



Instructions and suggestions to Plastic Free Week Challenge - Set Up

Kick-off Event:

Ideally this event can be hosted in a venue where you can show a presentation and bring/order some eco-friendly snacks/fika. Maybe you can have it at the Swedish embassy? This event does not need to be long, the purpose is to create a sense of affinity among the participants and to get them excited about the upcoming challenge and share some tips and tricks on how one can avoid plastics in your everyday life. You discuss the “rules” of the challenge and hold a short presentation on the global crisis of plastic pollution. A presentation template can be found in the toolkit under “building blocks”. You are free to edit this presentation as much as you want. Print the leaflet “Plastic Free Week Guidelines” which can be found in the toolkit and hand out to the participants (also editable). An option is also to buy a little giveaway (bee wax wrapping paper, glass bottle for water, bamboo toothbrush or something similar) that will be helpful during the Plastic Free Week to give to the participants. Ideally you invite an expert speaker from a relevant organisation to hold a talk on plastic pollution and solutions. Maybe you have alumni experts in your network that can contribute? Under “Useful links” in the toolkit you find a list of international organisations working with plastic pollution.

The Plastic Free Week challenge:

The challenge is to not consume any plastic for a week (or longer!). This means not buying anything in plastic wrapping or in a plastic container for example (more detailed information in the guidelines leaflet). You will challenge your members to live without disposable plastics and together you share your experiences and tips in a chosen forum. You can shape the challenge as you want according to what suits best for your local environment. It can last for a week, a few weeks or a month. However, we suggest that it does not last longer than a month, to keep the momentum and motivation going. Links to inspiration on how other people have conducted similar challenges are to be found in the document “useful links” in the toolkit under “building blocks”.

Choose a forum where the participants can meet digitally and discuss the challenge and share advice with each other. You could set up a separate group for this or you use your existing Facebook group/page. Note that people should be able to join in on the challenge even if they cannot attend the starting event and/or the closing event and vice versa. Remember to send updates like “how is everyone doing?”, “I faced this problem” etc to keep up the discussion.

The closing event:

Holding a closing event to the challenge is optional. Maybe you feel that it is too much to plan and if your challenge only lasts for a week, two events that close to each other might be too much for your members to be able to attend. However, it can be nice to meet and talk about the challenge and celebrate that it was possible (or share frustration over that it was not possible!) and it does not have to be a big event. It can be an eco-friendly fika or something else you find suitable, a meet up in an organic café is also an idea.

One suggestion is to do Plogging as a finishing event. In that case you'll find more detailed instructions in the Plogging toolkit. You do not have to send in a separate application for the plogging event, use that toolkit as inspiration only in that case.

