick up your story and tell it the way you hope. Or they may be able to tell your story, but you don't get the response you wanted.

But does that mean you stop trying?

No siree-ma'am.

Keep at it, you'll have some wins and can learn as you go.

Check if your local radio, print media or TV outlets have Community Service Announcements. It's a simple, free way to share your event or campaign ideas.

Get in touch, and ask them what information they need, and when they need it.





As you find new peeps  
make sure you make a  
note to yourself to keep  
them in the loop!

### FILL IN THE OUR TEAM OF CHAMPIONS FORM

5 for Ryde example below



## OUR TEAM OF CHAMPIONS (5 mins)

As you find new peeps make sure you make a note to yourself to keep them in the loop!

### COUNCIL

Mayor Jerome Laxale  
Deputy Mayor Christopher Gordon  
Councillor Penny Pedersen  
(passionate about enviro)  
Waste Project: Denise  
Environment: Katie  
Events: Michelle

### GRASSROOTS GROUPS

Ryde Northern Districts Buy Swap Sell  
Ryde Hunters Hill Flora and Fauna Preservation Society  
Ryde District Mums  
Ryde Gladesville Climate Change Action Group  
Freecycle Ryde  
Boomerang Bags: Tzu Chi Eastwood and CCA West Ryde

### BUSINESSES

Super-passionate about reducing waste:  
Boston Republic, Fox & Bird, Groundskeeper,  
Caffe eCrema, Cafe on Monash, Flame,  
Boronia Kitchen, Perilla, Hobby Sew

### MEDIA

Northern District Times - SD  
The Weekly Times - JB  
99.3 FM  
ABC Open Waste Warriors (this is nation wide)



GET THE BLANK TEMPLATE 

# BUILDING YOUR BUDDIES

## THE ANATOMY OF A MEDIA RELEASE

### 1. LEAD 30 words or less (1 sentence)

Answers the 5 Ws + H

Who: 5 for Ryde and 100 cafes

What: discount for BYO cup

Where: City of Ryde

When: 12 months

Why: save disposables from landfill

How: No speculation, opinions or conclusions.

### 2. BACKGROUND (40 words or less 1-2 sentences)

Explain the history to the issue and set up a quote

I and We not used.

### 3. QUOTE (40 words or less)

Quote from someone important (brings story to life)

### 4. DETAILS (40 words or less)

Key benefits or concerns.

Mr... said... (paraphrase key benefits or concerns)

### 5. SUPPORT (40 words or less)

The Mayor confirms importance (reputable source)

### 6. FINAL QUOTE (40 words or less)

Final quote from key spokesperson

"will save over 1 million cups from landfill each year"

### 7. FURTHER INFO (25 words or less)

Where the readers can find out more

### 8. Contact

How the media can get in touch if need more info

Include name and number.

The template on page 25 shows you the structure for writing a media release. You can send it as PDF, but often journalists like to copy and paste words, and download pictures, from an email or website link you give them.





# SAMPLE MEDIA RELEASE



If you don't have a logo you can list the name of your group

## 1 MILLION DISPOSABLE CUPS SAVED FROM LANDFILL IN RYDE

5 June 2018



Always add date

1. In just under a year, local volunteer group 5 for Ryde has encouraged over 100 cafes in the City of Ryde to provide discounts for customers that bring BYO cups to reduce disposable cups ending up in landfill.
2. Inspired by the ABC's War on Waste TV show in June 2017, local North Ryde neighbours Joanne Taranto and Corina Seeto created the 5 for Ryde volunteer group to win a battle against single-use disposable items.
3. "Back then, there were no Responsible Cafes in Ryde. We love our coffee culture here and this initiative is a positive way that cafes can reward customers who BYO cup," Ms Taranto said.
4. City of Ryde Council partnered with Responsible Cafes and provided signage for all cafes that joined the program. Mayor Jerome Laxale, who recently passed a motion to ban single use plastic from Council operations, praised the efforts of this community initiative that will help prevent litter.
5. "Most disposable coffee cups have a plastic lining and can not be recycled. It is estimated that over 3 billion disposable cups and lids go to landfill in Australia every year" Mayor Laxale said. "5 for Ryde's work in making the community aware of alternatives to single use items encourages us all to be less reliant on them in our everyday life."
6. 5 for Ryde hopes to inspire locals to make simple changes to reduce what ends up in landfill. Ms Seeto said "Cafes have reported an average of 28 reusable cups being used each day, which will save over 1 million cups from landfill each year. We hope locals that are enjoying their waste-free coffee will be ready to take a next step by saying 'no thanks' to plastic straws, bags or water bottles."
7. 5 for Ryde won City of Ryde Volunteer Group of the Year 2018. To see the full list of participating Responsible Cafes go to [www.responsiblecafes.org](http://www.responsiblecafes.org)
8. Media contact: Corina Seeto and Joanne Taranto [hello@5forRyde.org.au](mailto:hello@5forRyde.org.au)



# BUILDING YOUR BUDDIES

## BUDDY BUDDY

You've got the warm fuzzies, haven't you?

If you followed this chapter you will hopefully see you're not alone in your 'hood. There are passionate people everywhere. Maybe you've found ways you can work together or support each other.

**DING, DING, DING! IT'S BONUS FREEBIE TIME.**

When we said "you're not alone" we weren't joking.

Because you made it this far, you're invited to join the oh-so-exclusive GOOD HOOD MAKERS support group - made up of the all those fighting the War on Waste in their 'hood. Got a question? One of us will have come up against it before. These are your people. We are your 'hood.

Welcome to the 'hood that good built.

[www.facebook.com/groups/GoodHoodMakers](http://www.facebook.com/groups/GoodHoodMakers)





**WARON WASTE**  
**ACTION TOOLKIT**

# GETTING YOUR SOCIAL ON



**Social media 101s, tips for Facebook  
Pages vs. Facebook Groups, how  
to set up, grow and share.**



# GETTING YOUR SOCIAL ON



## A LITTLE BIT OF PREPARATION WILL SAVE YOU A HEAP OF TIME

You've chosen an issue to tackle in your community, and you're ready to scream about it from the rooftops... or at least from your computer?

In this chapter we will:

### CHOOSE

which social media platforms need your TLC

### DEFINE

your social media objectives

### RESEARCH

hashtags (you know those ways of labelling #somethingtoshare)

### SET UP

your profile

### CREATE

awesome content and

### GROW

your followers

When we started 5 for Ryde, social media gave us a way to build excitement around our campaign, keep our community informed and offer free promotion back to the businesses involved.

In this section we'll make it easy to get your head around how you can use social media to help your cause grow!



## CHOOSE YOUR PLATFORMS

### There's a whole world of social media platforms.

It can be tempting to set up an account on each and every one of them. Resist! Instead, choose a few key platforms that you think your community are most likely to use.

Here are our top three platforms for community engagement:

#### FACEBOOK PAGE

Facebook pages act as public profiles for campaigns or initiatives, where you can share events and public posts.



See what we have done at [5 for Ryde](#) and [Good For The Hood](#)

#### FACEBOOK GROUP

Groups are a place for people to join and share their thoughts, ideas and questions on a particular topic.



See what we have done at [War on Waste Ryde](#) and [Good Hood Makers](#)

#### INSTAGRAM

Instagram is an image and video sharing platform. It works best for community campaigns when used in conjunction with a Facebook Page.



See what we have done at [5 for Ryde](#) and [Good For The Hood](#)

Before you choose a platform, keep in mind the **goal of your campaign**, who **your target audience** is and which platform they're on.

My campaign goal is to make my local community plastic-bag free

My Target Audience is local shops and those that visit these stores



# GETTING YOUR SOCIAL ON

## DEFINE YOUR SOCIAL MEDIA OBJECTIVE

You've got a goal for your campaign, so make sure everything you post on social media reflects this.

Funny cat videos may help pass the work day, but if you're tackling food waste in your local area, the cutest ragdoll cat in the world is not going to help. Every post should be relevant.



My objective on social media is to provide businesses with tips to phase out plastic bags and inspiration for shoppers to refuse plastic bags

## RESEARCH YOUR HASHTAGS

Hashtags allow people to find online conversations and share information on particular topics.

They help people find your campaign and make it easy for you to track what people are saying.

Choose a feature hashtag that you'll share with every post you make (there are some examples here). Check the hashtag you want to use isn't being used already for anything nasty or in bad taste. If you can make it short, rhyming or memorable then more people will use it.

My featured hashtag is  
**#PlasticFreeRyde**

My War on Waste hashtags are  
**#WarOnWasteAU**  
**#WarOnWasteRyde**  
**#WarOnWasteChallenge**

Other related hashtags are  
**#BYObottle** **#StrawNoMore**  
**#WarOnMobileWaste**  
**#PlasticFree** **#BanTheBag**  
**#NoExcuseForSingleUse**

# #AWESOME

## SET UP YOUR PROFILE

You've decided on the platforms - now it's time to get them ready for action.



### Tips for setting up your Facebook page



(or for a little spring clean, if you are already up and running) You can learn how to set up a Facebook page [here](#).

### Check for existing groups

Before you create a group, search for what already exists in your area. Is there already an existing #WarOnWaste Facebook group in your area that you could join?

If so, consider contacting the admin of the group and get involved.

If there is no local War on Waste group, you could set one up yourself! E.g. if you live in Ryde, initiate a 'War on Waste Ryde' group for like-minded people in your region. We'll show you [how to get up and running](#) in less than 5 minutes.

### Start the conversation

If you create a new group, introduce yourself and explain the group's purpose as you would on your first Facebook post (e.g. Let's share some tips on #PlasticFreeLiving). Make people feel comfortable by regularly posting questions which invite them to start contributing too.

### Tips for setting up your Instagram



Learn how to set up an Instagram profile [here](#).

### Write a brilliant bio

State your campaign's mission and tell people what they can do to help. Short and sharp for the win!

### Add your website

Add the link to your campaign's website or Facebook page.

### Add your hashtag

Put the hashtag for your campaign. When people click this hashtag they'll see all the images you've posted on your account, and any images generated by other users.



# GETTING YOUR SOCIAL ON

## CREATE CONTENT THAT ZUCKERBERG HIMSELF WOULD 'LIKE'

People love social media posts that inspire, educate or entertain (it's amazing if it can do all three!).

Every time you write a social media post, ask **WHAT** do you want your audience to do once they've seen your post?

### No-one likes a whinger

People are less likely to interact with negative posts, so try to find a positive spin on the story that makes people feel hopeful.

People want to feel they can be part of the solution, rather than overwhelmed by the magnitude of the problem.

### Speaking of whinging....

Unfortunately, being vocal on social media means you may have to face the arch-nemesis of the social media world - the troll. Trolls are people who deliberately try to get negative reactions from people.

Social media forums tend to self-regulate, so allowing open conversation can only strengthen your community and identify some hidden advocates.



If you face a troll, here are a few things you can do:

**LEAVE THE COMMENT** there and allow others to respond (if you just don't agree with it)

**PROVIDE A LIGHT HEARTED RESPONSE** that is positive and polite (one reply is more than enough)

**OFFER TO DISCUSS THE ISSUE PRIVATELY** via messenger (only if you feel comfortable to do so)

**DELETE THE COMMENT** or report the comment to Facebook (if it is offensive or threatening)

### Think global, act local

Your social media channels are a perfect way to shine the spotlight on heroes in your local community.

If you want to encourage your 'hood to ditch plastic bags, share content from businesses and people in the local area who are working towards this goal too!

### Get tagging

When you share images or videos of other people or businesses doing great things, be sure to tag them so they know they have your support. Type '@theirusername' and they'll get a notification that they've been tagged in your post. They might share your posts too.

If you're running an event or sharing something newsworthy, tag bigger organisations such as @cleanupaus (Clean Up Australia) or @take3forthesea. These organisations often support smaller campaigns by sharing or re-posting their content, which lets more people know about your campaign.



Whether you're already  
insta-famous, or only just  
dipped your toe into a brave  
new social media world, it  
can help to create a 1-pager  
with the details of your  
campaign's social media plan.

FILL IN THE I'M SO SOCIAL  
RIGHT NOW CHECKLIST



### 1. JOIN YOUR LOCAL #WARONWASTE<sup>REGION</sup> FACEBOOK GROUP

If there isn't already a War on Waste Facebook  
group for your 'hood, we'll show you how to  
create your own in less than 5 minutes.

### 2. CREATE A #WARONWASTE<sup>REGION</sup> FACEBOOK GROUP

### 3. CHECK THE SOCIAL MEDIA CHEAT SHEET

There are lots of apps that can help save time and  
make you look (and feel) like a professional.  
Check out these free photo editing apps, video  
apps and where to find shareable content.

## I'M SO SOCIAL RIGHT NOW CHECKLIST

My Campaign Goal is  
to make my local community plastic-bag free

My Target Audience is  
local shops and those that visit these stores

My objective on Social Media is  
to provide businesses with tips to phase out plastic bags and  
inspiration for shoppers to refuse plastic bags

My featured hashtag is  
#PlasticFreeRyde

My War on Waste hashtags are #WarOnWasteAU #WarOnWasteChallenge  
Also include a War on Waste hashtag for your local region #WarOnWasteRyde

Other related hashtags are #PlasticFree #BanTheBag  
#NoExcuseForSingleUse #SayNoToPlastic

Local War on Waste Facebook Group War on Waste Ryde



GET THE BLANK TEMPLATE



# GETTING YOUR SOCIAL ON

## LAND YOUR FIRST 100 LIKES

It can be a daunting when your Mum and her best mate are the only people who like your page.

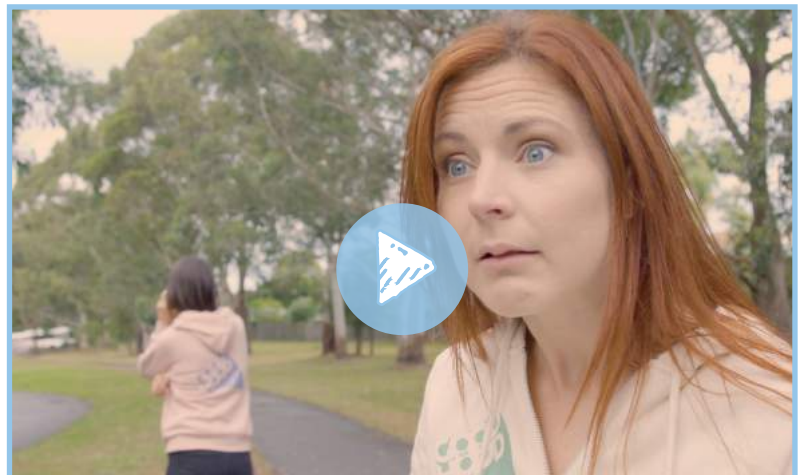
A good first step is to invite your friends and family when you launch.

As you begin to share posts, host more events and create buzz, you can invite the people who've 'reacted' to your post to 'like' your page. Just look at the list of 'likes', and you'll see a button to 'invite' them next to their name.

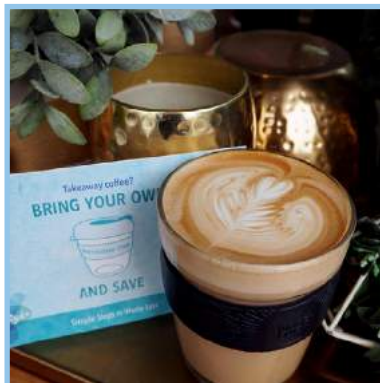
Whenever you post, particularly on Instagram, try to use at least one hashtag in the caption. It makes it easy for people to find you if they search for this particular tag.

There is no fast way to get lots of followers on social media. Good content and a genuine connection to your community is key.

Check out the video: "HOW NOT TO MAKE VIDEOS"



HOW NOT TO MAKE VIDEOS





**WAR ON WASTE**  
**ACTION TOOLKIT**



# RESOURCES TO MAKE YOU GREAT AGAIN

Accessing cash, campaign inspo,  
templates and cheat sheets.



# RESOURCES TO MAKE YOU GREAT AGAIN

## GETTING CASH AND SUPPORT



Here are a few ways to find out about opportunities in your 'hood:

- Local councils sometimes have small community grants you can access
- [Social Change Central](#)
- [The Funding Centre](#)

And here are some [awesome tips](#) on how to write a successful grant.

Your energy can help make a difference, but some money will take your campaign even further.

Grants from foundations, or local councils can be a great place to start - but they sometimes require you to be a registered 'not-for-profit' organisation. Fear not! You may be able to partner with an aligned not-for-profit who can 'auspice' your grant. To 'auspice' means to provide support, sponsorship or guidance.

When we set up **5 for Ryde**, we applied for a small grant from [The City of Ryde Council](#) and needed the support of a friendly local group, [The Ryde Hunters Hill Flora and Fauna Preservation Society](#) as our auspice. By auspicing our grant, this meant they helped administer receiving and distributing the grant money to us and provided us with public liability insurance coverage for the events we ran.

### A word on grant writing

Most councils will have small grants you can access and are the logical first step to get yourself some cash. But there are plenty of other ways too.

## SHARE YOUR WASTE WARRIOR STORY WITH THE ABC

If you're making a difference in your community – big or small – share your story on Instagram and use #WarOnWasteAU to contribute.

**WATCH THIS!**



**WATCH US WORK IT!**

**If you want it to happen, tell us.**

**TELLING SOMEONE ELSE ABOUT IT IS A GREAT WAY TO KEEP EACH OTHER MOTIVATED.**

**If you haven't already, join the Good Hood Makers closed Facebook group and share your journey.**

We'll be able to share tips, check back in and help each other out - we're all in this together!

[www.facebook.com/groups/GoodHoodMakers](https://www.facebook.com/groups/GoodHoodMakers)

### **THE ABC WANTS TO SHARE YOUR STORY**

Don't forget to share your WASTE WARRIOR story with the ABC on Instagram using #WarOnWasteAU



# RESOURCES TO MAKE YOU GREAT AGAIN

## DIRECTORY OF WASTE CAMPAIGNS

Even though you have brilliant ideas, lots of people have run campaigns against waste.

You don't need to reinvent the wheel. Getting inspo from what others have done is a great way to make your campaign even better.

SINGLE USE ITEMS

CLEAN-UP & LITTER  
CAMPAIGNS

CLOSED LOOP,  
REUSE & RECYCLING

EDUCATION

SLOW MOVEMENT

FOOD WASTE

FOR BUSINESSES

INSPIRATION  
& BLOGS

### PUT YOURSELF ON THE MAP

If you're running a #WarOnWasteAU Facebook group or a local impact group to reduce waste in your region, add your details so locals can find you.  
[www.goodforthehood.com.au/map](http://www.goodforthehood.com.au/map)



Click the category boxes to see directories!



## DIRECTORY OF LOCAL GROUPS / MOVEMENTS

To see the searchable map [click here](#)



HOME ABOUT WAR ON WASTE TOOLKIT GET INVOLVED INSPRO

### FIND GOOD IN YOUR HOOD

Find a Community near you to get involved.



### REGISTER YOUR GROUP

If you run a War On Waste Facebook Group or a Community Action Group that isn't listed here, get in touch so we can drop a pin on the map and let others find you too.

### CREATE NEW GROUP

No War On Waste regional groups near you? Why not create one? We'll show you how in less than 5 minutes

MacBook Pro



