

Title: SAY NO TO PLASTIC

Dates: 24 months (1.1.2022-31.12.2023)

Location: Czersk (Pomeranian, PL)

Target group: all the citizens of Czerks (around 10 000), and collaterally all the other communities and bigger cities

Aim: creation of a zero waste community; raising awareness on the problem of plastic waste; change habits of the citizens, to make the city a role model and prove that a zero waste market (and society) is not only possible; but also improves the quality of life

Description: We want to create a zero waste society, starting from a neighbourgood, in order to study the applicability. Implementation of plastic free e zero waste way of life, so we decided to choose the neighbourhood where people with less income/financial support live. We want to open the city

market hall, which will be open every day so that people can buy the things of everyday life, but sold without useless plastic packages. We plan to engage locals to create/see the bags and supplies people need to carry the products. The market will have only paper bags as an option, but people will be encouraged not to use them. We will avoid waste in riverbeds and seaside, and water will be cleaner. Cooperation with other Spanish brands/shops who produce products of every day consumption: soaps, detergents, clothes, cleaning gears, kitchen equipment.

Bio waste from the market will be given to professionals that will transform it into reusable hummus

Results: reducing the quantity of waste, reducing pollution on the surroundings (land, riverbeds and sea) (studies say that

zero waste creates 10 times more jobs through reducing, reusing, and recycling than through disposal. More jobs are created in rental, repairing, reusing and sharing businesses).

Impact: More dynamic economy (citizens savings rises), healthier life and less diseases derived from micro plastic, In the long run, people will save more money. Moreover, new jobs will be created.

Increased awareness and sensitivity to environmental issues in the population. A project that is shared by all the citizens of a community creates a more united group of citizens, and develops a sense of collectiveness.

Dissemination: we will invite a series of professionals: teachers, academics and students; famous people and celebrity to raise engagement; politicians (to promote the project and help the creation of other

communities); social media accounts for the project to be shared world wide

Budget:

Consultants (academics, professors, professionals) 20 000

Bins / composters and gear for the market : 1000

Advertisement and promotion (including guests): 10 000