ZERO WASTE FRANCE

May 2019

Methodological guide

Organize a Zero Waste Family Challenge

SUPPORT US

This methodological guide is intended for people who wish to organise family challenges, whether they are simple individuals wishing to launch the operation in their neighbourhood, association or community and public institutions...
It was carried out at the end of the first day of exchanges organized by ZWF on this subject in October 2016, which enabled to gather feedback and draw lessons to be shared.

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INTRODUCTION

Organized by local authorities, associations or individuals, the «zero waste family challenges» are becoming more and more frequent. The operation consists in promoting some eco-gestures and responsible consumption methods through the support of a limited number of citizens who are given a target to reduce their waste production. These «family challenges» are often a success. They are now benefiting from a wave of strong civic and media interest in the zero waste lifestyle, and benefit from a network of actors involved in zero waste (associations, project leaders, companies...) much more developed than before.

The goals of such an operation can range from the most basic to the most ambitious:

- RAISE AWARENESS AMONG CHALLENGE PARTICIPANTS OF WASTE REDUCTION ACTIONS
- LAUNCH A BROADER COLLECTIVE DYNAMIC ON THE ZERO WASTE APPROACH
- TRAIN CITIZEN AMBASSADORS WHO CAN THEN SPREAD THE MESSAGE
- LEARN FROM THE EXPERIENCE OF PARTICIPANTS
- GIVE VISIBILITY TO LIFESTYLES AND ZERO WASTE CONSUMPTION

Before starting the operation, it is in any case essential to consider the goals and expected results, because these will have a significant impact on the ambition and structure of the system.

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IMAGINE AN ADJUSTED CHALLENGE

Before officially launching the challenge, you will need to make several decisions that will influence the format and nature of the operation.

Among the key questions to think about :
- **What resources (human and budgetary) can and will you allocate to the project?**
- **How long will the challenge last?**
- **When to start the operation?**
- **How many participants would you like to include in the challenge?**
- **What waste reduction target should be set for them?**
- **What partners and stakeholder networks can you rely on?**

There are no obvious answers to these questions and no magic formula that ensure the success of the operation. However, there are a few key principles that can help you make the right decisions at this stage.

I. DON'T THINK TOO BIG...

... Especially if it's the first challenge you organize!

It is indeed difficult to realize in advance the resources and time required to organize such an operation. Once the first experience has been gained, it is much easier to build on it a more ambitious challenge.
The first thing to do is therefore to properly evaluate the resources you have at your disposal and the experience you can benefit from: what are the available human resources (volunteers or employees)? What skills are available (communication, computer skills, workshop facilitation, etc.)? What are the networks on which you can rely on in the region (knowledge of the associative world, zero waste actors, institutions, etc.)?

2. IDENTIFY EXISTING RESOURCES...

... On which you can rely!

For the organization of family challenges, many tools have already been created by others: eco-actions guides, start-up kits, data monitoring platforms, lists of service providers, etc. It is often faster to learn about what already exists than to recreate new content, which is very time-consuming. At the end of this guide, you will find a list of resources that are already available.
The logic is the same at the local level: list the actors who could contribute to the operation (associations already organizing workshops, resource centres, bloggers) and the existing initiatives that could constitute «highlights» of your challenge (cleaning operations, Repair café, neighbourhood party, etc.).

3. TEST THE CHALLENGE BEFOREHAND...

... Within a restricted circle

If this is the first time you have taken on a challenge, nothing beats a life-size experiment with a first circle (your community service officers, your friends or neighbours, the association's leaders, etc.). This will allow you to know if the recipes you are going to recommend are working, if the information requested on waste production is not too restrictive, if the tools made available are useful.

4. FIND THE RIGHT BALANCE IN THE NUMBER OF FAMILIES TO SUPPORT

The ideal number of participants in the operation depends strongly on the means and resources at your disposal, the size of the territory concerned and the level of customisation of the follow-up you wish to ensure. To get an idea, in past experiences, the number of families supported ranged from 15 (e. g. Annecy) to 100 (e. g. Roubaix). The equation is simple: if there are too many participants, it will be difficult for you to support them in a personalized way over time. If the number is too small (below 10 families for example), it will be difficult to create a community of exchanges between participants and to use it as a lever to have an impact on the territory.

Source: Grenoble Métropole

5. CHOOSE A READABLE GOAL THAT IS NOT SCARY

Most of the organized challenges offer participants the opportunity to set a personal goal for progress in waste reduction. Obviously, participants should not be frightened by proposing unrealistic objectives (e. g. -80% of waste produced) but it may be interesting to set a clear and ambitious objective, which allows participants and the public (media, etc.) to easily imagine the result to be achieved (e. g. halving your grey bin bag). It should be noted that the result usually achieved by families involved in this type of challenge is around 50% waste reduction.
Beyond the personal objectives, we can also choose to give a more playful dimension to the operation by creating teams of participants whose results we will compare (e. g. Grenoble).

6. DO NOT UNDERESTIMATE THE TIME REQUIRED...

... To allow participants to change their habits

Thus, a period of 3 months may be too short to adopt new actions. On the other hand, a year is a long period, which requires sufficient resources to follow families continuously and organize events to keep pace (e. g. Roubaix). Most operations are now organized over 6 months.

7. BEWARE OF THE SUMMER PERIOD

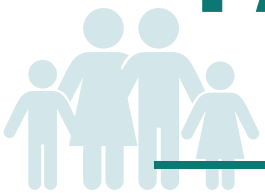
Summer is a slow period when you lose contact with the participating families. At the beginning of the school year, work is all the more important to revive the momentum. This is a factor to take into account when choosing when to start the challenge. If it lasts 6 months, a start in October or January will avoid this problem.

Organizing a zero waste challenge with limited financial resources is possible!

The exemple de Vence

Vence Initiative Environnement, a local association, launched a challenge in 2015 involving 50 families. Vence is a town located in the Alpes-Maritimes (south of France) of about 19 000 inhabitants. Six volunteers had to work with important financial constraints (budget of 600€) to recruit families and provide them with a starter kit (a "zero waste" bag, a guide to eco-gestures and "zero waste objective" stamped boxes to do their shopping). The association managed to involve almost all merchants in this initiative and set up a program of different workshops and meetings. Twice a month, participants were encouraged to learn how to make their own compost system and worm compost system, do 0-packaging shopping and produce their own household products. As part of this first challenge, Vence Initiative Environnement also partnered with other local stakeholders, such as Surfrider association's Initiatives Océanes that helps clean up waste on the beach.

Vence Initiative Environnement today estimated that all these activities required an involvement of approximately 100h for each member of the organizing team (6 people). This example is a proof that it is feasible to organize a zero waste challenge even with a limited budget. The key is to rely on motivated volunteers and both local actors and the territory council's initiatives.



FAMILY RECRUITMENT

The recruitment phase of participants is important. It generally lasts 1 to 2 months to have time to recruit widely. The objective is both to have a sufficient number of participants and if possible representative of the inhabitants of the territory, but it is also a first opportunity to communicate on the operation and give it visibility. The challenge is therefore to diversify the communication channels and put forward the right arguments to attract the public. Some «good practices» can be identified from recruitment experiences already conducted.

1. DIVERSIFY COMMUNICATION CHANNELS

Beyond the traditional modes of communication of your structure (mailing to members, advertisement in the municipal newspaper), you can widen the channels of diffusion to try to recruit a larger and more diversified public. Thus, some structures have set up stands at weekly markets or during festivals of sports or cultural associations to meet the public. With demonstrations and product examples that make it possible to move to zero waste and visible communication elements, a stand of this type can help to recruit many participants.
To diversify the public, it is also possible to rely on existing associations and networks to disseminate information (economic and family advisors, municipal schools, religious associations, etc.).

2. HIGHLIGHT THE USER-FRIENDLINESS OF THE CHALLENGE

Past experience shows that the main reasons for households to participate are mainly the opportunity to meet and exchange with other participants and to learn new tricks in a friendly and relaxed environment through practical workshops. It is therefore important to highlight this aspect in your communication to the public, especially when the organizing structure is a community or institution. The fact that the organizers run a stand to talk about the operation at markets or association meetings also breaks the image of the institution and instead highlights the human aspect of the system where the exchange is easy and informal. Waste reduction objectives can be presented as an accessory, the most important thing being to participate and discover.

3. VALUE THE PARTICIPANTS IN THE CHALLENGE

If this is not the first challenge organized, you can rely on the former participants in the operation and highlight their testimony. They can become good ambassadors to run information stands or welcome new participants to a kick-off meeting.

In any case, word of mouth generally works well and family recruitment is easier when a first challenge has already been organized. Valuing the participants' experience (public presentations, blog, interview...) is another reason that can motivate some people to get involved.

4. FAVOR A BROAD RECRUITMENT AT THE BEGINNING

Most of the structures that organized challenges did not really select the families, even though the maximum number of participants they had set for themselves was exceeded. Some also drop out along the way, so it is not necessarily embarrassing to have a large number of participants at the start.

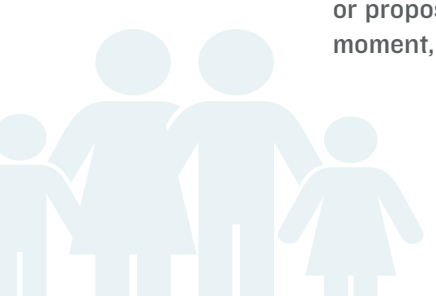
However, some organizers set as selection criteria whether or not you have access to an e-mail address. The fact that participants can only be reached by telephone makes the challenge much more difficult and time-consuming, and requires additional resources if many participants are in this case.

Another point of vigilance is the delimitation of a clear time frame for recruitment. Leaving open the possibility of joining the challenge at any time makes it very difficult to support families. It is therefore preferable to have a well-defined recruitment phase over time and to give latecomers the opportunity to participate in the next challenge rather than joining it along the way.

5. ORGANIZE A KICK-OFF MEETING

Ideally, the registration of participants in the challenge should take place in two stages: a pre-registration phase, where each person agrees to receive more information about the operation, followed by an invitation to a challenge launch meeting, where the rules and format of the device will be explained in greater detail, and where each family can decide, at the end of the event, whether or not to continue the adventure.

The kick-off meeting can be an opportunity to raise awareness of waste issues among guests, encourage meetings between participants and give visibility to the operation by inviting personalities or proposing original formats (games, film screenings, etc.). The meeting should remain a friendly moment, preferably with food and drink.



One of the keys to recruit: create festive and friendly events

The exemple of Annecy

The Agglomeration of Annecy had its first family challenge involving 15 families, with a goal set to reduce trash bin volume by 7% in 3 months. The results largely exceeded the initial goal with an average reduction of 40% of residual waste. With the duration of the challenge being fairly short, the challenge is reiterated several times a year in order to recruit new families.

Participants are also welcome to continue running the challenge after the initial 3 months. In order to diversify the recruitment, the Agglomeration bets on festive and friendly events. For example, it organized an all-open conference with “La Famille Presque Zéro Déchet” followed with a signing session.

It was the opportunity for novices to discover the zero waste approach and to enroll in the challenge. The challenge is also sponsored by a blogger who participated in the challenge in the past. She shares her experience via the social media or by phone and encourages other families to experiment it too.

THE ANIMATION OF THE CHALLENGE

Whether your challenge lasts 3 months or 1 year, animation remains at the heart of the success of your operation. Beyond supporting families in achieving their reduction objectives, the aim is to create a rich human experience and to stimulate collective dynamics and sustainable behavioral changes. Although it is possible to run a successful event with few financial resources (see the example of Vence), the support and follow-up of families requires significant human resources. It is therefore essential to adapt the level of ambition to the resources available.

To develop your family support program, several essential elements must be taken into consideration:

- **What advice will be given to families and by what means?**
  What will the workshops focus on and how often will they be held?
- **How personalized will the follow-up of participants be?**
  What other activities should be planned to strengthen group dynamics?
- **How to enhance the overall value of the operation?**

1. FAVOR FUN AND REGULAR ADVICE

Today, there are many guides and supports full of tips and tricks to limit waste and reduce waste. There is therefore no need to spend too much time developing new materials, which are sometimes not widely used by participants. It is better to relay what already exists and concentrate your energy on animating the challenge as such. A comprehensive guide on waste-free alternatives and recipes may be useful at the start of the operation, but feedback shows that it is much more effective to communicate on actions as they happen, to facilitate implementation. In addition to the guides provided and the advice given online (by email and/or social networks), it is of course essential to organise practical workshops on the proposed actions (composting, manufacturing household products, etc.), preferably led by experts or even professional facilitators. Consider preparing the workshop schedule in advance of the challenge (at least 1 per month), and if possible, plan several slots per workshop (weekend, evening, or Wednesday afternoon) to allow as many people as possible to participate. Note that in the case of challenges with a large number of families, it is also important to limit the number of participants in the workshops so that the experience remains pleasant and concrete.

2. ENSURE REGULAR FOLLOW-UP OF FAMILIES...

... Without losing efficiency

Although essential, the support of families can be very time-consuming. It is therefore essential to plan upstream the means and methods of monitoring to find the balance between the resources to be devoted and the effectiveness of the system. It is certainly important to follow up on people who have not given news or participated in the workshops, but to avoid wasting time and effort, it is better to set a maximum threshold for follow-up beyond which families are considered to have resigned. In addition, whether it is 20 or 100 families, personalized follow-up will be more or less possible. Indeed, for a limited number of families (about 20), individual follow-up, preferably by telephone, makes it possible to closely support and encourage families in their approach, in addition to obtaining qualitative and useful information for the overall assessment of the challenge (difficulties encountered, impact of each action...). For larger groups, an online questionnaire may also be appropriate. Small or big challenge, the most important thing is to keep in touch throughout the operation, for example by sending regular emails with tips and program news (workshops, visits, etc.).

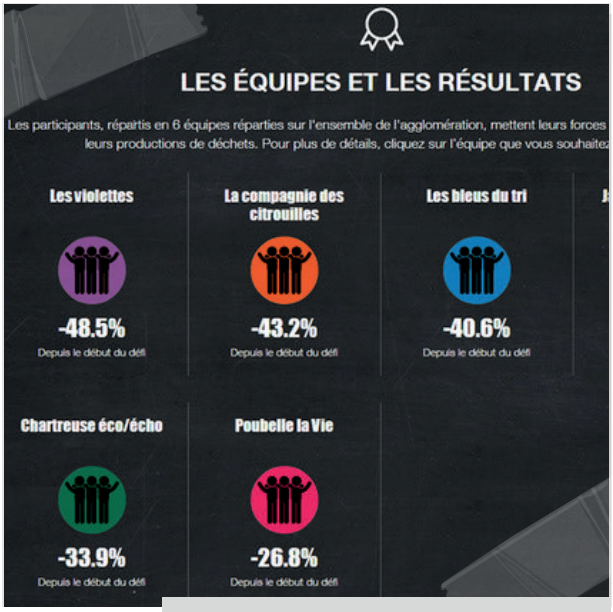
3. DIVERSIFY THE ACTIVITIES PROPOSED AND THE MEANS OF COMMUNICATION

In addition to the practical workshops on zero waste alternatives, it is relevant to propose other types of events, in order not only to increase the number of meeting times (and thus strengthen the social dimension of the challenge) but also to raise awareness among participants of the more global issue of waste and trash. Visits to sorting centers, neighborhood composters, and even incineration and landfill plants make it possible to discover the different treatment methods and their impacts. Projections-debates and conferences are also useful to raise participants' awareness of global waste management issues or more targeted themes (food waste, programed obsolescence, etc.). All these activities and events can make participants more aware of the importance and interest of their approach and in turn make them want to sensitize their entourage in this direction.

It is also important to diversify the means of communication to avoid excluding certain people. If the choice has been made to keep families who do not have access to the Internet, it will be necessary to contact them by telephone in order to inform them of upcoming events. It is important to ask participants directly, for example at the kick-off meeting, about their communication preferences.

4. CREATE A COMMUNITY OF EXCHANGES

Group or community spirit contributes directly to the success of zero waste family challenges. To this end, several things can be put in place to strengthen the links between participants: the organization of teams within the challenge (following the example of the Grenoble challenge, presented below), informal meeting times such as coffee tips, or an online forum, allowing participants to exchange directly with each other. This group dynamic, if well animated, can last well beyond the challenge!



Source: Grenoble Métropole

5. VALUE THE PARTICIPANTS AND COMMUNICATE ON THE OPERATION

Source: Ville de Roubaix

In order to motivate and encourage families in their approach, some communities have been able to value them and highlight their commitment. Whether through the creation of photographic portraits or the presentation of personal testimonies, these actions are both rewarding for the participants but also serve to communicate more generally about the operation. The creation of a website or other online platforms, as well as articles in the local press, make it possible to make the challenge known to a wider audience.

How to animate a challenge: “Moins jeter, le défi [1]”

In Grenoble

The city of Grenoble organized from February to July 2015 an operation called “Moins jeter, le défi” which gathered around 40 households from a dozen towns. Grenoble chose to create 6 teams: some of them were formed by members of the same family or colocation, others were formed on the basis of geographic location. These teams met several times a month to elaborate a sort of strategy and share their experiences. Each household received a 80-page guide full of advice and eco-gestures called “Moins jeter, le guide !”, a spring scale to facilitate weighing, a table sheet to monitor weighing to hang on the fridge and a calendar for the weighing and events to come.

The households have first weighed their waste once a week without modifying their daily habits in order to set up a benchmark. Then they calculated the percentage of household residual waste reduction on a weekly basis over the next 3 months. The data were communicated via the website of the city. The households were free to use whatever means of action they wanted to adopt. Only the implementation of a compost system (individual or using worms) was compulsory.

A string of workshops were offered to the participating families in partnership with the local agency for climate and energy (ALEC*[2]). The agency also offered some advisory to individuals, local communities, social landlords and professionals. There were many different themes for the workshops, from compost to natural gardening, recycling DIY, cosmetics production and household cleaning. Young parents involved in the challenges discovered the benefits of cleanable diapers, with kits at their disposal and advice from a specialized association.

Teams also had the chance to visit a sorting center, a compost center, a water treatment plant and a recycling depot. These visits were often mentioned by the participants as a real wake-up call on the amount of waste generated and acted as real motivation boosters.

[1] “The challenge of throwing away less” / [2] Agence Locale pour l’Énergie et le Climat

DATA COLLECTION

The collection of waste production data makes it possible to keep in touch with families throughout the challenge, to measure the effectiveness of the actions implemented and to communicate on the operation.

1. PLAN A «SELF-DIAGNOSIS» PHASE

Most challenge organizers recommend a «self-diagnosis» phase for each household, before implementing waste reduction actions. For 2 to 4 weeks, depending on the total duration of the challenge, families are invited to weigh or measure their waste volume, without changing their habits. This phase of the challenge produces an annual reference value for each household, on which their percentage reduction will be calculated. However, it is important to remind participants not to take into account certain exceptional waste products in order to have an idea that is fairly close to reality (large family meals, spring cleaning, etc.).
This phase also allows families to start a first reflection on their consumption habits by becoming aware of what they are already doing to limit their waste production and the room for manoeuvre they have. Depending on the resources at your disposal, this self-diagnosis can be carried out via a questionnaire to be completed or through personalised interviews.

2. MEASURE THE QUANTITY.... AND QUALITY!

Many communities realize that participants need to see the evolution of their waste production, at least between the beginning and end of the challenge, in order to remain motivated. It is sometimes also important to provide them with a level of comparison with the production of other participants or the average per capita production in the territory, to maintain the idea of a challenge and an objective to be achieved.
Not all organizers seek to consider the same data (residual waste, recycling, food waste, etc.) or to have the same level of detail in the information collected. It all depends on how you try to use this information: document the effectiveness of the challenge, communicate the results, convince an outside authority of the relevance of the operation, motivate participants to go further...

In terms of indicators, the advantage of monitoring waste weight is the level of accuracy of the information collected. In this case, weighing can be done with a scale or more easily with a spring scale, which must then be provided to the participants. Monitoring volume data (for example, how many garbage bags are taken out per week) is a priori less restrictive for participants and provide harmonised results for all participants.

In all cases, it is necessary to keep the same unit of measurement throughout the challenge. Measuring a quantified evolution is important, but it is also interesting to have a qualitative vision of the changes made. By evaluating changes in everyday behaviour (composting, bulk and second-hand purchases), we facilitate participants' awareness of the journey made and the ease of adopting certain new habits.

3. GET TO THE POINT...

... Without losing efficiency

Taking into account a large number of flows (residual waste, bio-waste, packaging, etc.) or providing multiple pieces of information at each weighing session (number of meals taken, number of people present) provides interesting information on the participants' habits, provided you have the means to process them. But above all, it can be too constraining for families in the long term and demotivate them.

A balance must then be struck between the level of detail sought and the constraint this places on families. If you do not really need to know this data as an organizer, the information collected can be limited to a calculation at the beginning and end of the challenge of each family's residual waste production (be careful, however, in this case to collect representative and not exceptional data). On the other hand, some devices will have feedback requirements that will require at least regular weighing of residual waste.

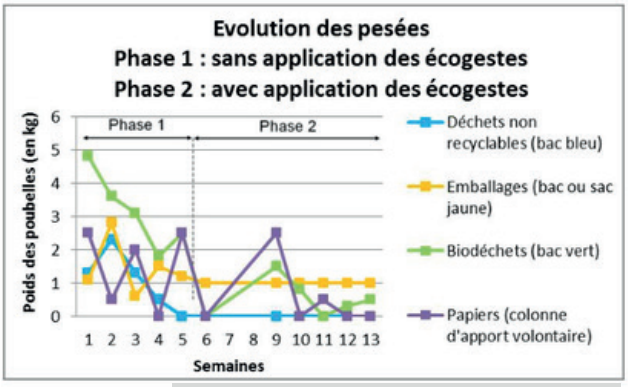
The frequency with which families must measure their waste generation also depends on the duration of the challenge. On a short challenge, it is possible to require weekly weighing to get a significant result, while more spaced weighing (once or twice a month) can be considered on six or twelve-month experiments. Feedback in this area is very varied and therefore depends a lot on the total duration of the operation. The more frequent and accurate the data, the more necessary it is to be able to interpret the results afterwards. Indeed, the progress curves can be distorted by the production of exceptional waste (celebrations, etc.) which have little to do with the overall progress towards the reduction objective.

4. USE THE DATA TO COMMUNICATE....

... But don't make it the central element of the challenge.

The waste reduction figures and percentages from the data provided by participants are most useful when presenting a report to institutions or the media.
A talking figure (for example, a 50% reduction in household waste) makes it easy to communicate in the press. However, beyond the numbers, journalists are increasingly asking for stories and portraits of participating families, so this aspect should not be overlooked and there is a need to value the approach as a whole.

NOTRE CARNET DE BORD : ÉVOLUTION DES PESÉES PAR TYPE DE DÉCHET AU COURS DE L'EXPÉRIMENTATION



Source: Lorient Agglomération

Zoom on data collection

The exemple of Miramas

The city of Miramas launched a 6-month challenge in 2015 involving 17 families from different backgrounds: some were already aware of the zero waste movement, some were not even sorting their waste. All were interested in being involved in a collective and friendly project.

Families received a start-up kit which contained a spring scale and benefited from a personalized 90-minute diagnosis at home. Following this diagnosis, they were asked to sign a charter of their commitment to weighing waste, participating to the workshops and achieving their personalized objectives. The participants had to weigh their residual waste during 6 months. The other flows (recyclable, bio-waste, etc.) were optional but the organizers noted that several families went further on their own. A questionnaire was to the families at mid-stage to measure their advancement and then they were offered a second personalized diagnosis in order to modify and adapt their habits.

Six workshops (a half day session, one saturday a month, followed by a collective meal) were organized together with a local association and some professionals over those specifics themes. The families who had fulfilled their objectives after 6 months were rewarded with eco-responsible purchase vouchers.

ASSESSMENT AND PROSPECTS

Beyond rewarding the effort and results of the participants, the end of the challenge is also an opportunity to prepare the follow-up to be given to the operation to reinforce its impact over time. As such, the end of the challenge opens up several perspectives and possibilities.

1. VALUE THE RESULTS AND EXPERIENCE OF PARTICIPANTS

Whether you take into account the total decrease in waste produced or only residual household waste, it is important to highlight the participants' results, for example on a dedicated website, both to give them feedback on their efforts, and because the reduction figures and personal testimonies help to raise awareness of the operation among the rest of the population and the local media.
Several communities, such as Annecy, organized a closing evening with prizes awarded to the winning families or teams. As most organizers recommend, the agglomeration focused on the reduction effort and it was therefore the household that had reduced its waste the most significantly that won this challenge, not the one with the lightest bin.

Other communities highlight on their websites portraits or stories of participating families, sharing their progress but also the difficulties encountered on some aspects of the challenge. All these feedbacks allow the community that has been created to live beyond the challenge and can also foster new families to get involved

2. LEARN LESSONS TO INFLUENCE POLICY

The comments and feedback collected throughout the challenge from participants can help to guide and prioritize certain waste management policy actions. For example, the difficulties faced by families in composting their bio-waste or accessing bulk food provide opportunities to improve public services in order to generalize access to certain waste reduction alternatives (collection of bio-waste, cloth diaper service, bulk shops, etc.).

3. ORGANIZE ANOTHER CHALLENGE

In view of the success of their first challenge, many organizers wish to continue on this path with a second edition. The format is not necessarily the same depending on the lessons learned and the experience gained may allow the new challenge to be considered on a larger scale, if more families are interested.

This makes it possible to multiply the impact of the operation by supporting more and more citizens in the process. Another possibility is to no longer organize challenges as such, but to maintain the data collection tools and the organization of some workshops for families who wish to do so. However, feedback from experience shows that continuing to offer individual support, outside the context of a challenge, is not necessarily as successful: the construction of a small community and the deadlines that mark the challenge period are indeed important factors for success.

4. IDENTIFY ZERO WASTE "AMBASSADORS"

Finding a sponsor or family ambassador is a good way to lead the community after the challenge and recruit new participants.

The city of Roubaix is particularly counting on these former participants to spread good practices and recruit new families: thanks to T-shirts, these ambassadors will be easily recognizable during events or demonstrations organized by the city. To strengthen community spirit, for example, the organizers have set up a sponsorship system between the 2015 and 2016 classes, by geographical sector or between families of similar typology, and organized breakfasts for them to meet.

THE FAMILY CHALLENGE AS A TOOL FOR COLLECTIVE DYNAMICS

The family challenge, especially when it is organized by a community, can also be a lever to launch a broader dynamic on the territory. The operation is then part of a «zero waste» strategy that involves other actors and concerns both prevention and waste collection.

To do this, a few ingredients must be present:

1. MAKE THE LINK BETWEEN THE PARTICIPANTS AND THE EXISTING ZERO WASTE ACTORS

It is a question of thinking of the challenge as an opportunity to make the link between the inhabitants who discover the theme and the network of actors committed to the reduction of pre-existing waste on the territory (repairers, shopkeepers who accept personal containers, second-hand shops, collective composting sites...). This makes it possible to integrate the challenge into a broader citizen mobilization and to give coherence and visibility to the «zero waste movement» as a whole, which can then grow. This link can be achieved by organizing visits to these actors during the challenge, or by creating a map of the zero-waste actors of the territory (e. g. Roubaix).

2. MAKE THE CHALLENGE A TRANSVERSAL AND SHARED PROJECT WITHIN THE STRUCTURES

As with many other policies, your family challenge will have even more weight and visibility if it benefits from strong political support. To involve elected officials from the outset, you can offer them to participate in the operation with their families, come to workshops and visits, etc.

Beyond political support, it is also important that other community services take ownership of the operation. Involving the communication department, associations or education in the organization and political management in the family challenge will make it possible to give a completely different dimension to the system.

3. EMPOWER PARTICIPANTS TO TAKE COLLECTIVE ACTION

The organization of the challenge can be an opportunity to identify some participants who wish to carry out other projects related to waste reduction on the territory (waste reduction in the office, in their sports association, installation of a collective composter, etc.). These participants can be advised and encouraged to transform their individual experience into a collective project and thus become ambassadors for the approach in the field.

4. LAUNCH PARALLEL ACTIONS AIMED AT OTHER AUDIENCES

To foster emulation between actors and enhance the idea that everyone has a role to play, the family challenge can be conceived as one operation among a range of policies targeting different audiences. Thus, the challenge may be complementary to a «business or company engaged», «zero waste school», or «exemplary administration» operation. The complementarity of these policies makes it possible to make visible a zero waste strategy where everyone can contribute to the objective of reducing the territory's waste.

The exemple of Roubaix

the municipality has committed to organize a family challenge in 2014 that gathered 100 voluntary households with various profiles. The aim of this challenge was to put together inhabitants with available resources and territory stakeholders, in order to promote local know-how for waste reduction. The zero waste challenge was part of the elected municipality team's program so the political backing was particularly significant.

The communication department and elected representatives of the community have widely supported this operation which benefited from a great media exposure. In Roubaix, the family challenge is build according to policies that target other actors of the city : merchants (that can be labeled as zero waste), schools, administrations, companies... Thus, as an example, the participants of this challenge were able to benefit from vouchers in the shops labeled as zero waste, or even suggest to the school of their children to engage in the zero waste action. To give some substance to the number of persons involved and to various actors, the city put a map online of the actors or places fostering the zero waste way of life.

Participating families were highlighted, particularly through the making of a photo shoot. Families were able to go back home with a photo of them on which they are with an item that convey zero waste according to them. Some participants also have shared their experience in the media or on blogs dedicated to this challenge. For the second edition, 160 households registered for the challenge in less than two months, and the city had to create a waiting list for 2017. Participant families of the first challenge can become zero waste ambassadors and help recruit new participant families.

AND NOW IT'S YOUR TIME!

Join the facebook group of exchanges for family challenge organizers by clicking here

Ideas of workshops to organize:

Workshops around compost:

- → Compost: The essential
- → Vermicomposting: What you need to know
- → Lasagna technique: Gardening with waste
- → Composting at the bottom of the building
- → Neighbourhood collective compost
- → Manufacture a mushroom farm

"Do it yourself" workshops:

- → Make your cleaning products
- → To make his sponge from recycled material
- → Creation of bulk bags
- → To manufacture its hygiene products
- → To manufacture its cosmetics with zero waste
- → Washable diapers, how does it work?
- → Sanitary textiles, alternatives

Workshop around repair:

- → Common repairs: Household appliances, smartphones, bicycles
- → Household appliances: Diagnosing a failure
- → Smart actions to maintain your electrical equipment
- → Repair small kitchen equipment

ZEROWASTE FRANCE

Zero waste france is a citizens' association, created in 1997, which campaigns for the reduction of waste. The NGO proposes solutions to reduce pollution, which have an impact on both health and the environment by acting at three levels:

Advancing French and European regulations by intervening directly with political decision-makers

Support and accompany local actors such as local authorities, entrepreneurs, local struggle associations and citizens

Informing citizens and decoding the challenges of the waste world

Zero Waste France is mainly financed by donations and memberships from citizens and associations. Your membership gives us the means to act and guarantee the independence of Zero Waste France! Join online: https://www.zerowastefrance.org/fr/donner

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ACKNOWLEDGMENTS: Annecy Agglomération, Grenonlr Métropole, Ville de Miramas, Ville de Roubaix, Vence Initiative Environnement, Espace Environnement, Prioriterre, Coop Tilleul, for their contribution to this guide and through their feedback.