

# Let's Un-Waste Space To Reduce Waste!

A step-by-step guide to get your program off the ground and into the community!

Gather Supplies

Depending on your space type, you will need a wide range of additional input and supplies such as a canopy, volunteers, electricity, furniture, equipment, stationary, etc. There are materials reuse organizations and community groups such as Free Stores and Materials for the Arts that you may be able to procure these materials from. There are also a few local Tool Lending Library, from where you can borrow equipment and tools. Scan QR code for links to the groups and more.

## Get Money

Depending on the duration and recurring nature of the event, you may need money to pay for electricity, staff, and purchase additional supplies. There are several grants from the city and organizations you can apply for to fund your event. NYC Small Business Services supports various Small Business Services Grants, including Small BID Support Grants and Open Streets Grants – if you're partnering on an Open Streets group. Citizens Committee for NYC also awards Neighborhood Grants. Scan the QR code for links to these grants.

## Secure a Space

What kind of space will the event take place on? Is it privately or publicly owned? Is it open or enclosed? Depending on these factors, you may need to consider a lease agreement or a Memorandum of Understanding (MoU) with the property owner and agency. Additionally, insurance may be needed, which can be facilitated by insurance companies, BID executive teams (in liaison with the property owner), nonprofit fiscal sponsors, or partner programs. Scan the QR code for sample agreements and other resources.

## Announce the Event

Announce the event about a month in advance! Firstly, design a flyer in both digital and printed formats you can use to spread the word. Print and post the flyers around the neighborhood, especially in hot spots that target your audience such as laundromats, daycare, stores, libraries, schools, bars, coffee shops, community gardens, bulletin boards of buildings and grocery stores.

You can announce the event through meetings with local Community Board, Council Member, local mutual aid groups, interest groups related to the activity and programming that you are hosting. You can also engage these groups with social media such as Instagram, Facebook, Twitter, and Reddit by sharing the digital flyer as posts and tagging various stakeholder groups. Lastly, include a rain date if it is an outdoor event! Scan the QR code for a sample template of an event flyer.

## Have a Game Plan for Leftover Materials

It is likely that you will have leftover materials from your event. To ensure your event is zero-waste, the remaining materials can be gathered and donated to local organizations. Make sure to understand the event space's recycling and waste management conditions, to avoid illegal dumping. Scan the QR code for local organizations that accept various types of materials for 5R.

## Gather Feedback and Evaluation from the Community

It is important to understand the impact of the un-waste event to the community during and post-event. During the event, provide a space where participants can sign-up to receive follow up communication, and leave their written feedback on the event. After the event, reach out to the community to gather feedback, understand what worked and what didn't, and to learn how to adjust and make improvements for the future. The community may also want a different type of materials event next time, which is important to note. Scan the QR code for templates for a sign-up sheet and a sample survey.

Scan QR code below for all the materials you'll need!

