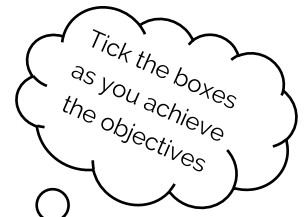


## BIN BAG CHALLENGE

### Section: Beyond the bin bag

Week: 8



These past weeks, you made progress towards more sustainable consumption habits – that hopefully increased your well-being too. It might take a few more weeks to see a clear impact on your bin bag – but you will get there! However, you might have also realised how much waste we create overall and how difficult it is to reduce it. It might have led you to question our way of life and how our economies are organised. How come activities that endanger our planet are often more accessible and cheaper than nature-friendly activities?

This week, we will take stock of our accomplishments, commit to sustaining these efforts, and we will look into what to do if you want to do more.

#### Objective 1 Appreciate what you've accomplished

- Compare and analyse.** On our first week, you started to take pictures of your bin bags. When looking at these pics now, do you see an improvement? If so, can you sustain the habits that explain it? If not, go back to monitoring the recurring items, to identify the issue.
- Go back to the website to find solutions to your remaining waste items.** The website is full of options. It is unlikely you had time to go over all pages over the past few weeks. Take some time to go back and pick up a few more swaps to address your remaining waste. If in a group, share your achievements and your remaining waste, as you peers could help you find solutions.

#### Objective 2 Learn about what else you can do beyond the Bin Bag Challenge

And yet, no time to rest (at least not too long). There is more we can do – even if we won't tackle this right now, let's be aware and make plans to tackle it in the future. Beyond your direct waste, there is more you can do to reduce your carbon footprint.

- [Read more about how you save and invest your money](#) can make a huge, yes, hue difference to the planet.
- Put on an extra layer and turn down the heating** a degree or two – and [get some other tips here](#) on how to save energy in your home.
- Do you think that the UK doesn't have a **water issue**? If you do, you are wrong! 12 out of the 23 water companies in England are already under 'serious stress' in 2021. [Read more here.](#)
- Transport** is the largest emitting sector of the UK economy (28% of UK greenhouse gas emissions in 2017). [Read more here](#) on how to improve your commuting and traveling habits.
- Learn about carbon offsets.** Your first move should always be to reduce your emissions. But when it is not possible, you can pay extra to offset them. While not all carbon offsets are a scam, many still are. [Learn how to select them here.](#)
- Now that you've learned more, can you pick one area to improve before the end of this month/quarter/year?

### Objective 3 Come out as lite-waste

When one person makes a sustainability-oriented decision, other people do too, so let's lead by example!

- **Talk about the changes you've made to at least two people this week.** No need to compare, shame, advocate. Just share what you are doing – so that people near you can see that the norm is changing. If you aim to stop flying for the holidays, say it. If you found a great bamboo toothbrush, share it.
- **Get your loved ones involved.** Changing our habits can lead to discovering that our loved ones do not share the same urgency for change. Changing your cleaning products might have been tricky because your partner still believes in the power of bleach; taking the bus for a day out might not have been an option because your friends wanted the flexibility of the car. Don't guilt them into changing. Instead, find what drives them. If it is not the planet, can it be their health, their kids, a hobby/acquiring new skills, money? Watch documentaries, go to events, find press articles that address their concerns.
- **Organise a collective action.** You could go a step further, especially if you are part of a Bin Bag Challenge group, and organise a collective action. Nothing complex, but something collective. Identify something that is bothering you in your neighbourhood and find ways to signal and possibly change it. Encourage a café to offer China rather than only takeaway cups or to close their doors when having the heating or AC on; promote carrier bag recycling facilities at your local stores; encourage people to switch off their engine rather than idling; request your kids' school to sort their bins and recycle (or even host a [TerraCycle](#) bin that parents can use); request your council to get composting facilities; promote the Bin Bag Challenge! You could meet as a group outside the facilities and make your voices heard, launch a petition, write to the managers, or distribute flyers to get other people join your action.

### Objective 4 Take it to the next level

Our individual choices do matter. They save energy and resources. They build companies' incentives to be greener. They inspire other people to do the same. They make us feel good. Taking action to be more sustainable in our everyday life is absolutely worth doing.

However, it is not enough to change the system. You're not going to cycle or get the bus to work if there is no cycle or bus routes that connect your home to your office. If no shops in your neighbourhood sell organic food, you're not going to buy it. You have choices, but what's possible and what's convenient is dictated by companies and governments. The three ecological crises are systemic global issues, and we need collective action by multiple institutions to tackle it. As citizens and consumers, we should join together to demand political change.

- **Tell your Member of Parliament.** Find out [who your MP is](#), the [best way to contact them](#) and tell them that you think action on climate change, biodiversity and pollution is critical. This week!
- **Join a group.** Right now people just like you are coming together to make their cities more climate-friendly. Join a group such as [Extinction Rebellion](#), or [Youth Strike 4 Climate](#), or find other local groups on <https://takeclimateaction.uk/join>. You could also add a green perspective to a group you already belong too (parent association, local group of companies, ...).
- Read more on how to advocate and [take action here](#).

### Objective 5 Consider facilitating the next Bin Bag Challenge group!

What about becoming a facilitator for a Bin Bag Challenge group? Not only will it help you advocate for behaviour change within your community, but if you haven't managed to go through all the challenges this time, it will give you additional time to catch up! Our facilitator toolkit will provide you with everything you need: timeline, template WhatsApp messages, ideas for in-person meetings and more. We can even help you find members for your group. [Contact us today](#) to register your interest to facilitate a group.