

NOV  
23  
-  
DEC  
2  
'18



# MAKE SMTHNG

WEEK

#MakeSmthng

#BuyNothing

#DisruptBlackFriday

#MakeChangeNow

[www.makesmthng.org](http://www.makesmthng.org)

# Table of Contents

- 👉 What is MAKE SMTHNG Week?
- 👉 #MAKECHANGE
- 👉 Activity Ideas
- 👉 Designs and Branding
- 👉 Very Important Guidelines
- 👉 Event Venues
- 👉 How to find people to support my event?
- 👉 MAKE SMTHNG Media and Social Media
- 👉 Become a MAKE SMTHNG Ambassador
- 👉 Event Checklist
- 👉 Contact the MAKE SMTHNG team



# What is MAKE SMTHNG Week?

*MAKE SMTHNG Week is an international festival of events that encourages people to engage their creative skills, community spirit and the power of social experience.*

Instead of spending the Christmas and end-of-the-year season shopping, we want to come together in communities around the world to make something! In 2017, tens of thousands of people took part in MAKE SMTHNG Week events across 33 countries on 6 continents, to practically learn fun and creative alternatives to shopping for new things.

In 2018, MAKE SMTHNG Week (MSW) will continue to bring together people and families from all walks of life and showcase how we can share, upcycle, care for and repair our goods. Through making and doing it ourselves, we

can transform these old things into something new and awesome together!

Each year, we use up more natural resources than the planet can reproduce, from fashion and tech, to food, single-use plastic, toys and cars, we are producing and consuming too much. We need to find a way to create a cultural sea change where we truly value our goods again and keep them for as long as we can. Many of us have already rediscovered the art, craft and joy of making and the power of coming together in our communities to share skills, experience and knowledge. MAKE SMTHNG Week is a time for us to connect and unite in order to strengthen and mainstream inspiring solutions and alternatives to overconsumption.

# #MAKECHANGENOW

In 2018, we not only want to build on the success of MAKE SMTHNG Week 2017, but to challenge ourselves to take it one step further. This year, in line with the DIY maker-spirit, we want to introduce *#MakeChangeNow*.

***MAKE CHANGE is about taking the joyful, can-do-attitude of MAKE SMTHNG, and channeling it to discover our potential to become creative activists and drive positive changes in our communities.***

Makers and event organizers will have freedom in deciding how we would like to MAKE CHANGE within our communities. We can push for policy changes, engage in creative actions, or get involved with, or start, a charitable cause.

👉 *Continuing to promote positive, creative solutions is the cornerstone of MAKE SMTHNG and MAKE CHANGE!*



# Activity ideas

Here are some activity ideas as a starting point for your event brainstorms. Think about ideas that will make it easier for people to replace buying something new with making something, and how you can **MAKE** (positive) **CHANGE** in your community.

Your event can be a workshop where you teach skills, a swapping and sharing event, installations, film screening to help people get inspired, making artwork and gifts that help find consumerism and much more.

**MAKE SMTHNG** covers many aspects, from fashion to food, household goods, toys, beauty, tech and mobility. This is an open event, so think **BIG** and outside the box!



# Fashion

- 👉 Photo booth to “Tell your garment love story”
- 👉 Reuse your old jeans or t-shirt to make a bag or wallet
- 👉 25 ways to reuse your scarf into dress, shirt, wrap, etc
- 👉 Show 10 Ways to reuse an old t-shirt into something new
- 👉 Kids recycle outgrown clothes into little coin or treasure bags



# Plastics

- 👉 Make your own reusable tote from favorite old shirt to replace plastic bags
- 👉 Make your own wallet from chip or candy wrappers
- 👉 Make your own Bee's Wax Wrap to replace plastic foil
- 👉 DIY cleaning products for a zero waste home
- 👉 15 ways to reuse your plastic bottle
- 👉 DIY beauty products without microplastics



© Chanklang Kanthong / Greenpeace



© Katie Nelson / Greenpeace



© Patrick Cho / Greenpeace

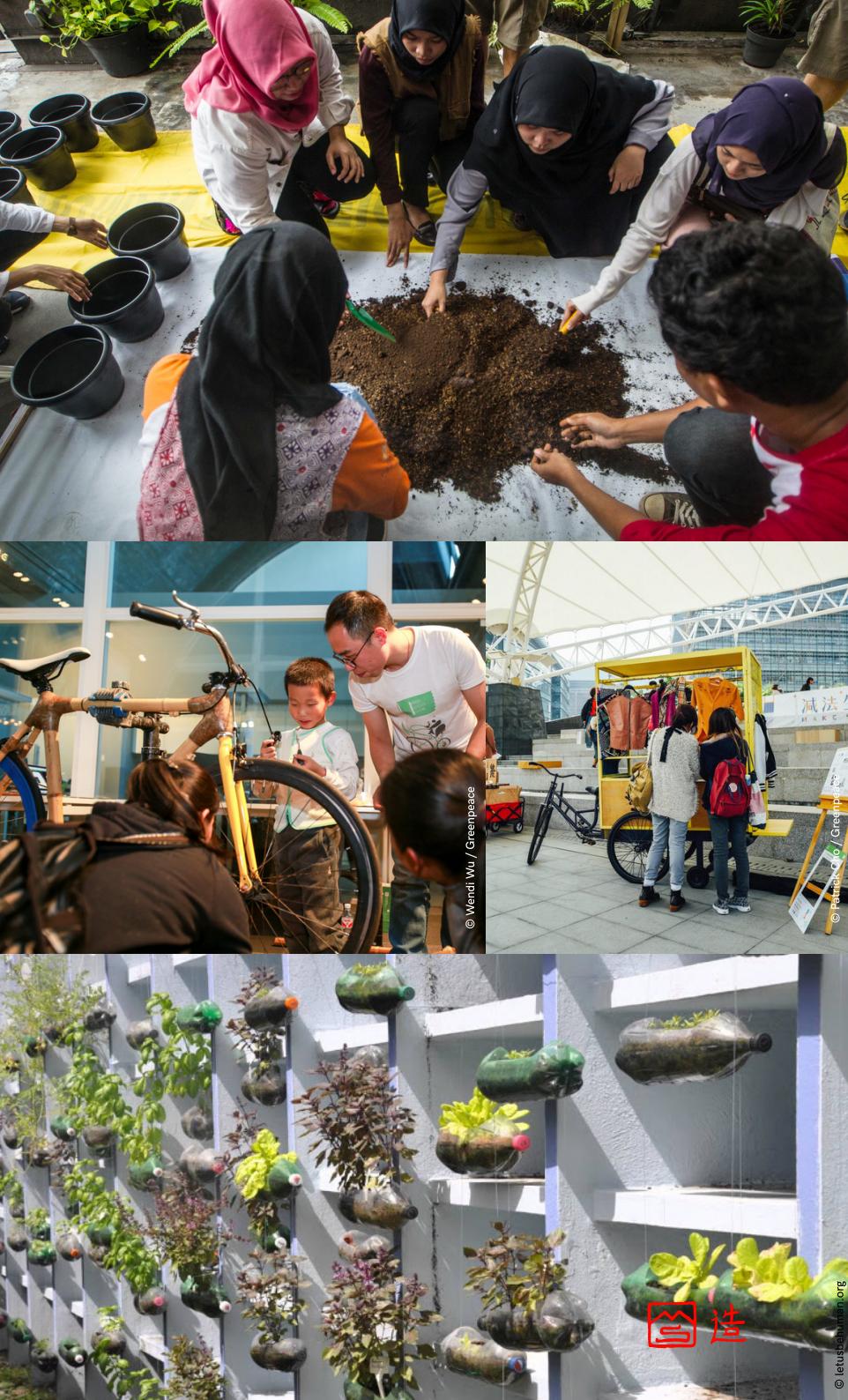
# Toys

- 👉 Make reclaimed or recycled wood toys dyed with natural coloring
- 👉 Make your own board games
- 👉 Make your own dolls or stuffed animals
- 👉 Make Christmas ornaments
- 👉 Christmas cards made on recycled paper with natural stamps



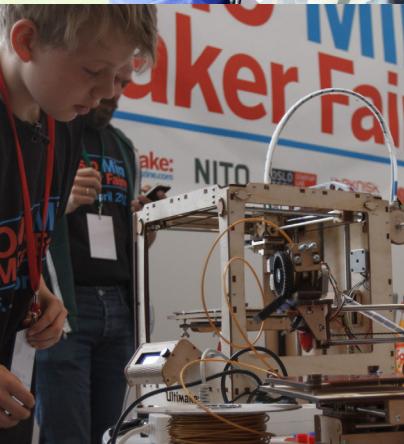
# Cities

- 👉 Collaborate co-ops, maker-spaces, sewing cafes, and co-working spaces
- 👉 Build your own bicycle cart
- 👉 Bike turning and repair workshop
- 👉 Make and throw seed bombs
- 👉 DIY Hanging Garden in urban spaces



# Tech and Gadgets

- 👉 Repair Cafes and Workshops to showcase how to repair an appliance, watch, phone
- 👉 Produce your own solar panel for charging phones
- 👉 DIY a phone protector to help your phone live longer
- 👉 Populate the New to Me map: [newtome.greenpeace.org](http://newtome.greenpeace.org) with local repair shops



# Food

- 👉 Vegetarian or vegan cooking classes
- 👉 Cooking show/class with leftover from local stores/farms
- 👉 Talk: How to cook seasonal and regional
- 👉 Organize a home made food swap or potluck
- 👉 Serve only vegan or vegetarian food at your event



# Paper & Stationery

- 👉 Make your own To Go Cup
- 👉 Create a journal from recycled paper
- 👉 DIY your christmas decoration
- 👉 Upcycle a paper wallet



# MAKE CHANGE

- 👉 Sew or stitch a banner to say #MakeSmthng #BuyNothing, or another anti-overconsumption message
- 👉 Giant recycled plastic waste art installation
- 👉 Screen print #MakeSmthng #BuyNothing on your t-shirt or bag to give it a makeover with a meaning
- 👉 Start a community kitchen or food pantry, re-stocked by different people or businesses each week
- 👉 Collect petitions to ban plastic bags and throw-away plastic products, deliver them to Mayor or City Council
- 👉 Collect old, working phones, repair or tune them and donate them to someone in need



© Patrick Cho / Greenpeace



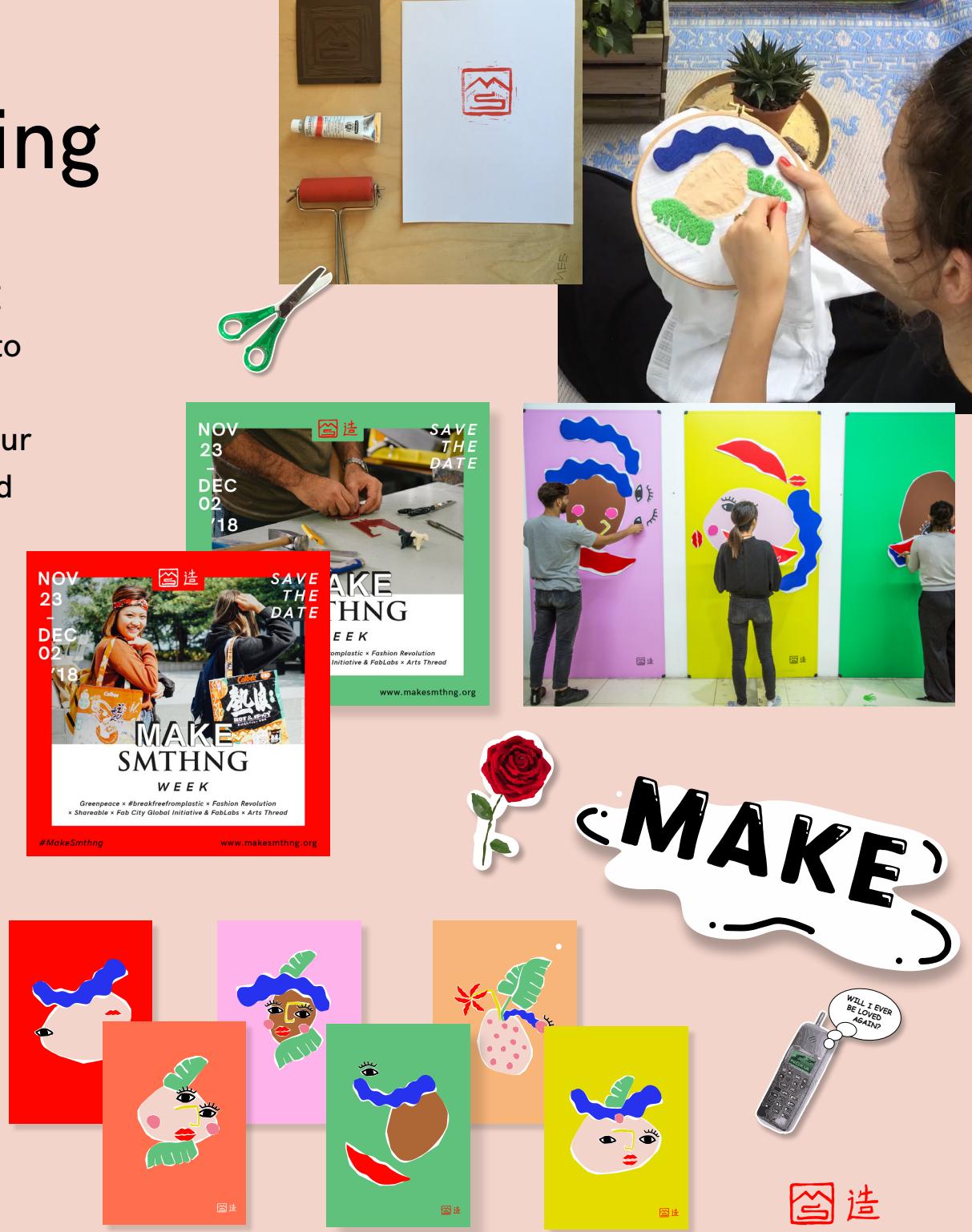
© Manuela Clemens / Greenpeace



© Manuela Clemens / Greenpeace

# Designs and branding

The branding and design templates of MAKE SMTHNG are open source and for everyone to use. We encourage you to use it to showcase your great ideas. Play around and develop your own key visuals, posters, postcards, signs and social media macros by using the templates, fonts, logo and visual designs found here. Please make sure you read the [branding guidelines](#) before designing.



# Very Important Guidelines

*MSW is open for anyone to organize an event*, but we do ask you to keep the spirit of making something using these guidelines:

👉 #BuyNothing - MSW activities are meant to showcase alternatives to buying new things, *we kindly ask you not to sell products at the events*. You may ask for donations from participants for things like food or to cover the cost of the event space, however there should be no profit-making from the events. If you have any questions about this, please reach out to Edyta at [esitko@greenpeace.org](mailto:esitko@greenpeace.org) for clarification.

- 👉 Please use second-hand materials as much as possible. If you need to buy new materials, please use non-toxic, ecologically and responsibly-made materials.
- 👉 Please stick to the principle of non-violence during the activities. *Please do not use MSW events to insult, harm, mock or denounce anyone - keep it positive!*



# Event Venues

You can host your event in any space that is available for you to use. Do you have a shop, coffee house, restaurant, community centre or shared workspace you regularly visit? Think about spaces that inspire you and look out for venues that connect to the areas in your city where you and other trendsetters and makers like to hang out:

- 👉 Maker or craft spaces
- 👉 Repurposed warehouses
- 👉 Co-working spaces
- 👉 Coffee shops
- 👉 Community centres and gardens
- 👉 Parks
- 👉 Recycled tents
- 👉 Public squares
- 👉 City halls
- 👉 Schools & Kindergardens
- 👉 Rooftops
- 👉 FabLabs



# How to find people to support my event?

Get started by making a list of potential allies. Start with a large list, ask co-workers and friends if they are part of any organizations, chances are pretty high that you will find several groups this way. Research organizations in your community: Google search, check MeetUp and Facebook. Instagram can also help, thanks to hashtags it is easy to find makers and creators like bloggers, independent artists and crafters, co-ops, fixers/repair specialists, service NGOs, and even government associations like cultural centers.

After you have made your list, send an email to introduce yourself and MAKE SMTHNG Week to ask if they would like to speak with you more about co-organizing an event together. It's good to propose some ideas or examples of what kind of activity you could organize together, but keep the options open in order to allow for input from the organization or ally.

## Important note on working with small businesses

Since the intention of MSW is to demonstrate alternatives to buying, we ask that you not sell items. If you have any questions about this, please feel free to contact Edyta.

# MAKE SMTNG Media & Social Media

Do you want to use your voice to support our mission? Talk about the issue of overconsumption and consumerism with your friends and followers? Write a blog post or create a tutorial to share your maker experiences, pics, skills and knowledge with us. We regularly feature great ideas and stories on our international Instagram channel @makesmthng.

## *Press Kits*

You will receive a press kit to do your own press outreach for MSW. This will include a [press release template](#), [a basic information PDF](#), [a factsheet to answer questions](#), some story ideas to pitch to media and a checklist on setting up social media channels to promote MAKE SMTNG week. Please refer to the Ambassador section for details and contact information.

## Use our hashtags

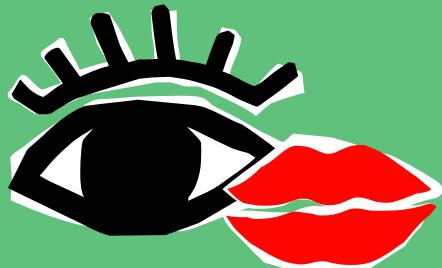
---

*#MakeSmthng #BuyNothing #DisruptBlackFriday #MakeChangeNow*

---

# Become a MAKE SMTHNG Ambassador

This year, *MSW event leaders and online influencers have an opportunity to become MSW Ambassadors*. Ambassadors are event organizers and online influencers that will receive additional coaching and support in promoting their MSW project in local media, social media, and will be more intimately involved in MSW organizing. They will receive regular communication, and be given insights and trainings from the MSW core team members. Ambassador bios will also be featured in the MAKE SMTHNG website partner section.



Event Ambassadors are previous event hosts that will host events in 2018, and would like to receive more support from the MSW team, especially to do outreach to local media sources and social media influencers. If you are interested in becoming a 2018 MSW Ambassador, please send a message to Edyta at [esitko@greenpeace.org](mailto:esitko@greenpeace.org)!

Online Ambassadors are makers and influencers that have been already involved in the MSW online community and would like to get more intimately involved in spreading the movement in their local media and social media communities. If you are interested in becoming a 2018 MSW Online Ambassador, please send a message to [makesmthng@greenpeace.org](mailto:makesmthng@greenpeace.org).

# Event Checklist

## Before

- Reach out to neighbors and allies to co-create event ideas
- Find a venue
- Advertise your event:
  - Register your event on the [makesmthng.org website calendar!](http://makesmthng.org)
  - Use our [design kit](#) to design your own flyers, posters and social media skins
  - Email out invites
  - Put up an event on Facebook and ask for other organizations to advertise for you
- Ask your social media connections and influencers to promote your event
- Put posters up in stores and streets
- Designate a photographer and videographer - you can use your phone to document the event
- Organize your materials for the event
- Ask people to volunteer and help with the event
- Make your post-MSW event plan with allies. How will you keep the movement growing?

# Event Checklist

## During

- Always use `#makesmthng` and `#makechangething` for us to find and share your posts, and choose any other of the following hashtags: `#buynothing` `#disruptblackfriday`
- Try out using Facebook Live and Instagram stories to promote the event
- Make sure you sign in everyone who took part of the activity so that we can send them information about follow-up events. Remember, this is about creating a movement!***

## After

- Report your results here!
- Please upload photos and videos here!
- Send thank you emails and next steps to allies and people who attended



## ***CONTACT***

For any questions, comments or help with your MSW  
activities, please contact

*Edyta Sitko, Offline Lead*  
[esitko@greenpeace.org](mailto:esitko@greenpeace.org)

**MAKE**  
**SMTHNG**  
*WEEK*