

Zero Waste Conference Workshop – international section 3rd November, 2015

The workshop started with a short discussion among international participants about the presentations of the conference. The speakers talked much about the Hungarian waste management situation and actualities which needed further explanation. Many comments concerned Mr. Schmidt's presentation about the municipalities' standpoint on Zero Waste in Hungary. They were disappointed to hear the pessimistic attitude he showed and shocked about the situation in waste management.

Therefore, together we made a checklist on approaches how to address people (mostly in stakeholder position) with pessimistic view on the feasibility of ZW.

- Educate them more on the topic
- Get them to **listen** to us
- Importance of reaching a **critical mass** of supporters
- Not trying to convince them, but find others who will be able to do so
- Key argument: money (waste as resource)
- Collect supporting evidence

Afterwards we discussed how ZW can be best communicated in general, how we can find supporters.

- Find and work together with network of local groups (communities, NGOs, associations)
→ local knowledge, connections
- Partnership with other associations (e.g. municipality) → be careful how they communicate using your name
- Collect case studies → show them on study trips
- Having an award → **visibility**
- Work together with other networks in different specialization e.g. climate change
- Be specific what target group you want to reach when communicating → key people, stakeholders vs. general audience (media)
- Value the work of the actors in waste management → we need them and don't want to take their work away
- Tools such as petitions, open letters → active communication of lobbying
- Access public e.g. Facebook, Twitter
- Making a "brand" for Zero Waste
- Common database (visibility, credibility) → collective knowledge at one place (comparable)
- Show a timeline (achievements)
- Language barriers → numbers, figures

- Door-to-door awareness raising, questionnaires → collect arguments, views of the public
- Keep in mind that you don't have to know all answers
- Work with feedbacks
- Think in and communicate long-term
- Appreciate and show the importance of the work of the "informal sector" (e.g. Romanian case)

Summary

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Zero

Humusz Waste Prevention Alliance

Waste

Program

by

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