



Members Launch Toolkit


Overview

Plastic has taken over the world in the past few decades and has burdened Africa's environments and waste management systems. Africa is no stranger to the plastic problem even if it accounts for only 5% of the global plastic production rates and consumes only 4% of global plastics volumes. In this publication, *The Life before Plastic: Demonstrating Traditional Practices of Reuse in Africa*, we explore the problem of plastics on the continent and examine the laws, policies and multilateral agreements put in place to govern plastic waste management and trade. The publication more importantly showcases examples of traditional practices made of natural materials widely used across the African continent as alternatives to plastic. Further, GAIA and BFFP Africa members provide insight on existing reuse and refill systems on the continent and examine how reuse and refill can be made a stronger part of Africa's journey towards ending plastic pollution. In conclusion, the Life Before Plastic publication delves into how current and traditional zero waste systems can be sustained in the future by providing and addressing recommendations on corporate accountability, policymakers responsibility and consumer responsibility through making zero waste a lifestyle.

Live Link

- ❖ <https://www.no-burn.org/resources/life-before-plastic-africa/>


Social Media Toolkit

- ❖  Life Before Plastic: Demonstrating Traditional Practices of Reuse in Africa_ Social Media ...

Suggested Launch Dates

- ❖ Anytime between 17 June & End of June 2024

Promotion Poster of the Publication

- ❖  Promotion Posters of Publication


Editable Promotion Posters (Please Make a Copy Before Using)

- ❖ **Link to Poster on Canva:**


https://www.canva.com/design/DAGGuLy5-Lo/ha-IC3kBnALIKv73lw1MFQ/edit?utm_content=DAGGuLy5-Lo&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

PowerPoint Presentation:


- ❖ **BLANK TEMPLATE**


 [Template] Life Before Plastic Launch

❖ **PRESENTATION CONTAINS DETAILS OF THE PUBLICATION**


 Life Before Plastic Launch *(See Slides **11-20** & **21-24**)*

❖ **SUPPORTING TRANSCRIPTS FOR DETAILED PUBLICATION PRESENTATION**

 Publication Overview_LBP Transcript for Presentation *(Goes with Slides **11-20** in the presentation above).*

 Writing About Tradition_LBP Transcript for Presentation *(Goes with Slides **21-24** in the presentation above)*

English & French Versions of the Publication:

❖  Final Publication_English & French - Edited Versions as at 10 June 2024

Template Agenda:

- ❖ **Suggested Duration of the Event:** 1-1.5 hours
- ❖ **Suggested Format:** Online or In-person | Can also fit into any existing project plans

| Time | Topics/Talking Points | Speakers/Facilitator | Notes |
|----------|--|----------------------|---|
| (10 min) | Welcome & Introductions | | |
| (15 min) | Live Art Demonstration/Reuse Exhibit | | <i>This could be someone demonstrating how to make baskets or other reusable products or promoting a zero waste store!</i> |
| (10 min) | Publication Launch & Overview | | <i>See Powerpoint presentation!</i> |
| (10 min) | Africa's Zero Waste Practices & Diverse Reuse & Refill Systems | | <i>See Powerpoint presentation!</i> |
| (30 min) | Panel Discussion | | <i>You could share the publication with a few people from your organization or other relevant speakers who can shed light on their perspectives of the publication.</i> <i>See Facilitation guide below for supporting panelists' questions!</i> |
| (15 min) | Q/A + Comments & Love for the Publication | | |

Template Facilitation Guide

| Time | Topics/Talking Points | Speakers/Facilitator | Notes |
|----------|-------------------------|----------------------|--|
| (10 min) | Welcome & Introductions | | <p>Good Afternoon everyone. Welcome to the highly anticipated Launch Party of the GAIA/BFFP Africa, LIFE BEFORE PLASTIC "DEMONSTRATING TRADITIONAL PRACTICES OF REUSE IN AFRICA" Publication.</p> <p>I hope you have your reusable PARTY HATS on!</p> <p>I am _____, your awesome host for today. today. It is my pleasure to welcome you all and invite you to have lots of fun, learning about traditional reuse practices right on our doorstep!</p> <p>While we wait for a few more people to join us today, please introduce yourself in the chat, which country and organization you are from. (If Online)</p> <p>Chat Game: You can also share with us <u>1 COOL WAY YOU ARE USING LESS PLASTIC in your HOME or OFFICE.</u></p> <p>Photo Op: Now that we have more people at this party, I would like to Invite you to please turn on your camera for a quick group photo with our party hats (if you don't have a party hat, check out the cool zoom filters on your screen below and choose 1). (If Online) (or In-person Photo-op at the End)</p> <p><u>Now that the mood is set, lets get this party started!</u></p> <p>Purpose of Today: We are all here today to celebrate the launch of a new GAIA/BFFP Africa publication titled: Life before plastic: Demonstrating traditional practices of reuse in Africa." This publication is the first of it's kind to showcase examples of traditional practices made of natural materials widely used across the African continent as alternatives to plastic and provide an insight on existing reuse and refill systems on the continent whilst examining how reuse and refill can be made a stronger part of Africa's journey towards ending plastic pollution.</p> |

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| | | | <p>This publication is most timely in commemoration of World Refill Day this month, which is a day of action uniting our global community every year on 16th June with the aim of creating an alternative vision of the future and accelerating the transition away from single-use plastic towards refill & reuse systems.</p> <p>Housekeeping Remarks (Slide): Great I think we can begin folks, let's go through a few housekeeping matters before we do!</p> |
| (15 min) | Live Art Demonstration/Reuse Exhibit | | <p>I know you are all eager to know more about the publication and I am not going to keep you waiting anymore! To start things of, I want to invite our guest speaker_____, from _____ to firstly share an exciting project their organization is doing_____.</p> <p>After the presentation Thank you so much_____, it is more efforts like this that is needed in our communities to truly demonstrate that we can actually move away from our reliance on single use plastic products.</p> |
| (10 min) | Publication Launch & Overview | | <p>I think the demonstration by _____ is an excellent segway into the official launch of the Life Before Plastic Publication by GAIA & BFFP Africa. To give us an overview of this publication is_____.</p> <p>After the presentation Wow wow wow, I cannot wait to read the publication just from that overview!!! Thank you so much _____!</p> |
| (10 min) | Africa's Zero Waste Practices & Diverse Reuse & Refill Systems (From an Author's Perspective) | | <p>And if that leaves you wanting a bit more...Here is _____to share with us a little more about Africa's Zero Waste Practices & Diverse Reuse & Refill Systems from the publication.</p> <p>After the presentation Thank you so much _____,</p> |
| (30 min) | Panel Discussion | | <p>I think it's really interesting how the publication was able to capture all of these diverse practices from the GAIA Africa membership. Now to give us their own</p> |

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| | | | <p>perspectives of this publication:</p> <p>It is my absolute pleasure to introduce you to:</p> <ul style="list-style-type: none"> • _____ • _____ • _____ <p>1. They will first be giving us some insights on the type of traditional ZW practices/plastic alternatives that still exist in your communities/countries today and how effective these practices are in reducing the amount of plastic waste where they exist? (Give each speaker a chance to answer this question...TOTAL 10 min for all speakers)</p> <p>2. Can we also ask you to share with us how you think these practices can be scaled up into becoming viable sustainable alternatives to ending plastic pollution. (TOTAL 5 minutes - 1 speaker from the panel)</p> <p>3. I think that gives us a great opportunity to share with each other what our feelings are about how Africa has the potential to make reuse & refill a stronger part of its Zero Waste Journey? What will be needed and why? (Give each speaker a chance to answer this question...TOTAL 10 min for all speakers)</p> <p>4. I think we have gotten a really good insight into what to expect as some of the key ideas and discussion points that surface throughout the course of the publication, and as with any publication there has to be a call to action, so Farima can you close our discussion off with How do you think Corporates, Policy Makers & Consumers can demonstrate better accountability when it comes to making Zero waste possible & sustainable? (TOTAL 5 minutes - 1 speaker from the panel)</p> |
| (15 min) | Q/A + Comments & Love for the Publication | | <p>Thank you so much everyone for joining us today, but before we close, does anyone have a few questions, comments or some love for the publication? Your questions</p> |

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| | | | <p>can be directed to Kenza or Merrisa or Farima as well who was also one of the authors of the publication!!!</p> <p>CLOSE & WRAP (REMIND PARTICIPANTS TO CHECK OUT THE PUBLICATION)</p> |
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