**ECO WEEK 2018: 19 – 23 March**

*Why are we doing this:*

To raise awareness about the plastic waste and the rapid rate at which this is increasing, and how single use plastics affect our landfills and marine life.

Every day will focus on an element/theme related to the plastic waste:

Monday: Introduce the problem and introduce the state of our landfills and oceans due to unconscious plastic use.

Tuesday: People/organizations dedicated to raising awareness.

Wednesday: People living an eco-conscious lifestyle.

Thursday: How can people get involved with various organizations.

Friday: No interviews.
Presenters reflect on and share their experiences of trying to live single use plastic free for the week and share tweets, stories etc. by listeners.
Punt the hamper giveaway.
It will close at 16:00 and winner announced on Drive at 17:35.

Interviews and times will be entered on the interview sheet and full timers will be briefed.

Hamper giveaway:

Shop Zero is giving away a zero-waste starter kit valued at over R600.

This includes:

Reusable bamboo straw

6X reusable Fresh produce bags that can be used when shopping for lose fruits and veggies

3X Reusable beeswax food wraps to use instead of cling wrap.

Reusable coffee cup

\*\* Please don’t mention the contents of this hamper until after Drive on Monday, as Janneke will be interviewed and will then reveal what is in the hamper.

What people need to do to enter:

Whatsapp their pet peeve in terms of waste and people’s habits, and why they feel it is important to be more waste conscious, to 072 926 6926. (i.e. What do people do in terms of litter / waste, that make you cringe. )

This hamper will be handed over to the winner at the Eco Maties sustainability society’s Earth Hour Night Market, taking place on Saturday 24 March. They can collect it at Shop Zero’s stall there. (of course if the winner is unable to attend that, I will arrange with Shop Zero for it to be dropped off at the station).

Listener challenges:

Every day we will challenge our listeners to go without a specific type of single use plastic for the day. They are as follows:

Monday: None – just mention that this is a thing. So mention that tomorrow, Tuesday they are to give up plastic straws.

Tuesday: Plastic straws

Wednesday: Takeaway boxes (note that this is a public holiday – listeners might be in the

Thursday: Coffee Cups

Friday: Plastic bags (this includes those flimsy ones used for fresh produce)

Alternatives to all these items: simply bring your own. Remind listeners that they might influence someone simply by seeing them do this.

Please remind listeners every day what they are challenged to give up for that day and what the item is for the next day. They can share this via twitter with the #MFMEcoWeek. Please share your experience of going single use plastic free for the week on FB, Insta, Twitter too!

Questions on interviews:

Be creative with your interview questions - If you need questions, please let me know and I will send some through to you. Remember to ask about the social media handles of everyone who comes in to help them spread their message.

Any questions, please contact Emma on 071 330 1085 ☺