

COMMUNITY GRANTS SCHEME PROJECT EVALUATION REPORT



This project is funded by the Waste Authority
through the Waste Avoidance and Resource Recovery Account

Contract number:	C777
Organisation:	Millennium Kids
Project Title:	Waste Free Movement
Grant Amount:	\$16,000 excl GST



This publication has been produced through a grant project funded by the State Government through the Waste Avoidance and Resource Recovery Account, and administered by the Waste Authority.

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ORGANISATION & PROJECT DESCRIPTION

- A brief overview of your organisation/group.
- A detailed description of the project, including your anticipated goals and outcomes /achievements.

Through the Waste Free Movement, a project of Millennium Kids Inc, a youth led environment NGO, aimed to run stalls and information stands led by young people at workshops, shop fronts, markets and festivals in 5 local government areas – with information about single use plastic, simple but effective communication showcasing young people making change and promoting reusable MK merchandise that provides an immediate solution to reduce waste at festivals and markets: reusable coffee cups, bamboo straws, water bottles, shopping bags and most importantly a sign up, and on line support system to monitor behaviour.

- The Millennium Kids Waste Free Movement team leaders (WFM) trialled workshops and information booths in 8 LGA's running 12 stalls and events over a 12 month period. See attached.
- Over 100 young people attended workshops and engaged with the Waste Free Movement stalls at events, festivals and community workshops to educate people about waste and pitch for personal action projects.
- The Millennium Kids WFM team was engaged in additional workshops beyond the scope of the grant as the project timing coincided with the launch of our new website, and increased community interest based on War on Waste documentary series.
- WFM tools were developed, trailed and reviewed with over 100 young people. The pilot phase is now complete and the website will be updated to meet agreed recommendations as part of the review process.
- The online tools will be launched on the website to the general public in September 2019.
- A new element on the website will allow the general public to search for WASTE initiatives.
- Managing the recycle and landfill bins with a team of 'bin managers' at each event or festival was the key to reducing contaminated bins. The WFM team literally engaged with people at bins and directed them to the appropriate bin.
- Social media engagement needed an interactive activity based at the events to engage the public.
- MK Youth Board Member, Rachel, developed a series of opportunities for young people to **Have a Say** about waste and waste management through the events, workshops and festivals. Young people filled out postcards at the booths.

- These ideas were collated and presented to the Minister for Environment, Stephen Dawson at MK2030 in May 2019 as part of Millennium Kids Youth Challenges on the Environment.
Report: <https://www.millenniumkids.com.au/project/youth-challenges-on-the-environment-2019/>

EVALUATION / RESULTS - DATA

What kind(s) of project data/information did you collect?

Please explain how you recorded / measured your results, and include all the data you've collected, whatever it may be!

The Millennium Kids Waste Free Movement team leaders (WFM) trialled workshops and information booths in 8 LGA's running 12 stalls and events over a 12 month period.

Over 100 young people attended workshops and engaged with the Waste Free Movement stalls at events, festivals and community workshops to educate people about waste and pitch for personal action projects.

The events aimed to educate people about waste and manage the bins at events, which meant engaging with the public and directing them to the appropriate bin. This was problematic from the start. It was evident vendors and market managers had inappropriate bins for the waste being produced. Bio products featured at all events and these were being put in recycle bins. People wanted to put soiled pizza boxes in recycle bins. There was not a standard answer from Councils and waste companies. Educating market managers and vendors and liaising with local government became a focus of behind the scenes negotiations. Some bins had old signage, which did not help.

We thought we would engage with the event patrons only but the focus became on working with vendors, market managers and councils to collaborate around event management and best practise waste management.

Patrons at events with a sustainability focus were keen to engage in discussions about best practise sustainability practise. Main stream events need fun interactive pathways for patrons to participate in game changing ideas.

Food vendors were supplying biopackaging for beverage and food take away containers. The public put them in the recycle bins. Market managers were not aware that bio packaging needed a separate compost bin.

Bin monitoring was the key to ensuring no contamination in bins and recycling.

Many vendors were keen to be waste free, had supplied landfill bins and recycle bins, but were not aware of nuances in relation to what waste went where.

Salty X market vendors were keen to become waste free by supplying reusable cups and plates to patrons if there was a general wash up facility. WFM team will work with Salty X in 2019 – 2020 on the next stage of the process once the food-packaging matrix is completed.

MK approached the McCusker Centre for Citizenship to seek an Intern to undertake some research on the take away packaging supplied by the food vendors at the event. The aim is to create an up to date information matrix for vendors to use when making decisions about environmentally friendly packaging. See attached matrix and feedback. This matrix is being presented to City of South Perth and other market managers to help develop a strategy to work with food vendors in the lead up to events.

The aim at each event was to limit contamination. This was simple at small events where single use plastic bottles could be collected and sorted but at bigger events a team of bin managers was required.

Was your project successful in the way you expected?

Did you achieve what you set out to do? (did you reuse/reduce/recycle as much as you had planned to?) If not, what happened?

YES

It was successful but not in the way we envisaged.

We had huge interest in our team managing the bins at events to ensure there was no contamination. WFM team divided into bin management and education and workshop stall leaders. The bin management team dealt directly with the public at each bin. At the large events such as Australia Day we had over 15 volunteers from 2 – 9pm. The skip bins were managed for the whole event in the food court and there was no contamination but it required our team to remove items with tongs from bins etc as the public were not always careful about where they put their waste.

Patrons at sustainability events were keen to engage at the bins and purchased products or took part in educational activities.

Our WFM team had appropriate messages on our branded shirts – fish eat plastic – we eat fish – and patrons were keen to engage in conversation around messages they had heard through war on waste.

Salty Market patrons were keen to get involved with the hashtag – younger, sustainability focused event.

Many people filled in our Have a Say Cards at events – over 150 cards and took WFM postcards home but few engaged in the hashtag opportunity to share their change making projects. The ideas were collated and presented to the Minister for Environment at an MK2030 in March.

Kids want better waste education

We need the community better educated in where their rubbish goes, and a reduction in “greenwashing”. People need to know that products marketed as ‘bio’ or ‘biodegradable’ may need special facilities, sorting and handling, and so are not really the best option as we don’t have the facilities to deal with them in Western Australia.

The Kids say a complete ban on single use plastics is just the beginning

There are plenty of alternatives to disposable coffee cups, plastic balloons, plastic micro-beads and single use cutlery items, and we want to see them completely phased out in Australia as soon as possible. Kids say we need to follow through with a ban on production of new plastic.

Kids want incentivised recycling

They want programs like Cash for Cans and other products as soon as possible. They want incentives to reduce waste in packaging, with increased taxes on excessive and non-recyclable packaging. Their aim is zero landfill.

Kids want to see industry play their part

They want the re-use of cardboard boxes in supermarkets promoted. They want supermarkets to stop wrapping fresh produce in plastic. They want excessive packaging eliminated, and retailers made accountable for waste and associated carbon emissions. They want industry pushed into giving up disposable packaging. They want supermarkets to review questionable marketing practices, such as distributing single use plastic toys.

Kids want to see research funded

We need research into how to reduce pollution, and clean up polluted areas. Kids say plastic is a resource, not rubbish. They encourage research into re-use of our current supplies of plastic. They want research into how we deal with the ‘too hard basket’ of things like coffee cups, soft plastics, used clothing and other fabrics, and medical equipment.

Kids see a role for government

As well as legislation to reduce the supply of plastic waste, they want a fully funded, fully supported state-wide recycling and resource recovery system. This system would provide input for waste management policy, where if we can’t recover and reuse the materials, we should not be selling them or using them.

The Kids want to know what bin to use

They want to have consistent branding and education on what is and isn't recyclable. Currently there are different recycling systems and education in each suburb. They want clear instructions on every bin.

The Kids want people to stop littering

There is litter all over our country roads and beautiful beaches and we want something to be done about it. They want to see more people fined for littering and they want tougher fines for littering, including the release of helium balloons.

The Kids want to see a three-bin system all over Australia

They love the three-bin system in Perth and we want all Australians, in every regional and remote town to have access to green waste and recycling collection as well as general waste.

Kids want an end to food waste

Food wastage is a major problem as it ends up in landfill. Kids want education programs for more efficient shopping and use, combined with FOGO bins in all Council areas. They want sorting and composting facilities at all public festivals and events.

MK did a review of the tools developed and got feedback from Millennium Kids engaged Ten Consulting to review the toolkit and provide recommendations for engagement strategy. The toolkit was trialled with WFM participants a pilot.

Attachment 2 - 1000 Actions for the Planet Review and Recommendations



Examples of Project Development Using the Toolkit

All in all the funding allowed us to create new key messages for engagement, review and edit tools for on line engagement and build a network of Councils keen to work with us in the future. It was a very exciting opportunity to build on prior waste education programs and build behaviour change tracking tools to support young people in engaging in the Waste Free Movement.

Millennium Kids will be continuing with the project in 2019 – 2020.

Do you feel your project made a positive difference in your community and why?

YES

The fact that the WFM was engaged by additional Councils highlighted the need for education and bin management at each event. The public were interested in the topic and keen to engage but frustrated about the effort of recycling and the fact they felt more needed to be done.

Through the WFM we engaged with three additional Councils and will be working with them again in 2019 – 2020.

The conversations were productive and helped us plan our next steps. ie We recognised we needed a fun interactive photo booth opportunity to encourage people to create social media messages – so at YACWA youth event we created a Waste Free Movement frame and over 35 people participated in social media sharing of messages.

How many people in total do you think your project has reached/affected?

600

LESSONS LEARNT

What lessons were learned through the project – what worked and didn't work?

What, if anything, would you do differently if you were to do the project again?

More interactive, fun, waste activities were needed to engage the public.

Liaise with Council prior to the event to develop a waste strategy based on event vendors and market stall needs.

Simple, effective messages worked best eg – fish eat plastic – we eat fish!

On line tools and project development worked well at workshops but not at events. Workshops gave people time to interact and participate whereas festivals and events had a main purpose and our stall was not the main reason for their outing.

We will be working with City of South Perth on Waste Free Movement messages in the lead up to the festivals and ticketing of events and selling Waste Free Movement merchandise – cups etc prior to the events as much of the waste came to the event through picnic baskets and fast food brought to the site.



Did you encounter any problems/challenges in carrying out the project? If so, what were they?

We needed a split between over 18 and under 18's at the events to ensure OHS, duty of care was managed adequately. We ensured we did not have WFM teams at festivals with alcohol.

What advice would you give to other groups considering undertaking similar projects?

The demand for our team was beyond voluntary team capacity. City of South Perth and Shire of Waroona contracted our team to run the Australia Day event and Waroona Youth Fest activities. We used these funds to give a voucher to each of our members. Spending 7 hours at an event managing bins is a laborious task – but the kids loved it.

We had three additional opportunities to manage WFM stalls at events but we did not have volunteer capacity.

We will be running a training day in 2019 – 2020 as many Councils want to engage with our WFM team again.

ACKNOWLEDGEMENT / PROMOTION

**Does your organisation (or project) have a website or Facebook page?
(please provide the link(s) to your organisation’s site and/or the project page)**

Website: www.millenniumkids.com.au

Facebook: <https://www.facebook.com/millenniumkidsinc/>

Insta: Millennium Kids

How did you acknowledge the Community Grants Scheme funding you received?

Website – 8 WFM website stories acknowledging Waste Authority

Instagram – 46 WFM posts acknowledging Waste Authority

Facebook - 10 snapshots acknowledging Waste Authority attached

The West News: Edulis film session with WAN acknowledging Waste Authority

Did you purchase any capital equipment with your grant money? (this includes things like sheds and large pieces of equipment)

No.

We purchased WFM Banners and WFM postcards for booth, WFM film for booth <https://vimeo.com/325825073> all with appropriate signage.

Were there any promotional / media opportunities for the project? (newspaper articles, photos) If yes, please ensure you attach copies or include screen prints

YES

We are waiting to hear when the Edulis film will be showcased on WAN news – will confirm when it is approved.

Did you produce any promotional material for the project? (flyers, brochures even screen prints of online promotion – Facebook posts etc) If yes, please ensure you attach copies or include screen prints

YES

WFM Banners and WFM postcards for booth, WFM film for booth
<https://vimeo.com/325825073> all with appropriate signage.

postcard



Banner



WASTE FREE MOVEMENT

10 WASTE TIPS
Join the Waste Free Movement and help us create a waste free world.

Start with one plastic item at a time. Create your own personal pledge; help reduce plastic at your school, community group, workplace or event. Here are some ideas to get your started.

<p>1. Have a waste free birthday celebration.</p> <ul style="list-style-type: none"> • Give up those plastic drinking straws • Avoid single use plates and cups. • Purchase your crockery and cutlery from a recycle store. 	<p>6. Check the Ingredients on Cosmetic Products</p> <p>Many contain plastic micro beads that end up in the ocean.</p>
<p>2. Be Prepared</p> <p>Carry a keep-cup for your favorite beverage. They come in a variety of sizes for coffee, juice, and even beer.</p>	<p>7. Don't Get Sucked in by 'Bio Products'</p> <p>They are still wasteful, and many of them are not recycled in WA.</p>
<p>3. Purchase Wisely</p> <p>Buy your dry goods from a wholefood shop that supports a no plastic policy.</p>	<p>8. Green Your Canteen</p> <p>Audit the canteen and get the kids to tackle one item at a time. Start with plastic cutlery and run a campaign to minimise waste to landfill.</p>
<p>4. Pack Your Picnic Basket</p> <p>with an old-fashioned picnic set - knives, forks, plates and spoons.</p>	<p>9. Let Your Local Supermarket Know</p> <p>We do not need our fruit and vegetables packaged in plastic. Fill in a "Have your say postcards" and we will post it to them.</p>
<p>5. Use Cloth Bags</p> <p>Keep them in a handy place along with some re-sealable containers for those small goods. If you forget use a cardboard box from the shelves in supermarket.</p>	<p>10. Recycle Any Soft Plastics</p> <p>You can do this at the Red-cycle stations in Coles and Woolworths.</p>



Share the innovative ways you are reducing single use plastic in your life on instagram. Use #1000actionsfortheplanet




[#millenniumkids](https://www.instagram.com/millenniumkids) | millenniumkids.com.au

VARIATIONS & EXTENSIONS

Were you able to complete your project in the approved timeframe?

YES

If there were variations or extensions, what were the cause(s)?

We had a grant variation mid project for early release of funds so the web tools could be designed and trialled as part of the Waste Free Movement process.

FUTURE PROJECTS

Did any opportunities or ideas arise during the project?

YES

Do you now have ideas for other future projects?

- Toast My Curry and other vendors were keen to become waste free by supplying reusable cups and plates to patrons if there was a general wash up facility. We are meeting Toast My Curry again to progress discussions.
- WFM team will work with Salty X in 2019 – 2020 on the next stage of the process once the food-packaging matrix is completed.
- Shire of Waroona is currently in discussions with Millennium Kids to run a Waste Free Movement series of workshops in the school holiday period to train their own Waste Free Movement team for subsequent youth events focussing on:
 - Minimizing single use plastic bottles at the event
- A series of meetings have taken place with the City of South Perth to develop a process of community engagement in the lead up to the 2020 Australia Day event.
- Developing a social enterprise model reducing waste by creating enterprising ideas
- Matrix to be presented to City of South Perth 13th June for feedback. Matrix currently being reviewed by Waste Authority.
- Etiko, a fairtrade B Corp brand, developed a partnership with Millennium Kids to cross promote ethical products. Funding will be used for ongoing WFM Programs.

PROJECT PHOTOS

Please attach project photos, screen prints of promotional materials and their brief descriptions here.

Website – 8 WFM website stories acknowledging Waste Authority

Instagram – 46 WFM posts acknowledging Waste Authority

Facebook - 10 snapshots acknowledging Waste Authority

Example website story

Home News Donate MK TV Login

Millennium Kids

Home The Issues About Upcoming Events Projects Get Involved Contact Q

The Waste Free Life

WASTE

#1000actionsfortheplanet #responsibleconsumptionandproduction

How nice is it to be out and about with the warm summer weather!! There are so many places you can go at the moment to have a meal from a food van- they are at our local Saturday farmers markets, twilight markets and food truck nights in the local park. You can go along, eat, listen to music and have a look around, but have you thought about the waste they generate?

All vans use disposable plates – mostly cardboard and plastic cutlery, so even though some of them biodegrade imagine how much waste each event makes?

We have decided to take our camping plates and forks as well as a sealable container to do our bit for the Waste Free Movement. We also ride our bikes which saves us time in the traffic, finding parking and the ride home in the dark is always an adventure!

What can you do for the MK Waste Free Movement?

MK Reporters in Action – Pheonix and Ebonie

Join the Movement!

What are you doing? What can you do? What will you do? Do you need our help? Tell us about your action or project. Send us an email info@millenniumkids.com.au

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FEBRUARY 8, 2019 2 COMMENTS BY ADMIN

Example Insta post

millenniumkids • Follow

millenniumkids Our Waste Free Movement team had fun sharing their Edulis Edible Cutlery concept today with Kate from The West News. The team had fun decking out the kitchen @theplatform.space ready for their interview, made a batch of edible cutlery and showcased their idea to the world.

Single use plastic cutlery be gone!

The Waste Free Movement was funded by Waste Authority Community Grant Scheme. #1000actionsfortheplanet @2040film

1w

36 likes
7 DAYS AGO

Example Facebook Post

Millennium Kids Inc
Published by Catrina Aniere [?] · 18 May at 08:34 · 🌐

These Kids had a say about the futures projects they are working on now as part of a media interview yesterday - revegetating to keep our city cool, edible cutlery - no need for single use plastic, alerting the community to the habitat our biodiversity needs, climate change! Too young to vote, but old enough to know the consequences of not caring for the planet.

What are you doing? What can you do? What will you do? Do you need our help? Tell us about your action or project. Send us an email info@millenniumkids.com.au

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704 86

Page Transparency
Facebook is showing information to help you understand the purpose of a page and who manages it.
Page created - 28 Jan

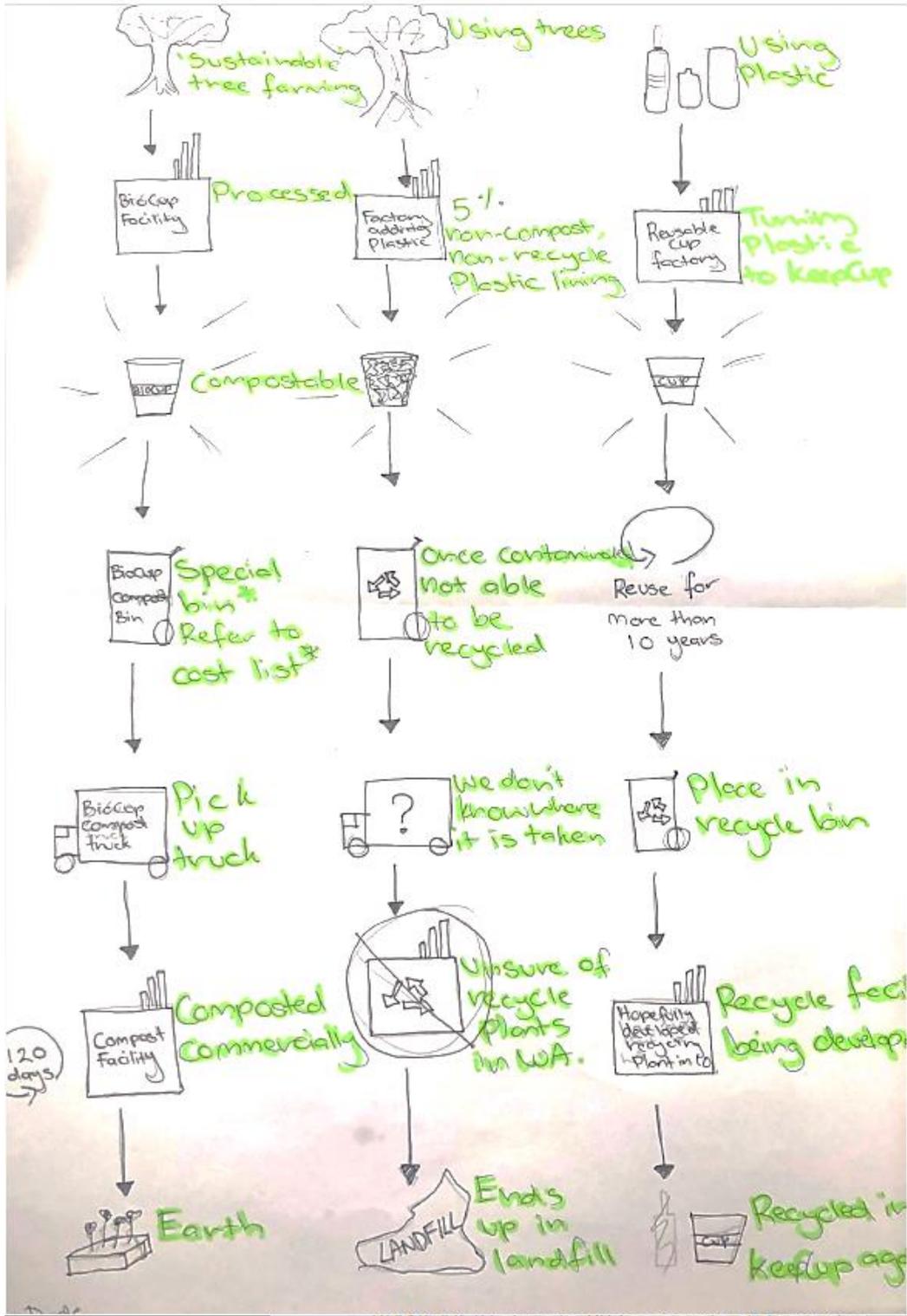
Team Members
Catrina Aniere

Pages liked by this Page
West North
Cool Australia
Trillion Trees

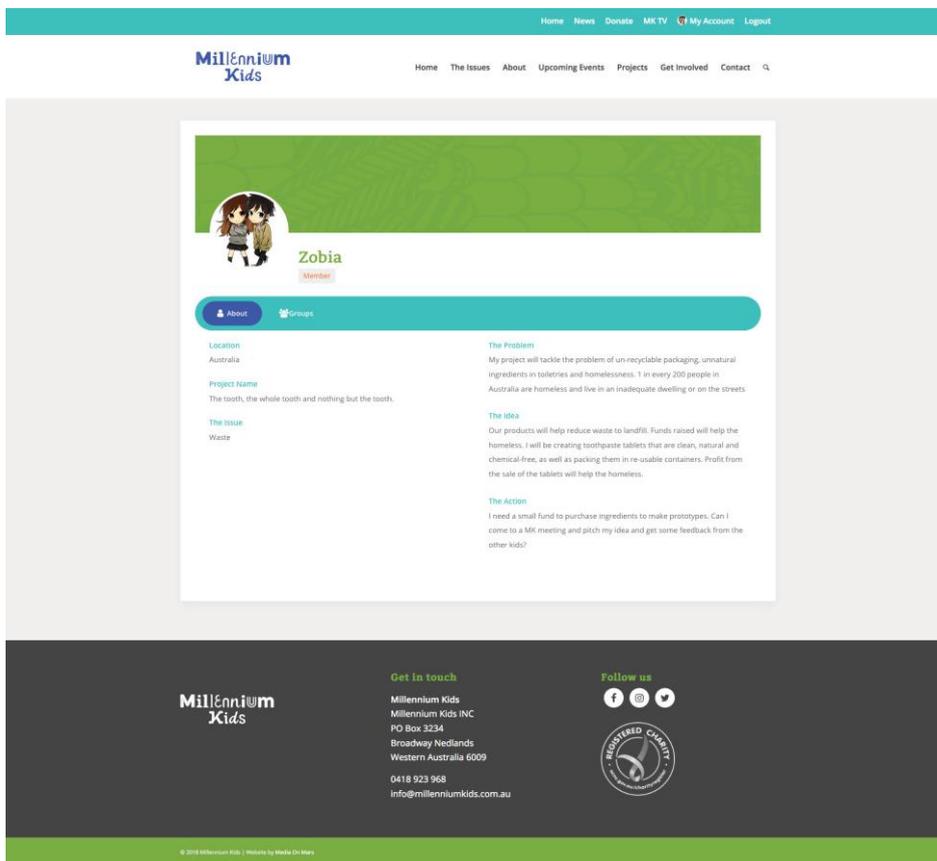
English (UK) · English (US)
한국어 · Español

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Facebook © 2019

Attachment 1 - Waste Matrix



Attachment 3 – Sample MK member profile



Attachment 4 – Digital Engagement Review

