



# **GLOBAL ACTION CALENDAR**

# January

## #WEAREjanuary

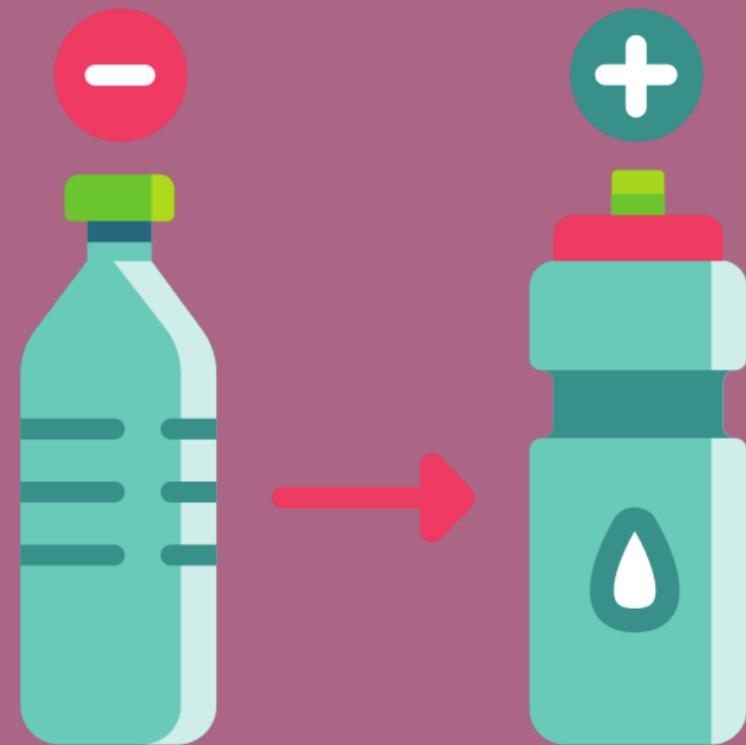
Our first month of the year comes along as a moment of questioning and planning. What do we want for this year that is about to start? How do we want to act on it? Considering this aspect of January we invite you to spend some time meditating, getting in touch with your inner self, connecting with people around you to raise collective awareness and compassion.





# February

## #REUSEfebruary

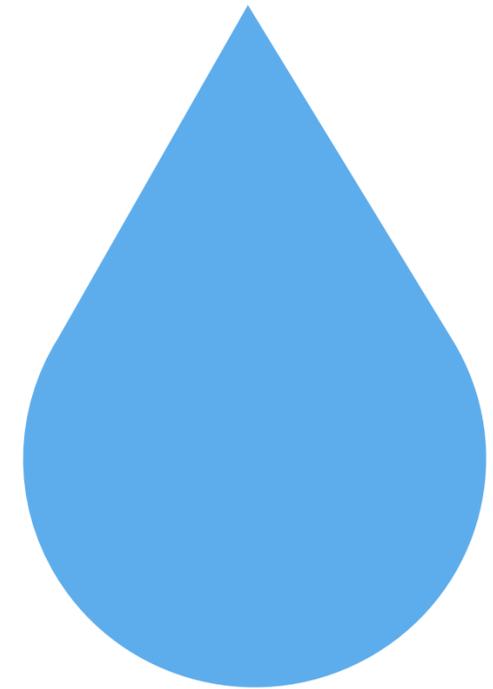


We are inviting you to slow down the consumption machine, be grateful for what you have and see all the different ways you can use your stuff. Ask yourself what else can be done with it before going to the trash, is that actually waste or can that replace my need for something else? Use your creativity, your critical knowledge and you will find the solution for this question.

# March

## #MARCHFORWATER

We live in a planet that is 70% water, we are made of 70% water, is that a coincidence? Maybe, but for sure we need water to survive and many of us are so lucky to always have plenty of it that we end up taking it for granted. Now think outside of your bubble, look at all those who don't have access to clean water, or even water sometimes, our dead rivers due to pollution, our ocean of plastic where microplastics are accumulating and contaminating the fish and other animals, our endangered coral reefs with the warming and acidification of the sea. The ocean has no borders and it connects us all so it is our shared responsibility to protect it.





# April

## #EARTHAPRIL

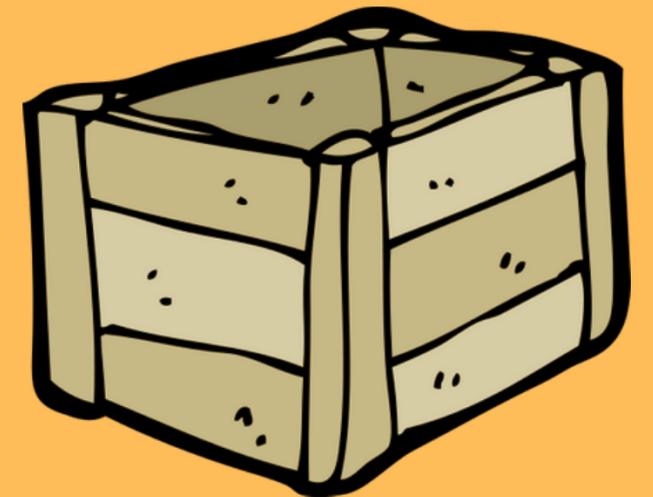


That's a month to celebrate our sweet home, EARTH! To use the vibration of people around us to connect the dreams of a better world. Lets engage our friends, neighbours, community into sharing resources, caring for the planet and acting collectively to fight climate change!

# May

## #MayYOUcompost

It is about time to stop thinking about organic matter as waste! That's why we invite you to start composting your organic residue, to turn it into an asset. Connect with local producers around you, start your home grown garden, and use your compost for it. If you already do it maybe is time to help your friend or your neighbor to do the same.





# June

**#LESSDRIVEJUNE**

**#BIKINGJUNE**

**#NODRIVEJUNE**



How much time do you waste stuck in traffic jams? How much space does a car waste on the streets? How much CO<sub>2</sub> do cars send to our atmosphere? How many times did you waste the opportunity to be healthy and cycle? It is a month for you to rethink how you use your car, could you cycle instead? could you share rides? Could you use public transportation more often? Now is the moment to act on that!

# July

## #JULYPLASTICFREE

## #PLASTICFREEJULY

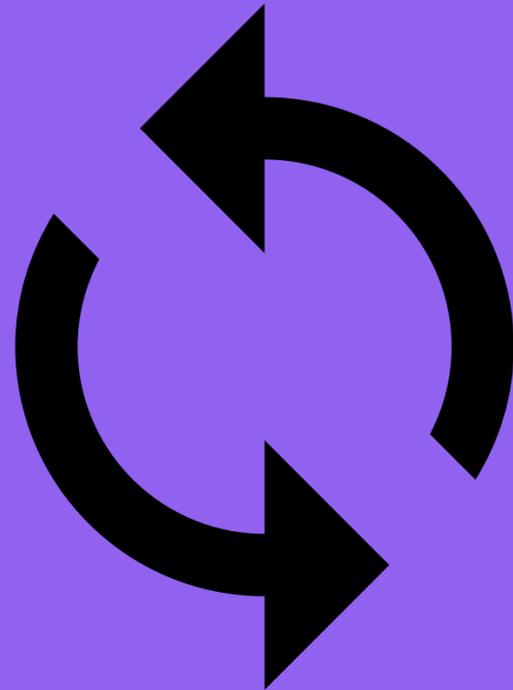
Plastic will outlive us, it can't be recycled only downcycled, it breaks into small particles and enter living organisms, it is a threat to the environment and to our health! Plastic is also everywhere, almost all stuff are made or packed using it. It is considered easy and affordable by companies, but it is not easy to end it and it is not cheap for our environment!





# August

## #CIRCULARAUGUST



If we want a sustainable reality we need to invest in a circular economy, we must close the loop in our manufacturing system. Nowadays most companies work in a linear economy, from sourcing -> production -> usage -> landfill. This system is not efficient or sustainable, if we get the residue and turn it into an asset through the right processing of it we can close this loop and save resources along with reducing waste.

# September

**#SEPTEMBERFORFUTURE**

**#SEPTEMBERFORTHECLIMATE**

Climate Change is a major threat to our future! Our clock is ticking, we must act now if we want to stay below the 2 degrees rise mark. We are not doing enough, politicians are not doing enough, companies are not doing enough but we CAN'T LOSE HOPE, that is our only chance! Raise awareness around you about the Climate Crisis we are facing and the threats we will face if no action is taken! Join movements, pressure your politicians and remember to VOTE for people who acknowledge this issue and is truly committed to fighting for our future!





# October

**#zerowasteoctober**

**#octoberforzerowaste**



Is it possible to BE Zero Waste? If you say so, show people how!! Explain what the concept means, demystify it and make people see trash with different eyes! Turn waste into resources through education! Spread the Zero Waste movement to schools, universities, neighborhood, supermarkets, companies, restaurants, etc! Become a Zero Waste Ambassador at your place!

# November

**#VEGANNOVEMBER**

**#NOFOODWASTENOVEMBER**

How much food do we waste a day at our houses, at restaurants, at the grocery shop? How many people are starving right now in the world? Do you know the impact of the meat industry in our environment? Do you care about the mistreatment of animals? All those questions show how connected to our society and nature you are, did you ask yourself that? Our food choices are not only a health issue but are also a political statement.





# December

**#lessconsumptiondecember**

**#bepresentnopresents**



It is the last month of 2020, what good did you do this year? Will Santa come for you? It is Christmas time and instead of planning how much money you'll spend getting presents to all your loved ones why don't you think a way of showing how much you care for them in other ways? We invite you to be present this Christmas instead of giving presents. To rethink our consumption, how about that old book you read many times and a friend of yours might really like, why don't you write a dedication note and hand it over?

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