

TRAINING VIDEO GUIDE FOR ZERO WASTE AMBASSADORS



This [training video](#) (7 minutes) gives an example of how a Zero Waste Ambassador could approach her/his municipality officer, or actually any stakeholder. It can be used as a training tool to discuss how to best get stakeholders interested in zero waste.

In reality our meetings are of course longer and more time could be taken to discuss different topics and discuss them in more depth, however in this video we have tried to capture the essence of a good communication about zero waste.

An example exercise how this can be used in a training session.

1. Give a task to learners to practice:

You want to get your municipality to adopt some zero waste policies, firstly door-to-door collection. You know that they have only public recycling points, where people need to bring their source-separated waste. You have set up the meeting with the vice-mayor with the promise that your ideas could help to save some costs. How would you approach him/her to get him/her consider your ideas?

Extra-layer: As you enter into a meeting with the vice-mayor, you see that the secretary brings in coffee in single-use cups.

The task can be organised in several ways:

- A.** Learners work in pairs, where they do role play: one is vice-mayor, the other is the Ambassador,
- B.** Learners work in pairs, where they simply discuss what their approach would be OR
- C.** Individual work, where learners write down their thoughts, which is then followed by discussion in smaller groups or in one big group.

2. After the task, the video is shown. This is followed by another discussion, some possible guiding questions:

- What did you notice in the video?
- What did the Ambassador do differently in the video than you would have? What could be the reasons for that? What would work better in reality?
- What was done well? What could be done better?
- What principles of communication can we deduce from here?
- What would be the next steps for the Ambassador after the meeting?

Some parts of the video can be shown again, or the video paused at certain moments, for example when the badly sorted waste bins are shown.

The expert reasoning for the Ambassador's approach in the video that can be shared in the end:

- The Ambassador resists the urge to start first talking about the single-use cups on the table, which probably would shift the focus from the bigger plan she wanted to propose. She also doesn't go into blaming why their office is using single-use cups. Blame is a form of control, which would suppress the vice-mayor's need for autonomy, which in turn would reduce his wish to truly listen to the Ambassador.
- The Ambassador doesn't start with her proposals, she asks the vice-mayor what he thinks about the situation (even though she already knows some things and has her own opinions) and is sincerely interested in how it looks from his perspective. She accepts the answers calmly, without judging, but rather being supportive, building the dialogue upon the vice-mayor's thoughts – supporting the need of autonomy and relatedness.
- The Ambassador mostly asks questions, trying to get the vice-mayor to get to the answers himself – helping him to construct the knowledge himself, and again supporting autonomy.
- The Ambassador also asks questions that need more in-depth answers than just yes or no, where the vice-mayor has to explain a bit more and open up his thinking.
- In moments when the vice-mayor seems a bit confused, because he probably hasn't asked these questions from himself and others from him, and takes time to respond, the Ambassador is patient and not rushing in with her knowledge – this is again helping the vice-mayor to think actively about this himself.
- Only after several questions the Ambassador starts presenting her case and examples of what could be done in their city too. By offering the vice-mayor options on how they could do things together, the Ambassador supports his need for competence.
- The Ambassador doesn't talk about the definition of zero waste, but shares the examples of what it means in practice for the zero waste cities. She focuses on the decisions the city governments have made, showing also how it has been a journey and making the connection how those cities were once in the similar state as this city is now.
- In the end, the Ambassador also doesn't just say that single-use cups are bad, but asks why they are used (thus, giving a question, not an answer, with the potential to the vice-mayor to find the answer himself) and simply proposes a possibility to discuss some better options next time.

Anything else that you noticed?

For the purpose of the video's length, the flow of the discussion in the video is a bit rushed and faster than in reality. In a real life situation, in what moments and how could the Ambassador act differently than shown in the video, following the same principles mentioned above?