

Oakland Recycles launched the 100 Change Makers program in Spring 2022. Our goal is to identify change makers in Oakland who will educate our community about how choices we make related to managing waste impact the environment.

## HOW TO BECOME A CHANGE MAKER

### 1st Step

#### ATTEND

Participate in a seasonal cohort by attending 4 weekly classes over 1 month.

##### Identifying Your Why / Introduction to Waste Reduction Strategies

Week 1

- Defining sustainability and aligning your mission with sustainability goals.
- Review of the 5 Rs (refuse, reduce, reuse, recycle, rot).

##### Anatomy of a MRF / Anatomy of a Compost Pile

Week 3

- How recyclables are sorted by machinery using their physical properties.
- How food scraps become compost.

##### The Life Cycle of a Water Bottle / Climate Change and You

Week 2

- The pre- and post-consumer impact of a water bottle.
- An explanation of climate change, its impacts, and the part we play.

##### Environmental Leadership / Your Presentation

Week 4

- Effects of personal, community, and governmental action.
- Review a customizable presentation and get details about what goes where.

### 2nd Step

#### SPREAD THE WORD

After completing the cohort classes you'll be a Change Maker and able to lead community engagement to spread the word about waste diversion and sustainability in Oakland.

#### Engagement Opportunities:

- ▶ Give a Presentation
- ▶ Host Action Days
- ▶ Post on Social Media

#### Change Maker Tools for Community Engagement:

- ▶ Customizable presentation
- ▶ Swag for community participants
- ▶ Print collateral like door hangers and brochures
- ▶ Content to post on social media platforms
- ▶ Change Maker t-shirt
- ▶ Toolkits for community action days

### 3rd Step

#### RECRUIT NEW CHANGE MAKERS

10

Change Makers  
Cohort 1:  
Spring 2022

30

Change Makers  
Cohort 2:  
Summer 2022

60

Change Makers  
Cohort 3:  
Fall 2022

