



## Become a Change-Maker!

This activity is designed to help you think about what it would be like in charge of a company or organization, and how you could use that position to help people reduce their waste.

### 1. Design or Pick a Company or Organization

- a. First, decide if you want to create your own company or organization, or be in charge of one that already exists – for example, you could start your own brand of recycled-plastic running shoes, be in charge of Recology in San Francisco, or create a new non-profit to educate people on proper sorting. Are you starting a new company or organization, or taking over one that already exists?
  
- b. What does your company or organization do?
  
- c. How many employees do you have? If you are leading a company or organization that already exists, look up how many employees they have! If you are starting your own, look up a similar company or organization and see how many people they employ.

### 2. Reducing Waste

- a. How does your company or organization help people reduce waste?
  
- b. How will you get people to use your product or service?
  
- c. Name one challenge you might encounter getting people to use your product or service. How will you work to overcome it?



- d. Design a catchy slogan, meme, ad, or social media post to get people interested in what your company or organization does.

### 3. Partnerships

In this section, you will work with another student in class to create a “partnership” between your two companies or organizations.

- a. Who is your partner: \_\_\_\_\_, and what does your partner company or organization do?
  
- b. How can your partner help your company or organization? How can your company or organization help your partner?
  
- c. What project will you both work on that utilizes both of your products or offerings? How can this partnership help get even more people to reduce their waste?

### 4. Presentations

- a. Share your proposed project with the class. Each student in the partnership should briefly describe what their individual companies or organizations do, and how they will work together to reduce waste in their communities.

Optional: use the presentation to share the meme, slogan, logo, or ad that you designed for your company or organization!