

1. Institutional Setting

bonnorange AöR was founded in 2013 and is a 100 percent subsidiary of the City of Bonn

Our main working areas

Waste management (175 employees)

Street sweeping (130 employees)

Central Technology (33 employees)

Administration (77 employees)

Total: **410** employees

2. Starting Point/Project Goal

Challenge:

Raising awareness for several possibilities to avoid plastic waste in daily life addressed to different target groups

Target of the project for 3 different target groups:

- Show the impact of plastic bags to the environment and motivate consumers to use reusable shopping bags
- Show the impact of using single use plastic bottles and motivate pupils to set a good example by using refillable water bottles
- Initiate activities with school children against the dumping of plastic waste into the Rhine river.

3. Approach

- **Method:** Raising awareness with fun, action and creativity
- Show that everyone can make a difference with their contribution - every day

The "Dirt Angel"



Asking people to change from plastic bags to reusable shopping bags



The message is the bottle



Happy kids use refillable bottles



4. Outputs

- **100** consumers changed their plastic bags with the “**Dirt Angel**” in the shopping zone in just 3 hours. Because of his appearance, the action attracted a lot of attention without much effort.
- **3.200** refillable drinking bottles were given to the fifth graders returning to school. If every one of these school children uses the refillable bottle instead of 1 plastic bottle every day around 1 million single use plastic bottles can be avoided in a year.

5. Lessons

Through initiatives involving fun and creativity it's possible to get the attention of people and the media and prompt interest on the topic of how to avoid waste. People can easily understand that everybody can make a difference.

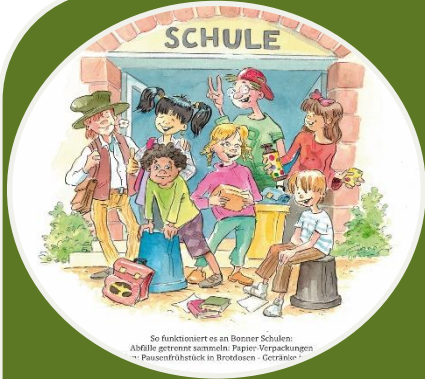


Kids paint waste containers to motivate walkers to collect rubbish on the bank of the Rhine river

Kids set up the graffiti waste containers on the banks of the Rhine



6. Follow up



Continuing with creative actions gives a good image to your organisation and people feel „invited“ instead of „obligated“. This makes them more motivated. This kinds of actions are „educational“ but don't feel forced.

You don't have to invest a lot of money to get attention. Fun will always resonate.

Everybody can set an example. There is no time to waste to wait until politics or others are ready to make a change.