



EVENTS
DEC
2
-10
'17

MAKE SMTHNG WEEK

#makesmthng
#makersgonnamake
#buynothing

www.makesmthng.org


What is MAKE SMTHNG Week?

MAKE SMTHNG Week is about taking action for a better world - instead of buying, we want to make something. At the start of the Christmas and end of year shopping season, we want to refrain from shopping things that often end up being unused or thrown away quickly. Together with you, we want to step out of this mindless pattern that wastes and pollutes.


MAKE SMTHNG Week is a series of fun, hands-on events that replace shopping with making.


In big cities from Beijing to Berlin to Rome, we want to gather local makers like you to demonstrate our power to innovate and create unique alternatives to buying something new.


Many of you have already started to rediscover the art, craft and joy of making and doing it yourself: cooking, mending clothes, fixing electronics, building toys, upcycling, or growing your own food. Many of you are making your own cosmetics, cleaning products, going plastic-free, sharing your clothes, bikes and homes with each other. Community spaces in cities and hundreds of online communities have grown around these practices. We'd like to join and grow this movement of makers!

 During MAKE SMTHNG Week let's bring it all together and help make this planet a better place!

What is MAKE SMTHNG Week?

 An international festival of making, taking place in cities around the world. Lets experience the fun of creating!

 We want to collaborate and co-create events with you. You can be the role model for others, so share your experiences and skills with the world

 Supports and promotes a movement of makers and alternatives to consumerism





DEC
2
-10
17



MAKE SMTHNG

WEEK

Greenpeace x Fashion Revolution

DIY
Upcycling
Reuse
Repair

#buynothing
#makesomething
www.makesomething.org

👉 BEIJING
ROME
HONGKONG
BERLIN
BARCELONA

Why MAKE SMTHNG Week?

- Our reliance on convenient, throw-away products is eating up too many resources and producing endless pollution and garbage
- We need solutions. But we can not do it alone. We need YOU to make this world a better place
- We don't need to buy everything new, we can make it new to us by upcycling, repairing transforming or sharing it
- With creativity, skills and community spirit, we can innovate our wasteful way of consuming, buy less and make the most of the things we already own
- Join Make Something Week to learn new skills and join inspiring people that have turned away from buying and throwing out things - become a maker yourself
- It's not about how big your first steps are, it's about how many people take a little step into the right direction
- Make something - buy nothing
- Makers gonna make!

Make Something Week on social media - how to get involved

Are you someone who has built a followership on social media like Instagram, Youtube or Medium? Do you want to use your voice to support our mission? This is how you can help Make Something Week thrive:

Make Something will collect your best ideas and stories on our international Instagram and Youtube Channel - get in touch with us at makesomething@greenpeace.org.

If you already practice a lifestyle of zero-waste, minimalism, veganism, slow fashion or sharing share your experiences, pics, skills and knowledge with us.

Hashtags

#makesmthng

#makersgonnamake

#buynothing

You could

- Offer us a guest blog post we can launch on our Make Something Medium Page.
For any content ideas, existing great content to share, please contact us at makesomething@greenpeace.org
- Are you open to replace buying something new with a little action that helps you reuse, upcycle, share or repair what you already have? Do you have a great DIY idea to share with the world?
Than share your result on Instagram or Facebook with #makesmthng #makersgonnamake
- Do you have thoughts to share what makes you truly happy? Than post your statement with
#makesmthng #buynothing

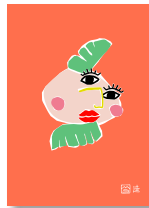
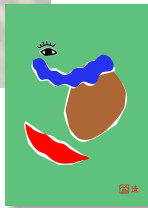


[CLICK TO WATCH VIDEO](#)

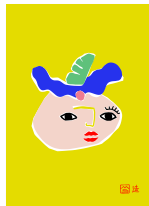
MAKE



Posters



Postcards



08

DESIGNS AND BRANDING



Patches



Designs and branding

We've developed an umbrella branding for Make Something Week for you to make your own and showcase your great ideas. Play around and develop your own key visual, posters, postcards and social media macros by using the templates, fonts, logo and visual designs to be found [here](#).

MSW is open for anyone to organize an event, but we 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 use it for selling any products.*

You may ask for donations for things like food, however there should be no profit-making from the events.

- 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!*

ACTIVITY IDEAS

Here are some activity ideas as a starting point for your event brainstorm. Think about ideas that will make it easier for people to replace buying something new with making something.

This can be workshops where you teach skills, talks where you share your experiences, swapping and sharing events, installations, film screenings that help people get inspired, making artworks that help fight consumerism and much more.

Make Something Week 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

- Panel discussion with role models on topics such as “How to build a capsule wardrobe?”
- Stitch a tiny protest banner to protest over consumption
- Photo booth “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



Plastic Alternatives:

- Make your own reusable tote from old t-shirt or other products
- Make your own wallet from chips 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



Credit: Artista8Photography Moki



Credit: cargocollective.com/meahhdaburca

Toys:

- Make your own wooden toys
- Make your own board games
- Make your own dolls
- Make your own Christmas ornaments



Urban Revolution:

- Collaborate with urban community spaces like co-ops, maker-spaces, sewing cafes, co-working spaces
- Use city festival spaces like squares, re-purpose closed-down or abandoned spaces
- Build your own bicycle cart
- 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 with repair shops
- Clean your drawer of old, working phones and donate them to someone in need



Food

- Integrate vegan and vegetarian food into your event
- Vegetarian cooking classes
- Cooking show/class with leftover from local stores/farms
- Talk: How to cook seasonal and regional
- Talk: How to build up a food cooperative
- Organize a home made food swap
- Talk: Sustainable fashion for vegans



Save Our Forests

- Make your own To Go Cup
- Create a personal Junk Journal from recycled paper
- DIY your christmas decoration
- [DIY your christmas tree](#)
- Upcycle a paper wallet



Where can my event take place?

Any space that is available to you can be the space where you can host an event. Do you have a shop, a restaurant, community centre or shared workspace you regularly visit? People know you in your favourite bar or coffee shop? Think about spaces that inspire you and look out for venues that connect to the areas in your city where you and other trendsetters like to hang out.

Here are some examples to get started:

- Maker or craft spaces
- Repurposed warehouses or spaces
- Co-working spaces
- Coffee shops
- Community centers
- Parks
- Recycled tents
- Public squares
- Roof tops

How can I find people to support my event?

We love that you want to organize your event and encourage to look for like-minded people, initiatives, organizations or spaces to help you make your idea bigger.

Get started by making a list of potential allies. It's best to start with a large list because not every organization and person you reach out to will be able to get involved. Ask co-workers, volunteers and friends if they are part of any organizations, chances are pretty high that you will find out about several groups this way.

Research organizations in your community: Google search, there are many groups on MeetUp, Facebook, and independently

organized. Instagram can also help a lot, thanks to hashtags it is easy to find key makers and creators community, like influential bloggers, independent artists and crafters, co-ops, fixers/repair specialists, service NGO's, and even government associations like cultural centers.

After you have made your list, send an email to introduce yourself, Make Something Week and 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 or charge participants for the activity. If you have any questions about this, please feel free to contact Edyta (contact details on last page).

Before, during and after your activity

BEFORE:

- ❑ Reach out to neighbors and allies to co-create event ideas
- ❑ Find a venue
- ❑ Advertise your event:
- ❑ Use our design kit to design your own flyers, posters and social media skins
- ❑ Send out invitations through emails (GP and allies)
- ❑ Put up event on Facebook and ask for other organizations to advertise for you.
- ❑ Ask your social media connections and influencers to promote your event.
- ❑ Please also send information about your activity to Edyta at esitko@greenpeace.org, we will put it on the Make Something Week website calendar to advertise your activities globally!
- ❑ Put posters up in stores and streets
- ❑ Designate a photographer and videographer - you can use your phone to document the event.
- ❑ Make your post-MSW event plan with allies. How will you keep the movement growing?
- ❑ Organize your materials for the event
- ❑ Ask people to volunteer and help with the event

DURING:

- ❑ Always use #makesmthng for us to find and share your posts, and choose any other of the following hashtags: #makersgonnamake #buynothing
- ❑ 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 email 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

MAKE
SMTHNG
WEEK